

File No. 170028

Committee Item No. 3

Board Item No. 6

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Land Use and Transportation

Date March 6, 2017

Board of Supervisors Meeting

Date March 21, 2017

Cmte Board

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| <input type="checkbox"/> | <input type="checkbox"/> | Motion |
| <input type="checkbox"/> | <input type="checkbox"/> | Resolution |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Ordinance |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Legislative Digest |
| <input type="checkbox"/> | <input type="checkbox"/> | Budget and Legislative Analyst Report |
| <input type="checkbox"/> | <input type="checkbox"/> | Youth Commission Report |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Introduction Form |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Department/Agency Cover Letter and/or Report |
| <input type="checkbox"/> | <input type="checkbox"/> | Memorandum of Understanding (MOU) |
| <input type="checkbox"/> | <input type="checkbox"/> | Grant Information Form |
| <input type="checkbox"/> | <input type="checkbox"/> | Grant Budget |
| <input type="checkbox"/> | <input type="checkbox"/> | Subcontract Budget |
| <input type="checkbox"/> | <input type="checkbox"/> | Contract/Agreement |
| <input type="checkbox"/> | <input type="checkbox"/> | Form 126 - Ethics Commission |
| <input type="checkbox"/> | <input type="checkbox"/> | Award Letter |
| <input type="checkbox"/> | <input type="checkbox"/> | Application |
| <input type="checkbox"/> | <input type="checkbox"/> | Form 700 |
| <input type="checkbox"/> | <input type="checkbox"/> | Vacancy Notice |
| <input type="checkbox"/> | <input type="checkbox"/> | Information Sheet |
| <input type="checkbox"/> | <input type="checkbox"/> | Public Correspondence |

OTHER (Use back side if additional space is needed)

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| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | CEQA Determination |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Planning Commission Resolution No. 19851 |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Notice of Public Hearing |
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Completed by: Alisa Somera Date March 2, 2017

Completed by: V Young 181 Date 3/7/17

1 [Planning Code, Zoning Map - Calle 24 Special Use District]

2
3 **Ordinance amending the Planning Code to create the Calle 24 Special Use District and**
4 **revising the Zoning Map to reflect the Calle 24 Special Use District generally bounded**
5 **by 22nd Street, Potrero Avenue, Cesar Chavez Street, and Capp Street, as well as 24th**
6 **Street to Bartlett Street, and as more specifically defined in this Ordinance; affirming**
7 **the Planning Department's determination under the California Environmental Quality**
8 **Act; and making findings of consistency with the General Plan, and the eight priority**
9 **policies of Planning Code, Section 101.1.**

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

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 Sections 21000 et seq.). Said determination is on file with the Clerk of the Board of
22 Supervisors in File No. 170028 and is incorporated herein by reference. The Board affirms
23 this determination.

24 (b) On February 9, 2017, the Planning Commission, in Resolution No. 19851,
25 adopted findings that the actions contemplated in this ordinance are consistent, on balance,
with the City's General Plan and eight priority policies of Planning Code Section 101.1. The

1 Board adopts these findings as its own. A copy of said Resolution is on file with the Clerk of
2 the Board of Supervisors in File No. 170028 and is incorporated herein by reference.

3 (c) Pursuant to Planning Code Section 302, this Board finds that the Planning Code
4 and Zoning Map amendments will serve the public necessity, convenience, and welfare for
5 the reasons set forth in Planning Commission Resolution No. 19851, and the Board
6 incorporates such reasons herein by reference.

7 (d) The Board of Supervisors wishes to establish the Calle 24 Special Use District
8 along and adjacent to the 24th Street corridor in the Mission District to balance preservation of
9 the neighborhood character of the Calle 24 Latino Cultural District with accommodating new
10 uses and recognizing the contributions of the Latino community to the neighborhood and San
11 Francisco as a whole. The mix of businesses and uses, including Legacy Businesses, murals,
12 festivals and architectural neighborhood design and character in the Calle 24 Special Use
13 District contribute to a strong sense of neighborhood and a unifying identity. The variety of
14 goods and services offered within the Calle 24 Special Use District serves the local needs of
15 residents and visitors alike. Many of the businesses have been owned and operated by the
16 same family for generations and have continued to serve the local needs of the community
17 with their services, whether they be bakeries, butcher shops, grocery stores, salons, non-profit
18 institutions, or restaurants. Currently there are at least 22 businesses and institutions on 24th
19 Street that have been in operation for 30 years or more.

20 (de) 24th Street has retained much of its distinctive character and reputation as the
21 cultural heart of the Mission, thanks to the corridor's unique mix of arts and cultural
22 destinations, institutions, and murals and other public art. Moreover, the retail and restaurants
23 in this neighborhood benefit from the visitors attracted by the arts and cultural institutions,
24 murals, and public art along the corridor.

1 (e~~f~~) As set forth in the Strategic Economics Calle 24 Retail Study (December 2016),
2 while some of the arts and cultural organizations on the corridor serve a citywide or even
3 regional constituency, the groceries, restaurants, and other retail establishments have
4 historically served a primarily local customer base. Many restaurants, cafés, grocery stores,
5 salons, and other businesses remain affordable and continue to serve the daily needs of
6 residents from the Mission District and adjacent neighborhoods, even as the corridor attracts
7 more visitors.

8 (f~~g~~) Additionally, and as discussed the Strategic Economics Calle 24 Retail Study,
9 the Calle 24 Special Use District area generally has smaller, narrower retail spaces than other
10 parts of the Mission neighborhood, particularly compared to Mission Street. Smaller spaces
11 tend to be more affordable overall than larger spaces and can serve both new, independent
12 businesses with lower profit margins as well as more established businesses that do not
13 require much space. At the same time, the small storefronts that are generally available on
14 Calle 24 make the corridor a less attractive location for upscale or formula retailers and
15 restaurants that require larger spaces to display their inventory or provide extensive seating
16 for diners.

17 (g~~h~~) Supporting these smaller, neighborhood-serving non-residential uses, including
18 Legacy Businesses, and the cultural, arts, and institutional uses found in the Calle 24 corridor
19 furthers the Planning Code Section 101.1(b) priority policy goals that “existing neighborhood-
20 serving retail uses be preserved and enhanced and future opportunities for resident
21 employment in and ownership of such businesses enhanced” and that “existing housing and
22 neighborhood character be conserved and protected in order to preserve the cultural and
23 economic diversity of our neighborhoods.”

24 (h~~i~~) According to a September 2014 report by San Francisco Architectural Heritage
25 entitled "Sustaining San Francisco's Living History: 9 Strategies for Conserving Cultural

1 Heritage Assets," long-operating businesses foster civic engagement and pride as
2 neighborhood gathering spots and contribute to the City's cultural identity. Additionally, the
3 report found that many otherwise successful long-standing businesses are at risk of
4 displacement, despite continued value and a record of success, due to San Francisco's
5 current economic climate.

6 (ii) San Francisco has established the Legacy Business Registry, maintained by the
7 Office of Small Business, to recognize that these long-standing, community-serving
8 businesses are a valuable cultural asset to the City. The controls included in the Calle 24
9 Special Use District will further recognize and protect these important economic and cultural
10 assets.

11 Section 2. The Planning Code is hereby amended by adding Section 249.59 to read as
12 follows:

13 **SEC. 249.59. CALLE 24 SPECIAL USE DISTRICT.**

14 (a) General. A Special Use District entitled the Calle 24 Special Use District, the
15 boundaries of which are shown on Sectional Maps SU07 and SU08 of the Zoning Map, is hereby
16 established for the purposes set forth below.

17 (b) Purpose. The Calle 24 Special Use District is intended to preserve the prevailing
18 neighborhood character of the Calle 24 Latino Cultural District while accommodating new uses and
19 recognizing the contributions of the Latino community to the neighborhood and San Francisco.
20 Realizing the purpose of the Calle 24 Special Use District will require the participation and
21 coordination of residents, businesses, public agencies, and other community stakeholders. City
22 agencies, including the Office of Economic and Workforce Development, will actively engage with new
23 commercial uses to help achieve the purposes of the Calle 24 Special Use District. Such City agencies
24 may act as resource for residents, businesses, and other community stakeholders when realizing and

1 promoting the purposes of the Calle 24 Special Use District, including coordinating business
2 partnerships, product offerings, and employment commitments.

3 Specifically, the Calle 24 Special Use District is established to:

4 (1) Preserve and enhance the unique character of the Calle 24 Special Use District
5 and recognize Latino cultural heritage through contextual architectural design, storefront size,
6 signage, streetscape enhancements, artwork, and other elements of the built environment;

7 (2) Support the production or offerings of local or Latino artwork, arts activities,
8 and crafts by retaining, developing, promoting, or offering these within the Calle 24 Special Use
9 District;

10 (3) Preserve the contributions of Legacy Businesses to the history and identity of the
11 Special Use District and the Calle 24 Latino Cultural District by preserving a Legacy Business;

12 (4) Retain, enhance and promote neighborhood serving businesses and institutions
13 that serve a variety of households by making services and products available and accessible to
14 residents, including immigrant and low-income and moderate-income households;

15 (5) Retain, enhance, and promote neighborhood-serving businesses and institutions
16 that strengthen economic opportunities for local residents by developing partnerships amongst existing
17 and new local businesses, institutions, vendors, and micro entrepreneurs; and

18 (6) Retain, enhance and promote neighborhood-serving businesses and institutions
19 that enhance economic and workforce opportunities for local residents by coordinating with the Office
20 of Economic and Workforce Development to engage with the City's workforce system to provide
21 employment opportunities, career trainings, and formal partnerships to identify and address both
22 business and community workforce needs.

23 (c) Definitions. Whenever used in this Section 249.59, the following words and phrases
24 shall have the definitions provided here:

1 "Calle 24 Latino Cultural District" shall refer to that area as established by Board of
2 Supervisors Resolution No. 201-14;

3 "Cultural Heritage" shall refer to those elements, both tangible and intangible, that
4 help define the beliefs, customs and practices of a particular community. Tangible elements may
5 include land, buildings, public spaces, or artwork. Intangible elements may include organizations and
6 institutions, businesses, and cultural activities and events. These elements are rooted in the
7 community's history and are important in maintaining its identity.

8 "Legacy Business" shall refer to a business as defined under the Administrative Code
9 Section 2A.242 and included in the Legacy Business Registry.

10 (d) Controls. The following provisions, in addition to all other applicable provisions of the
11 Planning Code, shall apply within the Calle 24 Special Use District:

12 (1) Eating and Drinking Establishments. In addition to other prohibitions on such
13 uses found within this Code, a new Restaurant use, new Limited-Restaurant use, new Bar use, or the
14 physical expansion of any such existing use shall be prohibited where the concentration of those uses
15 exceeds, or would exceed with the proposed use or physical expansion of an existing use, 35% of the
16 total commercial frontage as measured in linear feet within the immediate area of the subject site. For
17 the purpose of calculating the concentration of commercial frontage, the "immediate area" shall mean
18 all properties located within 300 feet of the subject property within the Calle 24 Special Use District
19 and in a zoning district that is not Residential or Public Use. Any project for which a development
20 application, as defined in Section 401, was submitted by March 31, 2017 or any change in use from
21 an existing Limited-Restaurant use to a Restaurant use shall be exempt from the requirements of
22 this Section 249.59(d)(1).

23 (2) Conditional Use Authorization. The following, if not otherwise prohibited, shall
24 require Conditional Use authorization from the Planning Commission pursuant to Section 303:

1 (A) First Story Commercial Use Space Mergers. Any merger of first story
2 commercial use space where the merger would result in first story commercial use space greater than
3 799 gross square feet.

4 (B) Legacy Business. Any new non-residential use where the immediately
5 prior use was a Legacy Business. This requirement shall not apply:

6 (i) where the subject non-residential space has had no occupant and has
7 not been open to the public for three or more years from the date the application for the new use is
8 filed; or

9 (ii) where the Legacy Business has removed itself or otherwise been
10 removed from the Legacy Business Registry.

11 (C) First Story Medical Service Use as defined in Section 790.114.

12 (3) Compatibility of Uses. For any commercial use that is subject to Conditional
13 Use authorization under this Section 249.59 or any other section of the Planning Code, the Planning
14 Commission shall make the following additional findings:

15 (A) Any physical improvements associated with the proposed use are, on
16 balance, in conformity with any Calle 24 Design Guidelines adopted by the Planning Commission; and

17 (B) The use supports at least four of the purposes for establishing the Calle
18 24 Special District set forth in Section 249.59(b) above.

19 Section 3. The Planning Code is hereby amended by revising Sectional Maps SU07
20 and SU08 of the Zoning Maps of the City and County of San Francisco as follows:

21 The Calle 24 Special Use District ("Calle 24 SUD") is bounded by the following streets:

22 (a) To the north, all lots fronting the southern side of 22nd Street from Mission
23 Street to Potrero Avenue;

24 (b) To the east, all lots fronting the western side of Potrero Avenue from 22nd Street
25 to Cesar Chavez Street;

1 (c) To the south, all lots fronting the northern side of Cesar Chavez Street, from
2 Potrero Avenue to Capp Street;

3 (d) To the west, all lots fronting the western side of Capp Street from Cesar Chavez
4 to 24th Street, then all lots fronting both sides of 24th Street to the eastern side of Bartlett
5 Street, then all lots fronting the western side of Capp Street from 24th Street to 22nd Street;
6 and

7 (e) The Calle 24 SUD additionally includes the following lots adjacent to the above
8 boundaries: Lots 019D and 046A in Assessor's Block 3637; Lots 005 and 017A in Assessor's
9 Block 6517; Lot 035 in Assessor's Block 6528; and Lot 003A in Assessor's Block 6570.

10 Section 4. No less than five years and no more than six years from the effective date
11 of this ordinance, the Office of Economic and Workforce Development and the Planning
12 Department shall review Planning Code Section 249.59 and shall make a report to the Board
13 of Supervisors on that section's effectiveness in serving the purposes of the Calle 24 Special
14 Use District as set forth therein, which report may include recommendations for including
15 suggesting any recommended amendments.

16 Section 5. Effective Date. This ordinance shall become effective 30 days after
17 enactment. Enactment occurs when the Mayor signs the ordinance, the Mayor returns the
18 ordinance unsigned or does not sign the ordinance within ten days of receiving it, or the Board
19 of Supervisors overrides the Mayor's veto of the ordinance.

20 APPROVED AS TO FORM:
21 DENNIS J. HERRERA, City Attorney

22
23 By: 
24 MARLENA BYRNE
Deputy City Attorney

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REVISED LEGISLATIVE DIGEST

(3/14/2017, Amended in Board)

[Planning Code, Zoning Map - Calle 24 Special Use District]

Ordinance amending the Planning Code to create the Calle 24 Special Use District and revising the Zoning Map to reflect the Calle 24 Special Use District as generally bounded by 22nd Street, Potrero Avenue, Cesar Chavez Street, and Capp Street, as well as 24th Street to Bartlett Street and as more specifically defined in this ordinance; and affirming the Planning Department’s determination under the California Environmental Quality Act; and making findings of consistency with the General Plan and the eight priority policies of Planning Code Section 101.1.

Existing Law

The geographic area encompassed by the proposed Calle 24 Special Use District (Calle 24 SUD) is currently a mix of residential and neighborhood commercial zoning districts. Although commercial uses are generally prohibited in the areas zoned residential, the existing neighborhood commercial districts—which include, among others, the 24th Street-Mission Neighborhood Commercial Transit District and the Mission Street Neighborhood Commercial Transit District—allow commercial uses, and mergers of commercial storefronts, as of right up to a certain size and then through the conditional use permit process for larger commercial uses and mergers.

Although there are currently no “concentration controls” for restaurant or bar uses in this area, new bar uses are generally prohibited along the 24th Street corridor and the Mission Alcoholic Beverage Special Use District, Planning Code Section 249.60, limits certain alcohol-related uses within part of the proposed Calle 24 SUD.

Medical Service Uses are generally permitted on the ground floor and require conditional use authorization on the second floor along the 24th Street corridor.

Administrative Code Section 2A.242 creates a Legacy Business Registry.

Amendments to Current Law

The proposed legislation would create a new Calle 24 Special Use District (Calle 24 SUD), generally bounded by: the southern side of 22nd Street from Mission Street to Potrero Avenue; the western side of Potrero Avenue from 22nd Street to Cesar Chavez Street; the northern side of Cesar Chavez Street, from Potrero Avenue to Capp Street; and the western side of Capp Street from Cesar Chavez to 24th Street, then both sides of 24th Street to the eastern side of Bartlett Street, and the western side of Capp Street from 24th Street to 22nd Street; along with a few additional adjacent lots (specifically, Lots 019D and 046A in

Assessor's Block 3637; Lots 005 and 017A in Assessor's Block 6517; Lot 035 in Assessor's Block 6528; and Lot 003A in Assessor's Block 6570.)

The purposes of the Calle 24 SUD, as more fully described in the proposed legislation, are to preserve and enhance the unique character of the area and recognize Latino cultural heritage through architectural design, storefront size, signage, streetscape enhancements, artwork, and other elements of the built environment; support local or Latino artwork, arts activities, and crafts; preserve the Legacy Businesses; retain, enhance and promote neighborhood serving businesses and institutions; and develop partnerships amongst existing and new local businesses, institutions, vendors, and micro entrepreneurs and coordinate with the Office of Economic and Workforce Development.

The proposed legislation would impose concentration controls, prohibiting new restaurant and bar use, or the physical expansion of existing restaurant and bar uses, if the new use or expansion would result in 35% or more of those types of uses in any given 300-foot area. Any project for which a development application was submitted by March 31, 2017 or any change in use from an existing Limited-Restaurant use to a Restaurant use is exempt from this prohibition.

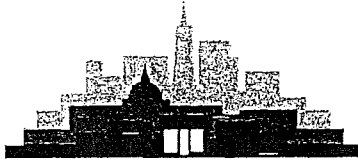
The proposed legislation would require conditional use authorization under Planning Code Section 303 for mergers of groundfloor commercial uses where the new commercial space would be greater than 799 gross square feet. Conditional use authorization would also be required whenever a new non-residential use would replace a Legacy Business within the SUD and for any new, first story, Medical Service Use, as defined in Planning Code Section 790.114.

Whenever a conditional use authorization is required for any use in the Calle 24 SUD, either under existing law or this proposed legislation, the Planning Commission would be required to find that any physical improvements associated with the proposed use are, on balance, in conformity with any adopted Calle 24 Design Guidelines and that the supports the purposes of the Calle 24 SUD.

Background Information

On July 28, 2015, this Board adopted Ordinance No. 133-15 to place a temporary prohibition within the proposed Calle 24 SUD on any merger of groundfloor commercial use space where the merger would result in groundfloor commercial use space greater than 799 gross square feet, subject to specified exemptions. On November 3, 2015, the Board of Supervisors adopted Ordinance No. 199-15, which retroactively extended the prohibition for an additional 10 months and 15 days from the date the original 45-day prohibition expired. Finally, on September 13, 2016, the Board of Supervisors adopted Ordinance No. 182-16, which again retroactively extended the prohibition for an additional 12 months from the date the prior 10-month and 15-day prohibition expired.

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SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
EDWIN M. LEE, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

March 3, 2017

Ms. Angela Calvillo, Clerk of the Board
City Hall Room 244
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102-4689

RE: BOS File No. 170028 [Planning Code - Zoning Calle 24 SUD]

Small Business Commission Recommendation to the Board of Supervisors: **Approval**

Dear Ms. Calvillo,

On February 13, 2017, the Small Business Commission voted (6-0, 1 absent) to recommend that the Board of Supervisors approve BOS File No. 170028.

The Commission views the legislation as an appropriate means to preserve and support the commercial foundations of the Calle 24 Latino Cultural District. The legislation was developed on the basis of a series of meetings and direct outreach with small businesses and other members of the community. The Commission applauds the sponsors' early engagement with stakeholders.

Furthermore, the proposed Special Use District would promote economic vitality, day- and night-time retail, tourism, and the preservation of deeply rooted small businesses in the community.

Thank you for considering the Commission's comments. Please feel free to contact me should you have any questions.

Sincerely,

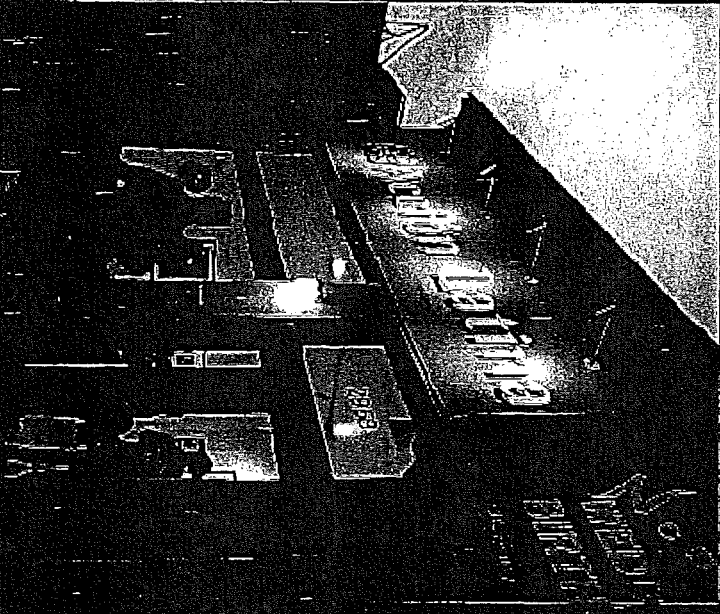
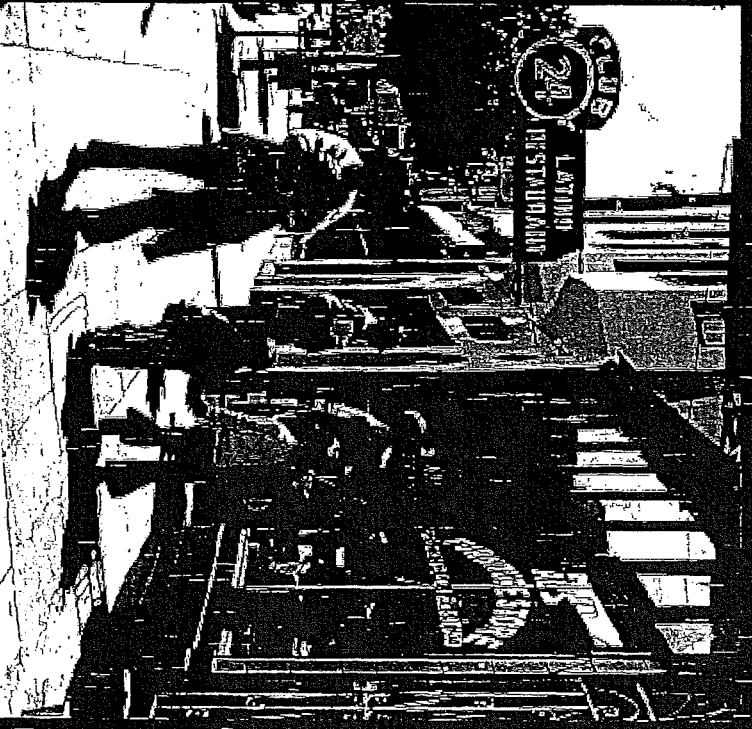
A handwritten signature in black ink that reads "Regina Dick-Endrizzi".

Regina Dick-Endrizzi
Director, Office of Small Business

cc: Hillary Ronen, Board of Supervisors
Nicole Elliott, Mayor's Office
Mawuli Tugbenyoh, Mayor's Office
Lisa Pagan, Office of Economic and Workforce Development
Diana Ponce de Leon, Office of Economic and Workforce Development
Alisa Somera, Land Use & Transportation Committee

OFFICE OF SMALL BUSINESS • SMALL BUSINESS COMMISSION
1 DR. CARLTON B. GOODLETT PLACE, ROOM 110, SAN FRANCISCO, CALIFORNIA 94102-4681
(415) 554-6408

INVEST IN NEIGHBORHOODS SAN FRANCISCO CALLE 24 SPECIAL USE DISTRICT



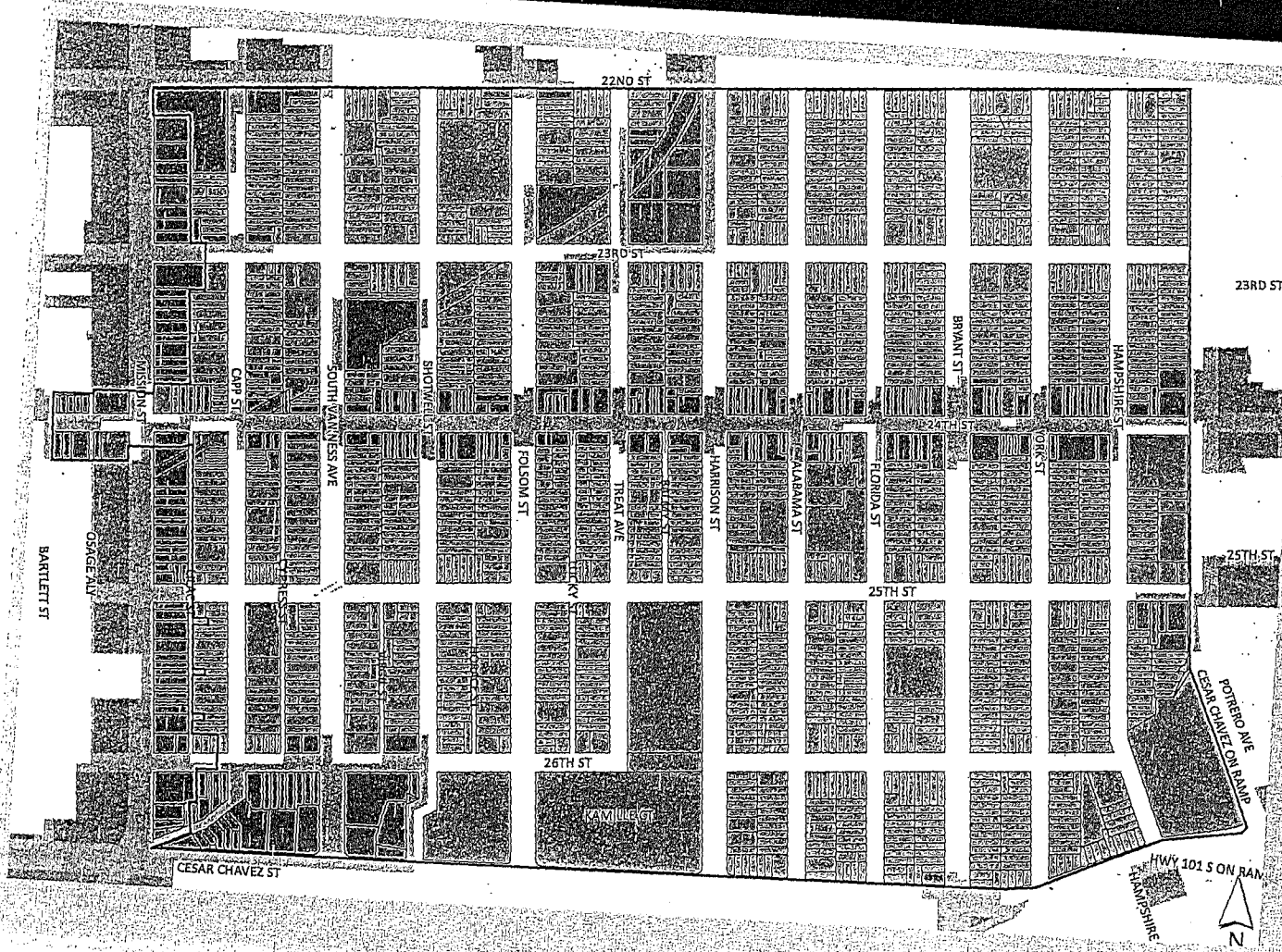
Board of Supervisor's Landuse Committee March 6th, 2017






Diana Ponce De Leon, Office of Economic and Workforce Development, investsf.org
diana.poncedeleon@sfgov.org

170028 2/1/17

CALLE 24 SPECIAL USE DISTRICT BOUNDARY



Map Key

-  Mixed Use Zoning (Commercial/Residential)
-  Calle 24 Latino Cultural District
-  C24 Special Use District

Total Area Storefront
Estimate: 300

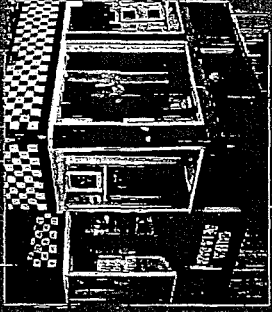
Calle 24 Businesses: 182

CALLE 24 SPECIAL USE DISTRICT CHARACTER

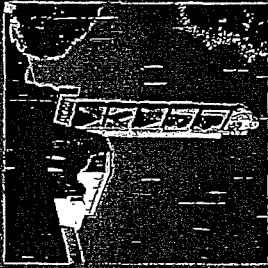
- Small Storefronts
- Latino Art and Murals
- Institutions and The Services They Provide
- Small Businesses
- Diverse Offerings of Goods and Services
- Affordable Neighborhood Goods and Services
- History of Waves of Immigrants/Latino Immigrants
- Strong Sense of Community
- Working Class Neighborhood
- Businesses Who Own Their Property
- Legacy / Multigenerational Businesses

WHAT MAKES CALLE 24 UNIQUE? CONCENTRATION OF LATINO CULTURAL HERITAGE ASSETS

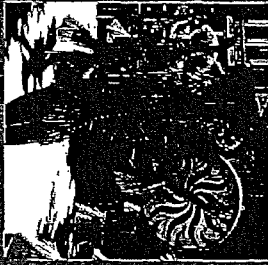
**Cultural Land
Marks**



Institutions



Festivals



**Murals -
Public Art**



Residents



**Chicano
Movement**



**Latin American
Immigrants**



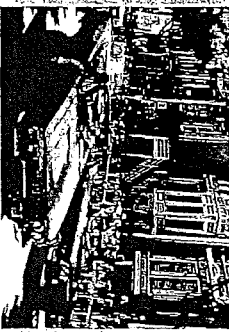
Latin Rock



**Latino
Businesses**

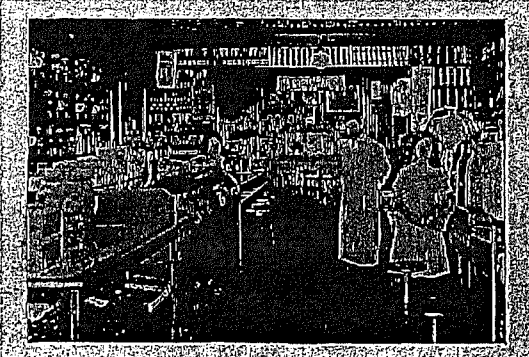


**Lowrider
Culture**



NEIGHBORHOOD HISTORY IN BUSINESSES

198



St. Francis Fountain
Est. 1918



Roosevelt Tamale Parlor
Est. 1922

Galeria de la Raza: selling the "idea" of art. — En un barrio Latino de San Francisco una galería de arte sirve de ojo a las actividades culturales de los artistas y vecinos, haciéndolo un verdadero "museo del pueblo"



Galeria De La Raza
Est. 1970



Belmar-La Gallinita Meat Market
Est. 1961, 1975 (24th St.)



Casa Sanchez
Est. 1923



La Victoria Bakery
Est. 1951

ECONOMIC VITALITY

HOW THE ARTS AND CULTURE SECTOR CATALYZES ECONOMIC VITALITY

■ Keypoint #1:

CONCENTRATION OF CREATIVITY & MULTIPLIER EFFECT

Firms, artists, and cultural facilities

■ Keypoint #2:

ATTRACT STRONG WORKFORCE, SUCCESSFUL FIRMS & QUALITY OF LIFE

Marketing a community's cultural assets

■ Keypoint #3:

INCREASE VISITORS, BUILD ECONOMIC AND SOCIAL CAPITAL

Arts and cultural activities can draw crowds from within and around the community.

■ Keypoint #4:

CROSS SECTOR CONNECTIONS TO IMPROVE ECONOMIC OUTCOMES

Planners can make deliberate connections between the arts and culture sector and other sectors, such as tourism and manufacturing, to improve economic outcomes by capitalizing on local assets.

CALLE 24 SPECIAL USE DISTRICT DEVELOPMENT TIMELINE

2013

Invest In Neighborhoods

- Neighborhood Profile
- Community Assessment
- Customizing Services
- Implementing Programs and Services

2014

Latino Cultural District Resolution

- May 19th, 2014 Creation of the Latino Cultural District via Resolution
- Jul 2014 - Jan 2015 IIN Grant for Cultural District Community Engagement Process & Report

2015

Commercial Zoning Changes for Latino Cultural District

- Jan 2015 - Current MAP 2020 Mission Community Engagement Process
- Aug 2015 Interim Control on Storefront Mergers- Active
- Oct 2015 Community Meeting on Initial SUD Concepts

2016-2017

Commercial Zoning Regulations -SUD Development

- Feb 2016 Initiation of Retail Study for Calle 24 (finalized Jan 2017)
- Nov 2016 & Feb 2017 Community Meetings on Regulatory Concepts
- Jan 9, 2017 Calle 24 Special Use District Introduction, Board of Supervisors
- February 9, 2017 Planning Commission Hearing

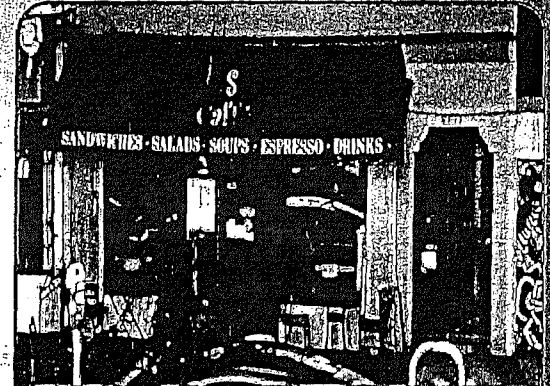
IIN Calle 24 Customized Services



**Corridor
Manager**



**Cultural
Activity**



**Business
Strengthening**

Neighborhood: Calle 24 Latino Cultural District Council

Committees: Landuse, Quality of Life, Economic Vitality and Cultural Assets/Arts

■ Business Strengthening and Economic Development

- Technical Assistance
- ADA CASp Inspection & Improvements
- Lease Negotiation
- Economic Study to Guide Economic Development Strategies
- Commercial Corridor Manager

■ Strengthening and Celebrating Cultural Assets

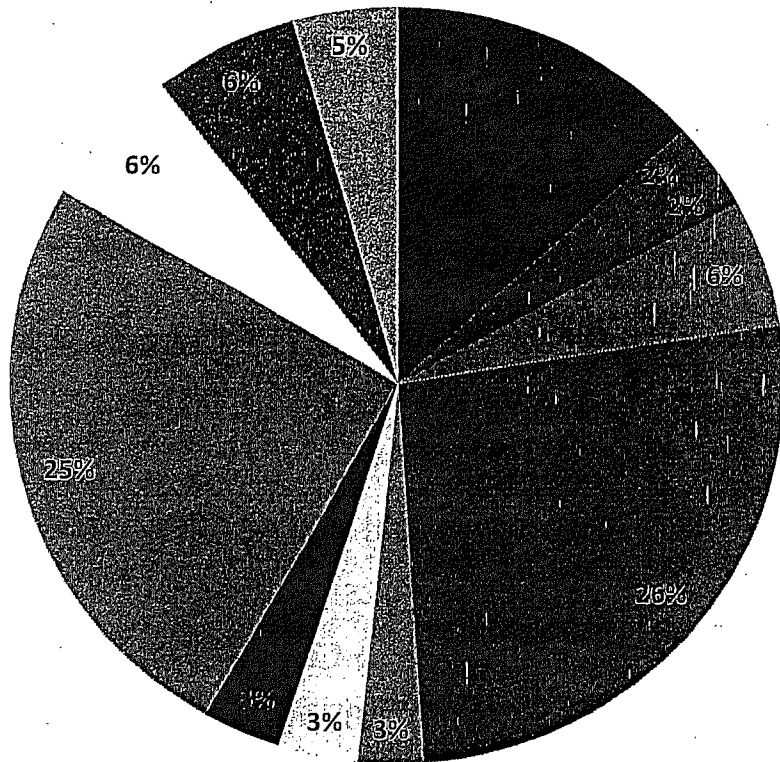
- Latino Cultural District Resolution
- Supporting Arts and Cultural Institutions
- OEWD- Latino Cultural District Community Engagement Process Grant
- Mural and Banner Restoration
- Corridor Events and Marketing

Calle 24 Storefront Retail Mix

Total Storefronts: 182 (from Bartlett to Potrero Ave)

Calle 24 Storefront Retail Mix

Total Businesses: 182
 (from Bartlett St to Potrero Ave)
 01/04/17



Retail



23%

- Retail Clothing, Accessories, Other [24]
- Books, Records [3]
- Groceries, Meat Markets [4]

Eating and Drinking



32%

- Convenience Stores [10]

- Eating and Drinking Establishments [48]

- Bars [5]

- Bakeries [6]

Personal Services



34%

- Dry Cleaners/ Laundry [6]

- Other Non-Retail Services [46]

- Community Non-Profit [11]

Inactive and Vacant



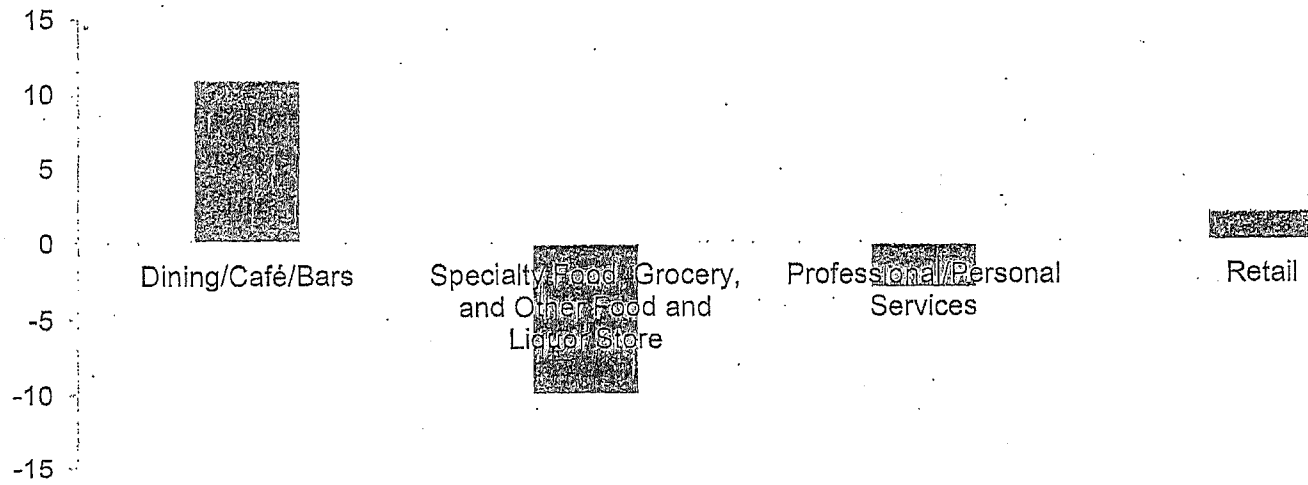
11%

- Inactive Storefront, Transition Not Advertised for Lease [11]

- Vacant, Available for Lease [8]

Storefront Trends 1992-2014

Figure IV-12. Net Change in Number of Businesses by Use Category, Calle 24 Retail Corridor, 1992-2014



Source: City of San Francisco, 2016; Strategic Economics, 2016.

INFORMATION THAT SHAPED THE SUD

Data and Analysis

- Storefront Inventory
- Sales Tax
- Business Succession Trends (Openings/Closings)
- Calle 24 Retail Study 2016 (Included interviews with businesses, real estate brokers and property owners)
- Case Study Reviews: Special Use District and Cultural Districts
- Vacancies
- Corridor Characteristics
- Inventory of Cultural Institutions and Legacy Businesses
- Demographics

Community Input Collected

- Emails, meetings and phone calls
- Individual discussions and input from business owners and institutions
- C24 Latino Cultural District Council Meetings and Discussions
- Mission Action Plan Community Meetings and Focus Groups
- Calle 24 Council on Protecting Cultural and Historic Assets for the Latino Cultural District
 - 200- Comments
 - 662- Signatures
- Latino Cultural District Community Process
 - 47- Focus Groups x4 (C24 Council, Youth, Merchants and Arts Groups)
 - 6- interviews
 - 24-50 per Community Meeting x3
- Storefront Merger Testimonies at Land Use Committee
- Against Storefront Mergers for High End Restaurants GG Tukuy
 - 2,167 signatures
- Open 24 on Against Prohibition of Storefront Mergers and Restaurants
 - 76- Comments
 - 94- Signatures
- C24 SUD 30-60 per Community Meetings x3

C24 SUD CONTROLS INTENT

PROTECT THE CURRENT CHARACTER

WHAT MAKES CALLE 24 UNIQUE

The SUD through zoning regulations focuses on adding controls in an effort to:

- Maintain the diversity of businesses via use type (retail, personal services and eating and drinking establishments);
- Protect small storefronts that both provide more affordable spaces and allow for more businesses (lower profit margins);
- Protecting the existing retail spaces;
- Protect legacy businesses;
- Promote the prevailing character that makes the Calle 24 SUD & Latino Cultural District unique.

CALLE 24 SPECIAL USE DISTRICT PROPOSED NON-RESIDENTIAL REGULATIONS

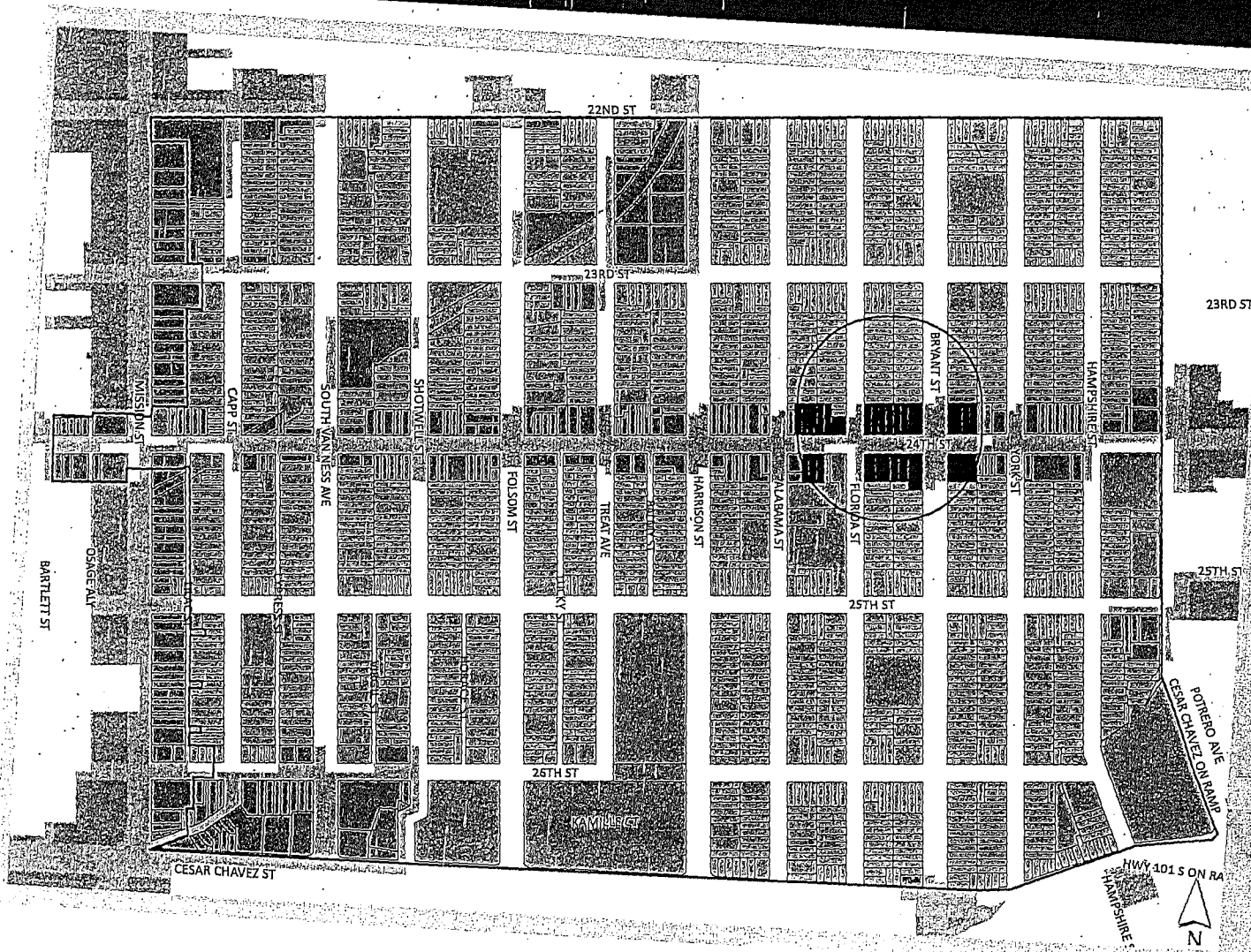
- *Institute an Eating and Drinking Establishment Concentration Threshold of 35%*

- *Modify Conditional Use Authorization to Trigger Additional Criteria (C24SUD Purposes 1-6)*
 - *Modify Conditional Use Authorization for Storefront Mergers*


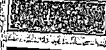
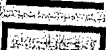

 - *Require Conditional Use Authorization for Legacy Businesses*

 - *Require Conditional Use Authorization for Medical Service*

CALLE 24 SPECIAL USE DISTRICT BOUNDARY



Map Key

-  Mixed Use Zoning (Commercial/Residential)
-  Calle 24 Latino Cultural District
-  C24 Special Use District
-  300 Feet Radius

$$\frac{\text{Eating \& Drinking Frontage}}{\text{Total Commercial Frontage}} = \%$$

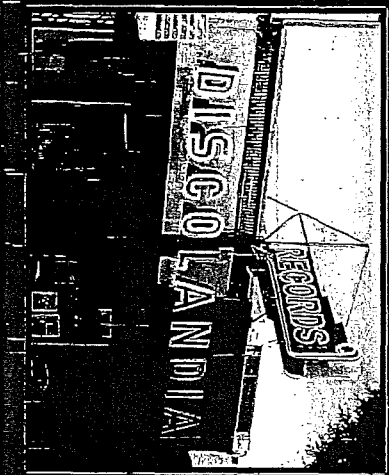
Storefronts
 Total: 300 (estimate)
 Calle 24: 182

EXISTING CONDITIONAL USES

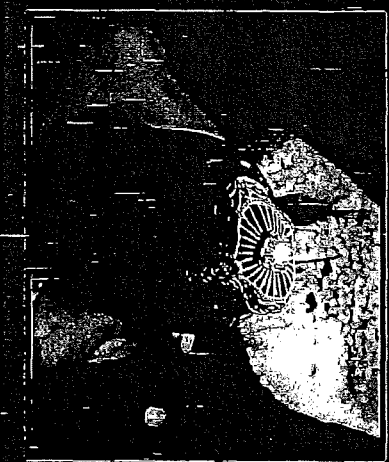
- Restaurant (serving alcohol)
- Other Entertainment (live music entertainment venue, billiard hall)
- Massage Establishment
- Tourist Hotel
- Auto Parking
- Auto Repair
- Animal Hospital
- Tobacco Paraphernalia
- Formula Retail (Chain Store) Uses
- Public Use
- For Mergers Larger Than 2,499 sqft (Proposed: lower to 799 sqft)
- Outdoor Activity not in Front
- Operation Hours between 2am-6am.
- Proposed: Medical Services
- Proposed: For any business, occupying a commercial storefront where the immediately prior occupant was a Legacy Business (unless vacant for 3 years)

PURPOSES FOR ESTABLISHING CALLE 24 SPECIAL USE DISTRICT

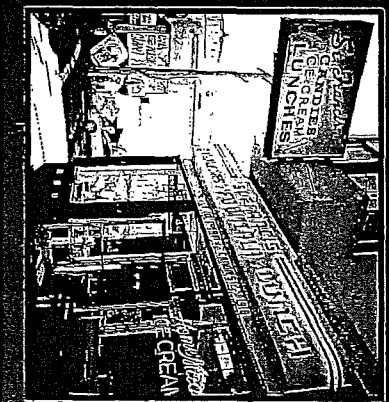
1. Physical Character



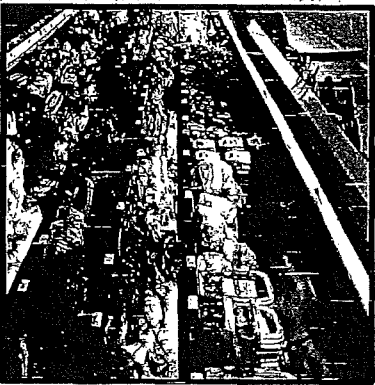
2. Art & Craft



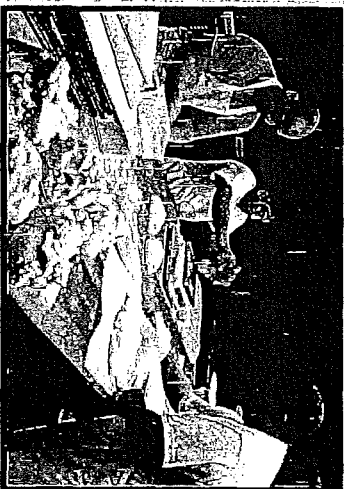
3. Legacy Businesses



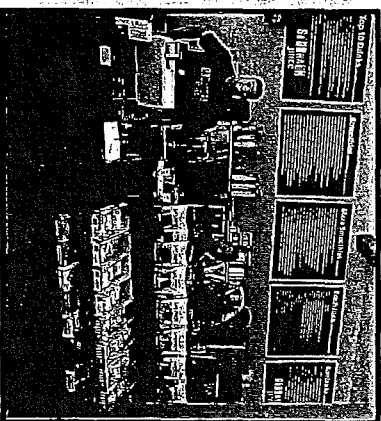
4. Accessible Services



5. Economic Partnerships



6. Local
Workforce



CHANGES THAT DON'T TRIGGER ADDITIONAL C24SUD RESTRICTIONS

Examples of Calle 24 Business Actual Changes Jan 2015- Dec 2016 (not a complete list)
Annual Average Business Turnover Rate for Calle 24 is 9 (2003-2014)

Old Business	New Business	Old Type	New Type
1 Art Gallery	Gents Barbershop	Art Gallery	Barbershop
2 Stephany Barbershop	Vacant (pop up)	Barbershop	Vacant
3 Chairez Barbershop	Jose Sanchez Jewelry	Barbershop	Jewelry
4 Modern Times	Vacant (for lease)	Bookstore	Vacant
5 Bello Coffee	Temo's Café	Café	Café
6 Club Nutricion	Computer Repair No. 1 to Vacant	Personal Service	Vacant
7 Salgado Associates	Arce Campaign to Vacant	Personal Service	Vacant
8 Galu Realty	Hair Salon	Personal Service	Hair Salon
9 Sous Berre	Brewery	Vacant (Previous Restaurant)	Restaurant
10 Pig and Pie	Vacant (for lease)	Restaurant	Vacant
11 La Parilla	Querereme Grill	Restaurant	Restaurant
12 Local Eatery	Dum Indian Soul Food	Restaurant	Restaurant
13 Rinconcito Nicaraguense	Montella Pizzeria	Restaurant	Restaurant
14 Heart and Soul	Vacant (for lease)	Retail	Vacant
15 Vacant	Stephany Barbershop	Vacant	Barbershop
16 Vacant (Casa Sanchez)	D/Maize	Vacant (Previous Restaurant)	Restaurant
17 House of Color Storage	Compu Pod	Paint Storage	Retail
18 Vacant	Resolution Tattoo	Vacant	Personal Service

CALLE 24 SPECIAL USE DISTRICT STRENGTHS, CHALLENGES & OPPORTUNITIES

STRENGTHS

- Cultural Assets
- Institutions
- Art
- History
- Community Identity
- Legacy Businesses
- Neighborhood Scale
- Small Storefronts
- Property Ownership of Businesses

COMMON GOALS

- Vibrant Corridor
- Diversity of Services
- Street Character
- Cultural Character
- Safety
- Cleanliness
- Increase Activity
- Strong Local Economy



ACTIONS

- ▶ Business Services
- ▶ Stronger Leases
- ▶ Storefront Improvements
- ▶ Strengthen Community Organizational Structure
- ▶ Calle 24 Latino Cultural District Council
 - ▶ Corridor Manager for Business Strengthening and Cultural Activity Coordination
 - ▶ Neighborhood Marketing
 - ▶ Cultural Events and Activities
 - ▶ Engagement with SFPD
- ▶ Increase Community Communication
- ▶ Commercial Zoning Regulations

CHALLENGES

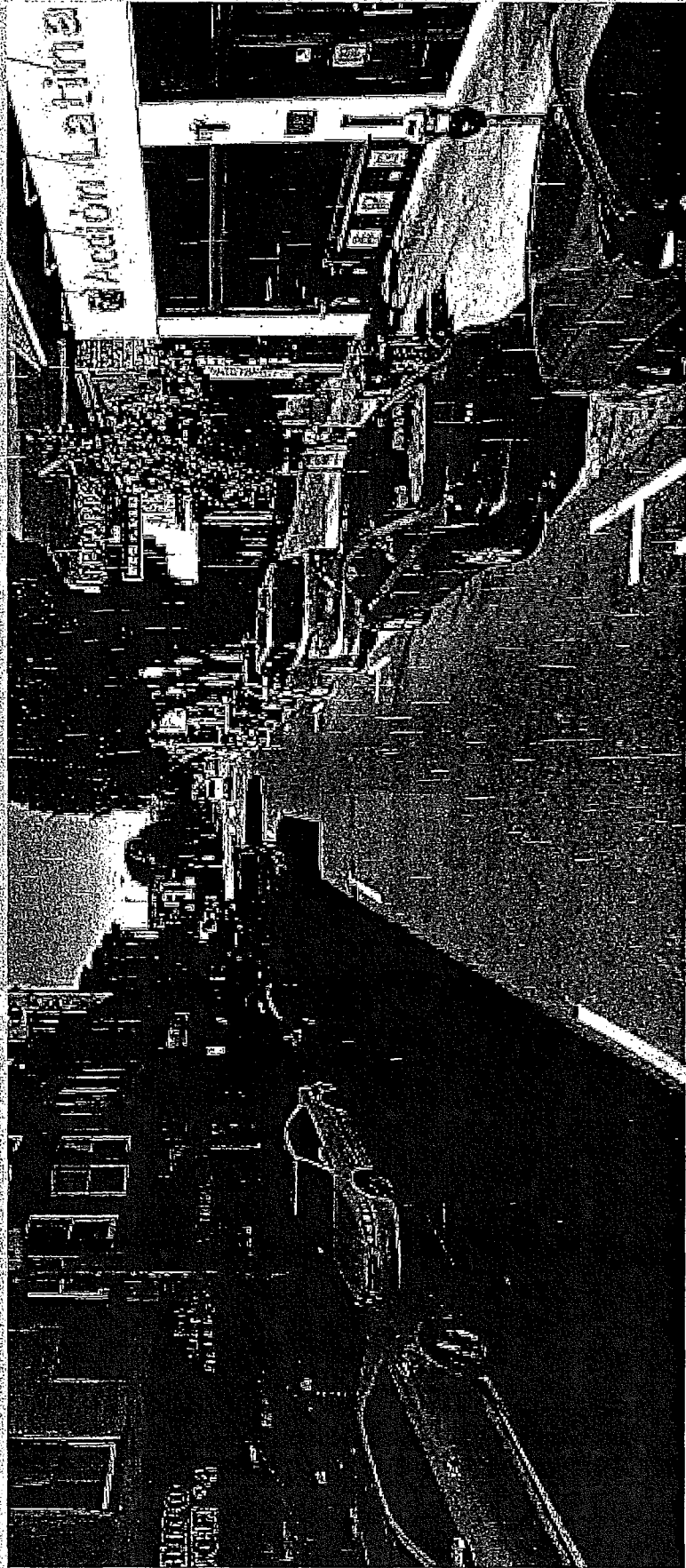
- Displacement
- Affordability of Housing
- Rapid Community Transformation
- Rents
- Community Relations/Tensions
- Public Safety
- Homelessness
- Substance Dependents
- Workforce
- Limited Night Time Activity
- Cleanliness
- Vacancies

OPPORTUNITIES

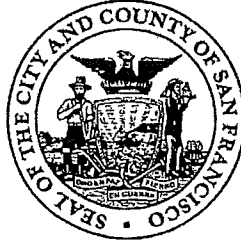
- Cultural Assets
- Cultural Institutional Programming
- Business Coordination
- Business Technical Assistance
- Marketing of the Area
- Events



CALLE 24



BOARD of SUPERVISORS



City Hall
Dr. Carlton B. Goodlett Place, Room 244
San Francisco 94102-4689
Tel. No. 554-5184
Fax No. 554-5163
TDD/TTY No. 554-5227

January 17, 2017

File No. 170028

Lisa Gibson
Acting Environmental Review Officer
Planning Department
1650 Mission Street, Ste. 400
San Francisco, CA 94103

Dear Ms. Gibson:

On January 10, 2017, Mayor Lee introduced the following proposed legislation:

File No. 170028

Ordinance amending the Planning Code to create the Calle 24 Special Use District, and revising the Zoning Map to reflect the Calle 24 Special Use District generally bounded by 22nd Street, Potrero Avenue, Cesar Chavez Street, and Capp Street, as well as 24th Street to Bartlett Street, and as more specifically defined in this Ordinance; affirming the Planning Department's determination under the California Environmental Quality Act; and making findings of consistency with the General Plan, and the eight priority policies of Planning Code, Section 101.1.

This legislation is being transmitted to you for environmental review.

Angela Calvillo, Clerk of the Board

Alisa Somera
for By: Alisa Somera, Legislative Deputy Director
Land Use and Transportation Committee

Attachment

c: Joy Navarrete, Environmental Planning
Jeanie Poling, Environmental Planning

Not defined as a project under CEQA Guidelines Sections 15060(c)(2) because it does not result in a physical change in the environment.

Joy
Navarrete

Digitally signed by Joy Navarrete
DN: cn=Joy Navarrete, o=Planning,
ou=Environmental Planning,
email=joy.navarrete@sfgov.org,
c=US
Date: 2017.02.02 09:21:16 -08'00'



SAN FRANCISCO PLANNING DEPARTMENT

February 21, 2017

Ms. Angela Calvillo, Clerk
Honorable Mayor Lee
Honorable Supervisor Ronen
Board of Supervisors
City and County of San Francisco
City Hall, Room 244
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

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

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Fax:
415.558.6409

Planning
Information:
415.558.6377

Re: Transmittal of Planning Department Case Number 2017-000471PCA MAP:
Calle 24 Special Use District
Board File No. 170028
Planning Commission Recommendation: Approval with Modification

Dear Ms. Calvillo, Mayor Lee and Supervisor Ronen,

On February 9, 2017, the Planning Commission conducted duly noticed public hearings at regularly scheduled meetings to consider the proposed Ordinance that would amend the Planning Code to create the Calle 24 Special Use District, introduced by Mayor Lee and Supervisor Ronen. At the hearing the Planning Commission recommended approval with modification.

The Commission's proposed modifications were as follows:

Exempt existing Limited-Restaurants proposing a change of use to a Restaurant from the concentration analysis in Subsection 249.59(d)(1). The modification would read as follows:

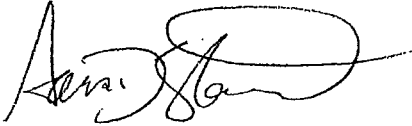
(1) Eating and Drinking Establishments. In addition to other prohibitions on such uses found within this Code, new Restaurant use, new Limited-Restaurant use, new Bar use, or the physical expansion of any such existing use shall be prohibited where the concentration of those uses exceeds, or would exceed with the proposed use or physical expansion of an existing use, 35% of the total commercial frontage as measured in linear feet within the immediate area of the subject site. For the purpose of calculating the concentration of commercial frontage, the "immediate area" shall mean all properties located within 300 feet of the subject property within the Calle 24 Special Use District and in a zoning district that is not Residential or Public Use. Any project for which a development application, as defined in Section 401, was submitted by March 31, 2017 or any change of use from an existing Limited-Restaurant use to a Restaurant use shall be exempt from the requirements of this Section 249.59(d)(1).

The proposed amendments are not defined as a project under CEQA Guidelines Section 15060(c)(2) because they do not result in a physical change in the environment.

Supervisor, please advise the City Attorney at your earliest convenience if you wish to incorporate the changes recommended by the Commission.

Please find attached documents relating to the actions of the Commission. If you have any questions or require further information please do not hesitate to contact me.

Sincerely,



Aaron D. Starr
Manager of Legislative Affairs

cc:

Marlena Byrne, Deputy City Attorney
Diana Ponce De Leon, Mayor's Office of Workforce and Economic Development
Sheila Chung-Hagen, Aide to Supervisor Ronen
Alisa Somera, Office of the Clerk of the Board

Attachments:

Planning Commission Resolution
Planning Department Executive Summary



SAN FRANCISCO PLANNING DEPARTMENT

Planning Commission Resolution No. 19851 HEARING DATE FEBRUARY 9, 2017

Project Name: Calle 24 Special Use District
Case Number: 2017-000471PCA MAP [Board File No. 170028]
Initiated by: Mayor Lee, Supervisor Ronen / Introduced January 10, 2017
Staff Contact: Diego R Sánchez, Legislative Affairs
diego.sanchez@sfgov.org, 415-575-9082
Reviewed by: Aaron D Starr, Manager of Legislative Affairs
aaron.starr@sfgov.org, 415-558-6362

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Information:
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RECOMMENDING THAT THE BOARD OF SUPERVISORS ADOPT A PROPOSED ORDINANCE THAT WOULD AMEND THE PLANNING CODE TO CREATE THE CALLE 24 SPECIAL USE DISTRICT AND REVISE THE ZONING MAP TO REFLECT THE CALLE 24 SPECIAL USE DISTRICT GENERALLY BOUNDED BY 22ND STREET, POTRERO AVENUE, CESAR CHAVEZ STREET, AND CAPP STREET, AS WELL AS 24TH STREET TO BARTLETT, AND AS MORE SPECIFICALLY DEFINED IN THE ORDINANCE; ADOPTING FINDINGS, INCLUDING ENVIRONMENTAL FINDINGS, PLANNING CODE SECTION 302 FINDINGS, AND FINDINGS OF CONSISTENCY WITH THE GENERAL PLAN AND PLANNING CODE SECTION 101.1.

WHEREAS, on January 10, 2017 Mayor Edwin Lee and Supervisor Ronen introduced a proposed Ordinance under Board of Supervisors (hereinafter "Board") File Number 170028, which would amend the Planning Code to create the Calle 24 Special Use District, and revise the Zoning Map to reflect the Calle 24 Special Use District generally bounded by 22nd Street, Potrero Avenue, Cesar Chavez Street and Capp Street, as well as 24th Street to Bartlett Street, and as more specifically defined in the Ordinance;

WHEREAS, The Planning Commission (hereinafter "Commission") conducted a duly noticed public hearing at a regularly scheduled meeting to consider the proposed Ordinance on February 9, 2017; and,

WHEREAS, the proposed Ordinance has been determined to be categorically exempt from environmental review under the California Environmental Quality Act Section 15060(c)(2); and

WHEREAS, the Planning 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 Department staff and other interested parties; and

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

WHEREAS, the Planning 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.

The modifications include:

Exempt existing Limited-Restaurants proposing a change of use to a Restaurant from the concentration analysis in Subsection 249.59(d)(1). The modification would read as follows:

(1) Eating and Drinking Establishments. In addition to other prohibitions on such uses found within this Code, new Restaurant use, new Limited-Restaurant use, new Bar use, or the physical expansion of any such existing use shall be prohibited where the concentration of those uses exceeds, or would exceed with the proposed use or physical expansion of an existing use, 35% of the total commercial frontage as measured in linear feet within the immediate area of the subject site. For the purpose of calculating the concentration of commercial frontage, the "immediate area" shall mean all properties located within 300 feet of the subject property within the Calle 24 Special Use District and in a zoning district that is not Residential or Public Use. Any project for which a development application, as defined in Section 401, was submitted by March 31, 2017 or any change of use from an existing Limited-Restaurant use to a Restaurant use shall be exempt from the requirements of this Section 249.59(d)(1).

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. The Ordinance is the product of a multiyear, City-community partnership aimed at documenting existing conditions and facilitating community inspired solutions. The proposed controls build on existing Planning Department practices for managing the growth, change and viability of Neighborhood Commercial districts.
2. The Ordinance also proposes novel controls for retaining Legacy Businesses and innovative compatibility measures. The Legacy Business controls respond to Citywide policies and community input recognizing the contributions of these establishments. They also recognize the strain to corridor character that their loss would engender. The compatibility measures aim to assure that new uses are successfully woven into the existing community fabric. The Special Use District recognizes that in certain instances the assistance of sister agencies, such as the Mayor's Office of Economic and Workforce Development (MOEWD), will be required to realize its specific purposes.
3. **General Plan Compliance.** The proposed Ordinance is consistent with the following Objectives and Policies of the General Plan:

COMMERCE AND INDUSTRY ELEMENT

OBJECTIVE 1

MANAGE ECONOMIC GROWTH AND CHANGE TO ENSURE ENHANCEMENT OF THE TOTAL CITY LIVING AND WORKING ENVIRONMENT.

Policy 1.1

Encourage development which provides substantial net benefits and minimizes undesirable consequences. Discourage development which has substantial undesirable consequences that cannot be mitigated.

The proposed Ordinance will establish regulations encouraging new uses that are compatible with the Calle 24 Special Use District. This will help provide substantial net benefits and minimize undesirable consequences.

OBJECTIVE 2

MAINTAIN AND ENHANCE A SOUND AND DIVERSE ECONOMIC BASE AND FISCAL STRUCTURE FOR THE CITY.

Policy 2.1

Seek to retain existing commercial and industrial activity and to attract new such activity to the city.

Policy 2.3

Maintain a favorable social and cultural climate in the city in order to enhance its attractiveness as a firm location.

The proposed Ordinance establishes land use controls that encourage the retention of character defining businesses. This helps maintain a favorable social and cultural climate and can attract other compatible commercial activity to the Calle 24 Special Use District.

OBJECTIVE 3

PROVIDE EXPANDED EMPLOYMENT OPPORTUNITIES FOR CITY RESIDENTS, PARTICULARLY THE UNEMPLOYED AND ECONOMICALLY DISADVANTAGED.

Policy 3.2

Promote measures designed to increase the number of San Francisco jobs held by San Francisco residents.

Policy 3.3

Emphasize job training and retraining programs that will impart skills necessary for participation in the San Francisco labor market.

The proposed Ordinance establishes compatibility findings for new Conditional Uses that can help increase the number of jobs held by San Francisco residents as well as provide job training programs.

OBJECTIVE 6

MAINTAIN AND STRENGTHEN VIABLE NEIGHBORHOOD COMMERCIAL AREAS EASILY ACCESSIBLE TO CITY RESIDENTS.

Policy 6.1

Ensure and encourage the retention and provision of neighborhood-serving goods and services in the city's neighborhood commercial districts, while recognizing and encouraging diversity among the districts.

The proposed Ordinance requires Conditional Use authorization for the merging of ground floor commercial storefronts in to spaces larger than 799 gross square feet and establishes compatibility findings for all new Conditional Uses. These controls can help retain the provision of neighborhood-serving goods and services within the Calle 24 Special Use District.

MISSION AREA PLAN

OBJECTIVE 1.1

STRENGTHEN THE MISSION'S EXISTING MIXED USE CHARACTER, WHILE MAINTAINING THE NEIGHBORHOOD AS A PLACE TO LIVE AND WORK.

Policy 1.1.3

Maintain the successful Mission Street, 24th Street, and Valencia Street Neighborhood Commercial districts; recognize the proximity to good transit service by eliminating residential density limits and minimum parking requirements.

The proposed Ordinance will establish regulations encouraging new uses that are compatible with the existing, distinctive character of 24th Street.

OBJECTIVE 1.8

MAINTAIN AND STRENGTHEN THE MISSION'S NEIGHBORHOOD COMMERCIAL AREAS

Policy 1.8.2

Ensure that the Mission's neighborhood commercial districts continue to serve the needs of residents, including immigrant and low-income households.

The proposed Ordinance will establish compatibility findings for new Conditional Uses that can help ensure that the 24th Street corridor continues to serve the needs of residents, including immigrant and low-income households.

OBJECTIVE 7.3

REINFORCE THE IMPORTANCE OF THE MISSION AS THE CENTER OF LATINO LIFE IN SAN FRANCISCO.

Policy 7.3.1

Support efforts to preserve and enhance social and cultural institutions.

Policy 7.3.3

Protect and support Latino and other culturally significant local business, structures, property and institutions in the Mission.

The proposed Ordinance will establish regulations encouraging the retention of long standing social and cultural institutions as well as other culturally significant businesses within the Calle 24 Special Use District.

4. **Planning Code Section 101 Findings.** 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 proposed Ordinance would have a beneficial effect on neighborhood serving retail uses and will have a beneficial effect on opportunities for resident employment in neighborhood-serving retail as a result of the compatibility findings for new Conditional Uses that the Ordinance proposes.

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

The proposed Ordinance would have a positive effect on neighborhood character as it requires new uses and development requiring Conditional Use authorization to be found compatible with the distinctive character of the Calle 24 district.

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

The proposed Ordinance would not have an adverse effect on the City's supply of affordable housing.

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

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

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 proposed Ordinance would not cause displacement of the industrial or service sectors due to office development, and future opportunities for resident employment or ownership in these sectors would not be impaired.

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

The proposed Ordinance would not have an adverse effect on City's preparedness against injury and loss of life in an earthquake.

7. That the landmarks and historic buildings be preserved;

The proposed Ordinance would not have an adverse effect on the City's Landmarks and historic buildings.

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

The proposed Ordinance would not have an adverse effect on the City's parks and open space and their access to sunlight and vistas.


5. **Planning Code Section 302 Findings.** The Planning Commission finds from the facts presented that the public necessity, convenience and general welfare require the proposed amendments to the Planning Code as set forth in Section 302.

Resolution No. 19851
February 9, 2017

CASE NO. 2017-000471 PCA MAP
Calle 24 Special Use District

NOW THEREFORE BE IT RESOLVED that the Commission hereby recommends that the Board ADOPT the proposed Ordinance described in this Resolution.

I hereby certify that the foregoing Resolution was adopted by the Commission at its meeting on February 9, 2017.



Jonas P. Ionin
Commission Secretary

AYES: Hillis, Johnson, Koppel, Melgar, Moore, Richards

NOES: None

ABSENT: Fong

ADOPTED: February 9, 2017



SAN FRANCISCO PLANNING DEPARTMENT

Executive Summary Planning Code Text & Zoning Map Amendment

HEARING DATE: FEBRUARY 9, 2017

EXPIRATION DATE: APRIL 17, 2017

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

Reception:
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Planning
Information:
415.558.6377

Project Name: Calle 24 Special Use District
Case Number: 2017-000471PCA MAP [Board File No. 170028]
Initiated by: Mayor Lee, Supervisor Ronen / Introduced January 10, 2017
Staff Contact: Diego R Sánchez, Legislative Affairs
 diego.sanchez@sfgov.org, 415-575-9082
Reviewed by: Aaron Starr, Manager of Legislative Affairs
 aaron.starr@sfgov.org, 415-558-6362
Recommendation: **Recommend Approval**

PLANNING CODE AMENDMENT

The proposed Ordinance would amend the Planning Code to create the Calle 24 Special Use District. It would also revise the Zoning Map to reflect the Calle 24 Special Use District, which is generally bounded by 22nd Street, Potrero Avenue, Cesar Chavez Street, and Capp Street, as well 24th Street to Bartlett Street.

The Way It Is Now:

There is no special use district established exclusively within the area generally bounded by 22nd Street, Potrero Avenue, Cesar Chavez Street, and Capp Street, as well 24th Street to Bartlett Street. Existing zoning controls that apply outside of this area regulate land use activities within this area. These zoning controls include:

- Standard concentration guidelines for Eating and Drinking uses;
- Conditional Use authorization is typically required for mergers of commercial spaces resulting in a commercial space 2,500 gross square feet or larger;
- New non-residential uses are not required to seek Conditional Use authorization to occupy a space last occupied by a Legacy Business solely because the last use occupying that space was a Legacy Business;
- New Medical Service Uses are principally permitted; and
- New commercial uses subject to Conditional Use authorization are not required to comply with compatibility findings particular to the area. There are no adopted design guidelines for the area.

The Way It Would Be:

The Planning Code would be amended to establish the Calle 24 Special Use District (C24SUD) The C24SUD would be bounded by 22nd Street, Potrero Avenue, Cesar Chavez Street, and Capp Street, as well 24th Street to Bartlett Street. The C24SUD would:

- Indicate the purposes for establishing the C24SUD;
- Define terms particular to the C24SUD;

- Establish concentration controls specific to the C24SUD for Eating and Drinking uses;
- Require Conditional Use Authorization for the following:
 - Ground floor Commercial Space Mergers where the merger would result in a ground floor commercial space greater than 799 gross square feet;
 - Any new non-residential use where the immediately prior use was a Legacy Business and where the property has been vacant for less than three years;
 - Medical Service Uses; and
- Require new commercial uses subject to Conditional Use authorization to make compatibility findings with any adopted Calle 24 Design Guidelines and with four of the six purposes for establishing the C24SUD.

BACKGROUND

In May 2014 Resolution 168-14 established the Calle 24 Latino Cultural District (C24LCD).¹ The Resolution was a collaboration between the San Francisco Latino Historical Society, San Francisco Heritage, the Calle 24 community organization, Mayor Edwin Lee, and Supervisor David Campos. The C24LCD is bounded by 22nd Street, Potrero Avenue, Cesar Chavez Street, Mission Street, and includes the 24th Street commercial corridor from Potrero Avenue to Bartlett Street.

The Resolution traces the Latino influence upon San Francisco back to the 1820's and documents the subsequent waves of immigration to the City. Consequently, the C24LCD is home to a large number of individuals identifying as Latino. In conjunction with this, the C24LCD also enjoys a high concentration of Latino cultural landmarks, businesses, institutions, festivals and festival routes in San Francisco. Of note, these include a number of long established bakeries, restaurants, grocers, gift shops, community based service providers, arts institutions and murals.

The Resolution also states that the collaboration is an effort to address the displacement of Latino oriented businesses and residents from the C24LCD. This is to help preserve 24th Street as the center of Latino culture and commerce in San Francisco² and ensure it remains a special place for City residents and tourists. To this end, the Resolution envisioned amending the Planning Code, including creating a special use district.

Since then the Mayor's Office, Supervisor Campos' and Supervisor Ronen's Office have been engaged with the Calle 24 community in a planning process to develop new land use controls for the C24LCD. This has entailed periodic meetings with stakeholders as well as working retreats and public community input meetings. In August 2015, interim controls prohibiting the merger of commercial storefronts into

¹ Resolution 168-14:

<https://sfgov.legistar.com/View.ashx?M=F&ID=3110129&GUID=655A1200-371D-4029-8C63-C1717F7741C6>

Resolution 201-14 amended the boundaries outlined in Resolution 168-14:

<https://sfgov.legistar.com/View.ashx?M=F&ID=3135747&GUID=92A7054D-11B4-44EA-8B6E-D116821CE079>

² This is in alignment with Objective 7.3 of the Mission Area Plan: Reinforce the Importance of the Mission as the Center of Latino Life in San Francisco.

spaces in excess of 800 square feet were enacted.³ This was done to preserve smaller, affordable commercial spaces that lend the 24th Street corridor much of its character and provide entrepreneurial opportunities. Larger community meetings occurred in October 2015 and November 2016. These were held to present work accomplished to date and to solicit further community input on potential land use controls. A retail study on the 24th Street corridor, intended to further inform forthcoming land use controls, was completed in December 2016. A February 4th, 2017 community meeting is scheduled as another opportunity to meet with the public about the proposed Planning Code amendments.

ISSUES AND CONSIDERATIONS

Functions of a Neighborhood Commercial Corridor

San Francisco is often characterized as a city of neighborhoods, each with a neighborhood commercial corridor serving surrounding residences. These neighborhood commercial corridors tend to reflect the surrounding neighborhood's social character and its physical scale. Residents often rely on the neighborhood commercial corridor to provide a breadth of basic goods and services. Shoppers from around the City may also look to these corridors for unique or special offerings found in few other locations. The success of a commercial corridor depends on a mix of resident and visitor patronage, which is achieved by providing a diversity of unique goods and services.

The 24th Street commercial corridor follows this pattern. Its vibrancy is, in large part, a result of a retail mix that successfully serves nearby residents while also offering special goods and services sought by a wider market. This commercial corridor enjoys a distinct mix of Latino oriented restaurants and grocers as well as a number of arts and cultural destinations. As stated in the Description and Purpose Statement for the 24th Street/Mission Neighborhood Commercial Transit (NCT) District, special controls are necessary to preserve the unique mix of convenience and specialty commercial uses found there.⁴

Neighborhood Commercial Character and Retail Mix

As mentioned, a successful neighborhood serving commercial corridor is one offering a diversity of uses and where no one use dominates. Requiring Conditional Use authorization to help maintain a balance and diversity of uses is one often utilized tool. To this end, many Neighborhood Commercial (NC) Districts require Conditional Use authorization (CU) for restaurants serving alcohol while principally permitting those that do not. The CU process is used as a means to assure general compatibility of the proposed restaurant. This is currently the case in the 24th Street/Mission NCT District.

While the CU process requires a concentration analysis, it does not consider an overconcentration of eating and drinking uses within a corridor as a whole. The additional CU findings set a generic concentration threshold for every neighborhood commercial corridor without considering existing

³ Ordinance 133-15

<https://sfgov.legistar.com/View.ashx?M=F&ID=3900145&GUID=E4AED534-914E-46A3-9A7A-F7BA44587A96>

This interim control was extended by Ordinances 199-15 and 182-16.

⁴ Planning Code Section 727, Description and Purpose Statement.

corridor conditions.⁵ These nonspecific controls can prove an ill fit for certain neighborhood commercial corridors, including the 24th Street/Mission NCT District.

Another tool used to help maintain a balance and diversity of uses within an NC is a numerical cap on allowed new restaurants serving alcohol.⁶ This limits the total number of restaurants serving alcohol in a particular NC to a set number. However it does not directly address concentration concerns at the block level. It allows a new restaurant to locate on a block where there is already an overconcentration of eating and drinking establishments within the NC. This can prevent other neighborhood serving uses from locating in needed locations along the corridor and prove detrimental to the corridor's functioning and character.

Controls accounting for a corridor's existing eating and drinking concentration as a whole while also addressing concentration at the block level would be ideal. This would assure that no one block is monopolized by eating and drinking uses. It would also disperse eating and drinking uses throughout the commercial corridor at the prevailing corridor concentration. This would help maintain a diverse offering of goods and services, including those needed by surrounding residents.

The 24th/Mission NCT District, and the other NCs in the C24LCD in general, would benefit from such a control. Presently, eating and drinking uses occupy approximately a third of all commercial frontage in the 24th Street/Mission NCT District. This concentration provides a number of eating and drinking options yet also affords space for other needed retail and institutional uses. This threshold should be used for each block and in concentration analyses for forthcoming eating and drinking proposals.

The vibrancy of a commercial corridor also depends upon the pedestrian activity its retail uses generate. Retail uses allowing patrons to contribute to around-the-clock pedestrian activity provide "eyes on the street." This improves perceived comfort and safety and enhances the allure and desirability of the commercial corridor. Conversely, uses that typically close by early evening, restrict their operating hours or that see customers by appointment only, such as medical uses, may lessen activity on the street. The introduction of these uses should be carefully considered. The NCs in the C24LCD, including the 24th Street/Mission NCT, currently allow over the counter approvals for medical service uses. Zoning controls, such as CU, can provide an additional level of general analysis for this purpose.

Neighborhood Commercial Character and Legacy Businesses

A neighborhood commercial corridor's character is greatly influenced by its longtime retailers and institutions. These establishments play a key role in developing and defining corridor identity because they serve as anchors or landmarks. They also help provide a sense of place and tie the neighborhood to

⁵ Planning Code Section 303(o) establishes a generic 25% concentration threshold

⁶ The Haight Street NC (Planning Code §719.44#) does not allow more than three new Restaurants; the Union Street NCD (Planning Code §725.44#) does not allow more than 44 Restaurants in the NCD.

its historic past. As the General Plan indicates, losing these establishments can be detrimental to a corridor's distinctive character.⁷

In recognition of the value of longstanding community retailers and institutions to San Francisco, the City created the Legacy Business Registry (Registry).⁸ The Registry is a list of businesses, nominated by either the Mayor or a member of the Board of Supervisors, which have operated in San Francisco for, typically, three decades. Inclusion on the Registry requires Historic Preservation Commission review and for the Small Business Commission to find that the business has significantly contributed to a neighborhood's history and/or identity. Inclusion is also one tool to assist the ongoing operation and wellbeing of these businesses. The Office of Small Business (OSB), in conjunction with local community development financial institutions, offers this assistance. OSB will be launching a marketing and promotional effort for Legacy Businesses, as well.

To bolster this program, San Francisco voters approved Proposition J in November 2015.⁹ Proposition J created grant programs for Legacy Businesses and for landlords of properties housing Legacy Businesses. The grant programs aid Legacy Businesses by awarding a \$500 grant for each full time equivalent employee employed. The grant program also incentivizes landlords to retain Legacy Businesses as tenants by providing grants based on the size of space leased to a Legacy Business. The leases must have a minimum ten year term.

These City policies recognize the importance of Legacy Businesses to the City's neighborhoods as well as the significance of their loss. Adding land use controls would expand the City's efforts to retain and deter displacement of Legacy Businesses. The proposed ordinance does this by requiring CU authorization for replacing a Legacy Business with another business.

Neighborhood Commercial Character and Storefront Size

A neighborhood commercial corridor's character is also influenced by the size and scale of its retail and institutional establishments. Smaller, fine grained storefronts lead to more retail or institutional offerings and help provide a sense of scale and place. More, and diverse, offerings as well as a human scaled environment can attract increased pedestrian activity from the neighborhood and from afar.

Smaller storefronts also tend to have lower total lease rates, since commercial lease rates are typically based on cost per square foot. This affords small entrepreneurs a lower barrier to entry. Smaller storefronts also tend to be less attractive to larger or formula retailers.¹⁰ Given that formula retail has a

⁷ Commerce and Industry Element, Policy 6.1: Ensure and Encourage the Retention and Provision of Neighborhood-Serving Goods and Services in the City's Neighborhood Commercial Districts, while Recognizing and Encouraging Diversity among the Districts.

⁸ Ordinance 29-15 <https://sfgov.legistar.com/View.ashx?M=F&ID=3675421&GUID=76048692-98DF-4225-BE79-0A75393B3E64>

⁹ Text of Proposition J:

http://sfgov2.org/ftp/uploadedfiles/elections/candidates/Nov2015/LegacyBusiness_Text.pdf

¹⁰ Calle 24 Retail Study. Prepared for the Mayor's Office of Economic and Workforce Development. Strategic Economics. December 30, 2016.

homogenizing effect on the City's NCs,¹¹ smaller storefronts also work to preserve the uniqueness of each corridor.

The NC districts in the C24LCD display this condition. There are multiple properties in the C24LCD that have smaller storefront sizes and that are occupied by independent, character contributing businesses. Requiring CU for losing these storefronts through mergers would go far in sustaining the distinctive character found in the C24LCD.

Assuring Compatibility of New Uses and Development

New uses and development should complement and improve a corridor's character, identity and vibrancy. Required findings under a CU are one tool to accomplish this.

The standard CU findings first require a new use to be found necessary and desirable for, and compatible with, the neighborhood or community into which it will locate. They continue on to assure health and safety of persons, compliance with the Planning Code and General Plan and conformity with the stated purposes of the Use District.¹²

While the standard CU findings may suffice in most neighborhoods, for areas with a particular defined neighborhood identity, these findings would be insufficient. Additional findings would be needed for the Commission to consider when approving Conditional Use authorization. For example, the Japantown Special Use District includes findings that require the use to be found compatible with the cultural and historic integrity, neighborhood character, development pattern, and design aesthetic of the Japantown Special Use District.¹³ It also requires such uses to demonstrate how they support one or more of the purposes for establishing the Japantown Special Use District. These purposes include:

- Preserving and developing Japantown as a viable neighborhood by revitalizing its commercial, recreational, cultural, and spiritual identity as a local, regional, statewide, national, and international resource;
- Enhancing the distinctive image and unique character of Japantown to passing motorists, transit riders, and pedestrians through architectural design, streetscape enhancements, signage, and other elements of the built environment;
- Strengthening and supporting Japantown's identity through recognition of its planning subdistricts including the Geary Boulevard corridor; Japantown Center; Post Street commercial core; Sutter Street community/cultural core; Buchanan Mall; Fillmore Street corridor; and surrounding residential districts; and
- Encouraging the representational expression of Japanese architectural design and aesthetic for commercial, cultural, and institutional uses.

¹¹ Planning Code Section 303.1(a)

¹² Planning Code Section 303(c)

¹³ Planning Code Section 249.31

Findings with similar intentions can be tailored to fit other neighborhoods with distinct character and identity, including the C24LCD. There it would make sense to add findings that address the compatibility of new uses and development or to determine how they support the following goals:

- Preserving or enhancing the character of the C24LCD through contextual physical improvements
- Supporting arts activities and arts production or offerings
- Preserving the contribution of Legacy Businesses to the C24LCD's history and identity
- Providing neighborhood serving goods and services accessible to a wide range of residents
- Forming partnerships with local businesses and institutions; and
- Enhancing employment and workforce training opportunities for local residents

As with most findings, the Planning Department takes the lead on their implementation and enforcement. This is the case with findings relating to the physical use or alteration of spaces. Findings relating to workforce hiring goals, for example, will require the aid of other City Agencies, including the Mayor's Office on Economic and Workforce Development. Overall, these additional findings can improve the compatibility of new uses and development with the distinct neighborhood character that exists in the C24LCD.

Area specific design guidelines are another tool to assure new development is compatible with the existing neighborhood scale. One community that has adopted its own design guidelines is Bernal Heights. These were developed in response to community members' concerns over a wave of boxy, oversized and out of scale housing developments. The Bernal Heights Design Guidelines steer new development toward greater compatibility with the neighborhood scale and topography.

Similar design guidelines could be developed for C24SUD. These would address the compatibility of residential and commercial developments and alterations with the existing character while allowing for new development and expansion. At present C24SUD-specific design guidelines are yet to be fully developed. For the Planning Department to enforce these guidelines, the Planning Commission would need to adopt them at a future hearing.

RECOMMENDATION

The Department recommends that the Commission recommend *approval* of the proposed Ordinance and adopt the attached Draft Resolution to that effect.

BASIS FOR RECOMMENDATION

The Department is in support of the Ordinance because it proposes controls helping maintain the commercial corridors in the C24LCD as vibrant, neighborhood serving corridors. The Ordinance is the product of a multiyear, City-community partnership aimed at documenting existing conditions and facilitating community inspired solutions. The proposed controls build on existing Planning Department practices for managing the growth, change and viability of NC districts. This is evidenced in the proposed application of CU for retail uses or nonresidential use sizes identified as concerns.

The Ordinance also proposes novel controls for retaining Legacy Businesses and aspirational compatibility findings. The Legacy Business controls respond to Citywide policies and community input recognizing the contributions of these establishments. They also recognize the strain to corridor character that their loss would engender. The compatibility measures aim to assure that new uses are successfully

woven into the existing community fabric. The C24SUD recognizes that in certain instances the assistance of sister agencies, such as the Mayor's Office of Economic and Workforce Development (MOEWD), will be required to realize its specific purposes.

REQUIRED COMMISSION ACTION

The proposed Ordinance is before the Commission so that it may recommend adoption, rejection, or adoption with modifications to the Board of Supervisors.

IMPLEMENTATION

The Department determined that this Ordinance will impact current implementation procedures in the following ways:

Conditional Use Authorization Requirement for Replacement of Legacy Business

The proposed Legacy Business controls would obligate the Department to require Conditional Use authorization in two instances:

1. Where a new non-residential use occupies a space last used by a Legacy Business of a different use type; and
2. Where a non-residential use occupies a space last used by a Legacy Business of the same use type.¹⁴

An example of the first instance is where the new non-residential use type is a different retail or institutional use type than the replaced Legacy Business. This would be considered a change of use. This is routinely handled by the Department and does not represent a change in current implementation procedures.

The second instance would require changes to the Department's implementation procedures. The Department does not regularly review changes in tenancy when the subsequent user of the subject non-residential space is of the same use type as the former use type. The two exceptions include:

1. Change in tenancy involving Formula Retailers
2. Zoning Referrals from sister City Agencies (e.g. Department of Public Health, the Police Department and the Entertainment Commission)

Excluding Formula Retailers, the Department does not require an entitlement or building permit application for a proposed a change in tenancy when there is no change in use. Many applicants are also aware that these changes in tenancies do not require entitlements or building permit applications. To resolve this, the Department would have to coordinate with the Small Business Commission to periodically secure an updated list of Legacy Businesses within the proposed C24SUD. With this list the Department would be need to augment its Property Information Map (PIM) database to alert Department staff and the public of the special circumstances.

Yet even with this information in the PIM, the Department would not be able to catch every time a Legacy Business was being replaced. As one example, when an apparel/accessories store changes tenancy, the Department is not necessarily alerted. This change needs neither a Zoning Referral nor a building permit

¹⁴ In both instances the proposed C24SUD makes an exception to the Condition Use authorization requirement when the subject space has been vacant for three or more years.

application. In this case it is plausible that a tenancy could change without the Department knowing until a Planning Code violation is reported by a community member.

Requiring and assuring an authorized Conditional Use Supports the C24SUD Purposes

The proposed C24SUD would require any use seeking CU to demonstrate that it aligns with at least four of the six purposes for establishing the C24SUD. Certain purposes easily lend themselves to Planning Department enforcement. For example, a proposed Conditional Use could commit to preserving significant elements of a façade, thereby meeting the first purpose. Or it could provide space for an arts activity use, satisfying the second purpose of the C24SUD.

However, other purposes do not readily lend themselves to Planning Department enforcement. The Planning Department does not have purview over hiring practices (C24SUD purpose no. 6) or cannot guarantee that new businesses maintain partnerships with existing local businesses (C24SUD purpose no. 5). These may also result in Planning Code violations being reported by the public when, for example, a Conditional Use no longer maintains a business partnership. In these cases, the Planning Department would need to coordinate with the MOEWD to resolve any difficulties with commitments.

ENVIRONMENTAL REVIEW

The proposed amendments are not defined as a project under CEQA Guidelines Section 15060(c)(2) because they do not result in a physical change in the environment.

PUBLIC COMMENT

As of the date of this report, the Planning Department has received multiple telephone calls from the public about the boundaries of the C24SUD, the nature of the controls, the purpose for the controls and if these types of controls exist anywhere else in the San Francisco.

RECOMMENDATION:	Recommendation of Approval
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Attachments:

- Exhibit A: Draft Planning Commission Resolution
- Exhibit B: Map of the Proposed C24SUD
- Exhibit C: Board of Supervisors File No. 170028 (*Substitute Ordinance to be introduced February 7, 2017*)
- Exhibit D: Board of Supervisors File No. 170028

BOARD of SUPERVISORS



City Hall
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco 94102-4689
Tel. No. 554-5184
Fax No. 554-5163
TDD/TTY No. 554-5227

NOTICE OF PUBLIC HEARING

BOARD OF SUPERVISORS OF THE CITY AND COUNTY OF SAN FRANCISCO LAND USE AND TRANSPORTATION COMMITTEE

NOTICE IS HEREBY GIVEN THAT the Land Use and Transportation Committee will hold a public hearing to consider the following proposal and said public hearing will be held as follows, at which time all interested parties may attend and be heard:


Date: Monday, March 6, 2017

Time: 1:30 p.m.

Location: Legislative Chamber, Room 250, located at City Hall
1 Dr. Carlton B. Goodlett Place, San Francisco, CA

Subject: File No. 170028. Ordinance amending the Planning Code to create the Calle 24 Special Use District, and revising the Zoning Map to reflect the Calle 24 Special Use District generally bounded by 22nd Street, Potrero Avenue, Cesar Chavez Street, and Capp Street, as well as 24th Street to Bartlett Street, and as more specifically defined in this Ordinance; affirming the Planning Department's determination under the California Environmental Quality Act; and making findings of consistency with the General Plan, and the eight priority policies of Planning Code, Section 101.1.

In accordance with Administrative Code, Section 67.7-1, persons who are unable to attend the hearing on this matter may submit written comments to the City prior to the time the hearing begins. These comments will be made part of the official public record in this matter, and shall be brought to the attention of the members of the Committee. Written comments should be addressed to Angela Calvillo, Clerk of the Board, City Hall, 1 Dr. Carlton B. Goodlett Place, Room 244, San Francisco, CA 94102. Information relating to this matter is available in the Office of the Clerk of the Board. Agenda information relating to this matter will be available for public review on Friday, March 3, 2017.


for Angela Calvillo
Clerk of the Board

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COPY OF NOTICE

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To the right is a copy of the notice you sent to us for publication in the SAN FRANCISCO EXAMINER. Thank you for using our newspaper. Please read this notice carefully and call us with ny corrections. The Proof of Publication will be filed with the County Clerk, if required, and mailed to you after the last date below. Publication date(s) for this notice is (are):

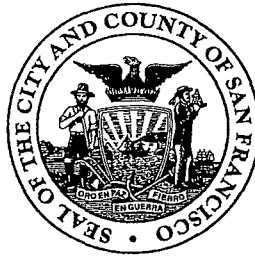
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NOTICE OF PUBLIC HEARING
BOARD OF SUPERVISORS OF THE CITY AND COUNTY OF SAN FRANCISCO
LAND USE AND TRANSPORTATION COMMITTEE
MONDAY, MARCH 6, 2017 - 1:30 PM
CITY HALL, LEGISLATIVE CHAMBER, ROOM 250
1 DR. CARLTON B. GOODLETT PLACE, SAN FRANCISCO, CA
NOTICE IS HEREBY GIVEN THAT the Land Use and Transportation Committee will hold a public hearing to consider the following proposal and said public hearing will be held as follows, at which time all interested parties may attend and be heard: File No. 170028, Ordinance amending the Planning Code to create the Calle 24 Special Use District, and revising the Zoning Map to reflect the Calle 24 Special Use District generally bounded by 22nd Street, Potrero Avenue, Cesar Chavez Street, and Capp Street, as well as 24th Street to Bartlett Street, and as more specifically defined in this Ordinance; affirming the Planning Department's determination under the California Environmental Quality Act; and making findings of consistency with the General Plan, and the eight priority policies of Planning Code, Section 101.1. In accordance with Administrative Code, Section 67.7-1, persons who are unable to attend the hearing on this matter may submit written comments to the City prior to the time the hearing begins. These comments will be made part of the official public record in this matter, and shall be brought to the attention of the members of the Committee. Written comments should be addressed to Angela Calvillo, Clerk of the Board, City Hall, 1 Dr. Carlton B. Goodlett Place, Room 244, San Francisco, CA 94102. Information relating to this matter is available in the Office of the Clerk of the Board. Agenda information relating to this matter will be available for public review on Friday, March 3, 2017. - Angela Calvillo, Clerk of the Board



BOARD of SUPERVISORS



City Hall
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San Francisco 94102-4689
Tel. No. 554-5184
Fax No. 554-5163
TDD/TTY No. 554-5227

February 16, 2017

File No. 170028

Lisa Gibson
Acting Environmental Review Officer
Planning Department
1650 Mission Street, Ste. 400
San Francisco, CA 94103

Dear Ms. Gibson:

On February 7, 2017, Mayor Lee introduced the following substitute legislation:

File No. 170028

Ordinance amending the Planning Code to create the Calle 24 Special Use District, and revising the Zoning Map to reflect the Calle 24 Special Use District generally bounded by 22nd Street, Potrero Avenue, Cesar Chavez Street, and Capp Street, as well as 24th Street to Bartlett Street, and as more specifically defined in this Ordinance; affirming the Planning Department's determination under the California Environmental Quality Act; and making findings of consistency with the General Plan, and the eight priority policies of Planning Code, Section 101.1.

This substitute legislation is being transmitted to you for environmental review.

Angela Galvillo, Clerk of the Board

for By: *Alisa Somera*, Legislative Deputy Director
Land Use and Transportation Committee

Attachment

c: Joy Navarrete, Environmental Planning
Jeanie Poling, Environmental Planning

BOARD of SUPERVISORS



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TDD/TTY No. 554-5227

February 16, 2017

Planning Commission
Attn: Jonas Ionin
1650 Mission Street, Ste. 400
San Francisco, CA 94103

Dear Commissioners:

On February 7, 2017, Mayor Lee introduced the following substitute legislation:

File No. 170028

Ordinance amending the Planning Code to create the Calle 24 Special Use District, and revising the Zoning Map to reflect the Calle 24 Special Use District generally bounded by 22nd Street, Potrero Avenue, Cesar Chavez Street, and Capp Street, as well as 24th Street to Bartlett Street, and as more specifically defined in this Ordinance; affirming the Planning Department's determination under the California Environmental Quality Act; and making findings of consistency with the General Plan, and the eight priority policies of Planning Code, Section 101.1.

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

Angela Calyillo, Clerk of the Board

Alisa Somera
for By: Alisa Somera, Legislative Deputy Director
Land Use and Transportation Committee

c: John Rahaim, Director of Planning
Aaron Starr, Acting Manager of Legislative Affairs
Scott Sanchez, Zoning Administrator
Lisa Gibson, Acting Environmental Review Officer
AnMarie Rodgers, Senior Policy Advisor
Jeanie Poling, Environmental Planning
Joy Navarrete, Environmental Planning

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MEMORANDUM

TO: Regina Dick-Endrizzi, Director
Small Business Commission, City Hall, Room 448

FROM: *el* Alisa Somera, Legislative Deputy Director
for Land Use and Transportation Committee

DATE: February 16, 2017

SUBJECT: REFERRAL FROM BOARD OF SUPERVISORS
Land Use and Transportation Committee

The Board of Supervisors' Land Use and Transportation Committee has received the following substitute legislation, which is being referred to the Small Business Commission for comment and recommendation. The Commission may provide any response it deems appropriate within 12 days from the date of this referral.

File No. 170028

Ordinance amending the Planning Code to create the Calle 24 Special Use District, and revising the Zoning Map to reflect the Calle 24 Special Use District generally bounded by 22nd Street, Potrero Avenue, Cesar Chavez Street, and Capp Street, as well as 24th Street to Bartlett Street, and as more specifically defined in this Ordinance; affirming the Planning Department's determination under the California Environmental Quality Act; and making findings of consistency with the General Plan, and the eight priority policies of Planning Code, Section 101.1.

Please return this cover sheet with the Commission's response to me at the Board of Supervisors, City Hall, Room 244, 1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94102.

RESPONSE FROM SMALL BUSINESS COMMISSION - Date: _____

No Comment
 Recommendation Attached

Chairperson, Small Business Commission

c: Menaka Mahajan, Small Business Commission

BOARD of SUPERVISORS



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MEMORANDUM

TO: Todd Rufo, Director, Office of Economic and Workforce Development

FROM: *ll*
BR Alisa Somera, Legislative Deputy Director
Land Use and Transportation Committee

DATE: February 16, 2017

SUBJECT: SUBSTITUTE LEGISLATION INTRODUCED

The Board of Supervisors' Land Use and Transportation Committee has received the following substitute legislation, introduced by Mayor Lee on February 7, 2017:

File No. 170028

Ordinance amending the Planning Code to create the Calle 24 Special Use District, and revising the Zoning Map to reflect the Calle 24 Special Use District generally bounded by 22nd Street, Potrero Avenue, Cesar Chavez Street, and Capp Street, as well as 24th Street to Bartlett Street, and as more specifically defined in this Ordinance; affirming the Planning Department's determination under the California Environmental Quality Act; and making findings of consistency with the General Plan, and the eight priority policies of Planning Code, Section 101.1.

If you have comments or reports to be included with the file, please forward them to me at the Board of Supervisors, City Hall, Room 244, 1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94102 or by email at: alisa.somera@sfgov.org.

c: Ken Rich, Office of Economic and Workforce Development
Lisa Pagan, Office of Economic and Workforce Development

BOARD of SUPERVISORS



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January 17, 2017

File No. 170028

Lisa Gibson
Acting Environmental Review Officer
Planning Department
1650 Mission Street, Ste. 400
San Francisco, CA 94103

Dear Ms. Gibson:

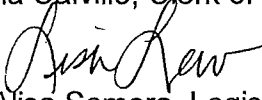
On January 10, 2017, Mayor Lee introduced the following proposed legislation:

File No. 170028

Ordinance amending the Planning Code to create the Calle 24 Special Use District, and revising the Zoning Map to reflect the Calle 24 Special Use District generally bounded by 22nd Street, Potrero Avenue, Cesar Chavez Street, and Capp Street, as well as 24th Street to Bartlett Street, and as more specifically defined in this Ordinance; affirming the Planning Department's determination under the California Environmental Quality Act; and making findings of consistency with the General Plan, and the eight priority policies of Planning Code, Section 101.1.

This legislation is being transmitted to you for environmental review.

Angela Calvillo, Clerk of the Board

for By:  Alisa Somera, Legislative Deputy Director
Land Use and Transportation Committee

Attachment

c: Joy Navarrete, Environmental Planning
Jeanie Poling, Environmental Planning

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TDD/TTY No. 554-5227

January 17, 2017

Planning Commission
Attn: Jonas Ionin
1650 Mission Street, Ste. 400
San Francisco, CA 94103

Dear Commissioners:


On January 10, 2017, Mayor Lee introduced the following legislation:

File No. 170028

Ordinance amending the Planning Code to create the Calle 24 Special Use District, and revising the Zoning Map to reflect the Calle 24 Special Use District generally bounded by 22nd Street, Potrero Avenue, Cesar Chavez Street, and Capp Street, as well as 24th Street to Bartlett Street, and as more specifically defined in this Ordinance; affirming the Planning Department's determination under the California Environmental Quality Act; and making findings of consistency with the General Plan, and the eight 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 and Transportation Committee and will be scheduled for hearing upon receipt of your response.

Angela Calvillo, Clerk of the Board

for By:  Alisa Somera, Legislative Deputy Director
Land Use and Transportation Committee

c: John Rahaim, Director of Planning
Aaron Starr, Acting Manager of Legislative Affairs
Scott Sanchez, Zoning Administrator
Lisa Gibson, Acting Environmental Review Officer
AnMarie Rodgers, Senior Policy Advisor
Jeanie Poling, Environmental Planning
Joy Navarrete, Environmental Planning

BOARD of SUPERVISORS



City Hall
Dr. Carlton B. Goodlett Place, Room 244
San Francisco 94102-4689
Tel. No. 554-5184
Fax No. 554-5163
TDD/TTY No. 554-5227

MEMORANDUM

TO: Regina Dick-Endrizzi, Director
Small Business Commission, City Hall, Room 448

FROM: *AS* Alisa Somera, Legislative Deputy Director
AS Land Use and Transportation Committee

DATE: January 17, 2017

SUBJECT: REFERRAL FROM BOARD OF SUPERVISORS
Land Use and Transportation Committee

The Board of Supervisors' Land Use and Transportation Committee has received the following legislation, which is being referred to the Small Business Commission for comment and recommendation. The Commission may provide any response it deems appropriate within 12 days from the date of this referral.

File No. 170028

Ordinance amending the Planning Code to create the Calle 24 Special Use District, and revising the Zoning Map to reflect the Calle 24 Special Use District generally bounded by 22nd Street, Potrero Avenue, Cesar Chavez Street, and Capp Street, as well as 24th Street to Bartlett Street, and as more specifically defined in this Ordinance; affirming the Planning Department's determination under the California Environmental Quality Act; and making findings of consistency with the General Plan, and the eight priority policies of Planning Code, Section 101.1.

Please return this cover sheet with the Commission's response to me at the Board of Supervisors, City Hall, Room 244, 1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94102.

RESPONSE FROM SMALL BUSINESS COMMISSION - Date: _____

- No Comment
- Recommendation Attached

Chairperson, Small Business Commission

c: Menaka Mahajan, Small Business Commission

BOARD of SUPERVISORS



City Hall
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco 94102-4689
Tel. No. 554-5184
Fax No. 554-5163
TDD/TTY No. 554-5227

MEMORANDUM

TO: Todd Rufo, Director, Office of Economic and Workforce Development

FROM: *ll for* Alisa Somera, Legislative Deputy Director
Land Use and Transportation Committee

DATE: January 17, 2017

SUBJECT: LEGISLATION INTRODUCED

The Board of Supervisors' Land Use and Transportation Committee has received the following proposed legislation, introduced by Mayor Lee on January 10, 2017:

File No. 170028

Ordinance amending the Planning Code to create the Calle 24 Special Use District, and revising the Zoning Map to reflect the Calle 24 Special Use District generally bounded by 22nd Street, Potrero Avenue, Cesar Chavez Street, and Capp Street, as well as 24th Street to Bartlett Street, and as more specifically defined in this Ordinance; affirming the Planning Department's determination under the California Environmental Quality Act; and making findings of consistency with the General Plan, and the eight priority policies of Planning Code, Section 101.1.

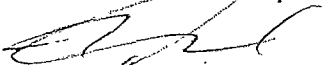
If you have comments or reports to be included with the file, please forward them to me at the Board of Supervisors, City Hall, Room 244, 1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94102 or by email at: alisa.somera@sfgov.org.

c: Ken Rich, Office of Economic and Workforce Development
Lisa Pagan, Office of Economic and Workforce Development

OFFICE OF THE MAYOR
SAN FRANCISCO



EDWIN M. LEE

TO: Angela Calvillo, Clerk of the Board of Supervisors
FROM: ^{for} Mayor Edwin M. Lee 
RE: Substitute Ordinance – File 170028 - Planning Code, Zoning Map - Calle
24 Special Use District
DATE: February 7, 2017

Attached for introduction to the Board of Supervisors is a substitute ordinance amending the Planning Code to create the Calle 24 Special Use District and revising the Zoning Map to reflect the Calle 24 Special Use District generally bounded by 22nd Street, Potrero Avenue, Cesar Chavez Street, and Capp Street, as well as 24th Street to Bartlett Street and as more specifically defined in this ordinance; and affirming the Planning Department's determination under the California Environmental Quality Act; and making findings of consistency with the General Plan and the eight priority policies of Planning Code Section 101.1.

Please note that this legislation is co-sponsored by Supervisor Ronen

Should you have any questions, please contact Mawuli Tugbenyoh (415) 554-5168.

OFFICE OF THE MAYOR
SAN FRANCISCO



EDWIN M. LEE

TO: Angela Calvillo, Clerk of the Board of Supervisors
FROM: *for* Mayor Edwin M. Lee *[Signature]*
RE: Planning Code, Zoning Map - Calle 24 Special Use District
DATE: February 7, 2017

Attached for introduction to the Board of Supervisors is an ordinance amending the Planning Code to create the Calle 24 Special Use District and revising the Zoning Map to reflect the Calle 24 Special Use District generally bounded by 22nd Street, Potrero Avenue, Cesar Chavez Street, and Capp Street, as well as 24th Street to Bartlett Street and as more specifically defined in this ordinance; and affirming the Planning Department's determination under the California Environmental Quality Act; and making findings of consistency with the General Plan and the eight priority policies of Planning Code Section 101.1.

Please note that this legislation is co-sponsored by Supervisor Ronen

Should you have any questions, please contact Mawuli Tugbenyoh (415) 554-5168.

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CITY OF SAN FRANCISCO
COMMUNITY DEVELOPMENT DEPARTMENT
RECEIVED - 7 PH 2:19
AK

OFFICE OF THE MAYOR
SAN FRANCISCO



EDWIN M. LEE

TO: Angela Calvillo, Clerk of the Board of Supervisors
FROM: *Edwin M. Lee* Mayor Edwin M. Lee *[Signature]*
RE: Planning Code, Zoning Map - Calle 24 Special Use District
DATE: January 10, 2017

Attached for introduction to the Board of Supervisors is an ordinance amending the Planning Code to create the Calle 24 Special Use District and revising the Zoning Map to reflect the Calle 24 Special Use District generally bounded by 22nd Street, Potrero Avenue, Cesar Chavez Street, and Capp Street, as well as 24th Street to Bartlett Street and as more specifically defined in this ordinance; and affirming the Planning Department's determination under the California Environmental Quality Act; and making findings of consistency with the General Plan and the eight priority policies of Planning Code Section 101.1.

Please note that this legislation is co-sponsored by Supervisor Ronen.

I respectfully request a waiver of the 30-day hold on this legislation.

Should you have any questions, please contact Mawuli Tugbenyoh (415) 554-5168.

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EDWIN M. LEE
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2017 JAN 10 PM 3:14