

File No. 101313

Committee Item No. 3

Board Item No. 22

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Land Use and Economic Development Date November 22, 2010

Board of Supervisors Meeting

Date December 7, 2010

Cmte Board

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| <input type="checkbox"/> | <input type="checkbox"/> | Youth Commission Report |
| <input type="checkbox"/> | <input type="checkbox"/> | Introduction Form (for hearings) |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Department/Agency Cover Letter and/or Report |
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OTHER

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| <input type="checkbox"/> | <input checked="" type="checkbox"/> | <u>Planning Commission Resolution No. R-10222</u> |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | <u>certificate of Determination: Exemption from Environmental Review</u> |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | <u>Planning Commission Resolution No. R-10223</u> |
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Completed by: Alisa Somera Date November 19, 2010

Completed by: Alisa Somera Date December 1, 2010

An asterisked item represents the cover sheet to a document that exceeds 25 pages.
The complete document can be found in the file.

[Zoning Map and Planning Code Amendments - Bayshore Boulevard Home Improvement Special Use District]

Ordinance amending the San Francisco Planning Code by adding Section 249.65 to establish the Bayshore Boulevard Home Improvement Special Use District for the properties on lots fronting Bayshore Boulevard from Jerrold Avenue south to the 1-280 Freeway, the west side of Loomis Street from Jerrold Avenue south to the 1-280 Freeway, Oakdale Avenue from Loomis Street to Bayshore Boulevard, Marengo Street from Bayshore Boulevard to Waterloo Street and the west side of Boutwell Street from Industrial Street south to the 1-280 Freeway, and also including some lots on Cortland Avenue; amending the Zoning Map of the City and County of San Francisco to rezone the designated blocks and lots from the current M-1 and P/M-1 zoning to PDR-2, P/PDR-2 and the Bayshore Boulevard Home Improvement Special Use District; adopting findings, including environmental findings, Section 302 findings, and findings of consistency with the General Plan and the priority policies of Planning Code Section 101.1.

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

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

Section 1. Findings. The Board of Supervisors of the City and County of San Francisco hereby finds and determines that:

(a) The Planning Department has determined that the actions contemplated in this ordinance comply with the California Environmental Quality Act (California Public Resources

1 Code Section 21000 et seq.). Said determination is on file with the Clerk of the Board of
2 Supervisors in File No. 101313 and is incorporated herein by reference.

3 (b) Pursuant to Planning Code Section 302, this Board finds that these Planning
4 Code amendments will serve the public necessity, convenience, and welfare for the reasons
5 set forth in Planning Commission Resolution No. R-18222, and the Board incorporates such
6 reasons herein by reference. A copy of Planning Commission Resolution No. R-18222 is on
7 file with the Clerk of the Board of Supervisors in File No. 101313.

8 (c) The Board finds that these Planning Code amendments are consistent with the
9 General Plan and with the priority policies of Planning Code Section 101.1 for the reasons set
10 forth in Planning Commission Resolution No. R-18222, and the Board hereby incorporates
11 such reasons herein by reference.

12 Section 2. The San Francisco Planning Code is hereby amended by adding Section
13 249.65, to read as follows:

14 SEC. 249.65. BAYSHORE BOULEVARD HOME IMPROVEMENT SPECIAL USE DISTRICT.

15 (a) General. A Special Use District entitled the Bayshore Boulevard Home Improvement
16 Special Use District, the boundaries of which are designated on Sectional Maps SU08 and SU10 of the
17 Zoning Map of the City and County of San Francisco, is hereby established for the purposes set forth
18 below. The Bayshore Boulevard Home Improvement Special Use District consists of properties on lots
19 fronting Bayshore Boulevard from Jerrold Avenue south to the I-280 Freeway, the west side of Loomis
20 Street from Jerrold Avenue south to the I-280 Freeway, Oakdale Avenue from Loomis Street to
21 Bayshore Boulevard, Marengo Street from Bayshore Boulevard to Waterloo Street and the west side of
22 Boutwell Street from Industrial Street south to the I-280 Freeway, and also include some lots on
23 Cortland Avenue; the blocks and lots included in the Bayshore Boulevard Home Improvement Special
24 Use District are designated in amendments to Sectional Maps SU08 and SU010 of the Zoning Map of
25 the City and County of San Francisco.

Supervisors Maxwell, Campos, Duffy
BOARD OF SUPERVISORS

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1 **(b) Purpose.** The purpose of the Bayshore Boulevard Home Improvement Special Use
2 District is to encourage and promote businesses of varying types that are focused on home
3 improvement, particularly those that emphasize sensitivity to the environment and sustainable use of
4 natural resources through products offered and/or treatment of the site and building. The Bayshore
5 Boulevard Home Improvement Special Use District intends to create a mixed commercial district,
6 which includes retail and production, distribution and repair businesses, and to enable synergies
7 between retail and other businesses dedicated to the physical improvement of property and related
8 home furnishings. The intent of this district is also to retain and promote locally grown businesses and
9 to provide employment opportunities at a wide range of levels for local residents. The Special Use
10 District is located in a Redevelopment Plan Area, for which local hiring is an explicitly stated
11 goal. The Bayview Hunters Point "Employment and Contracting Policy," an adopted
12 Redevelopment Agency document, establishes construction, permanent, and trainee goals for
13 certain types of projects in the area. These goals meet or exceed the requirements of Chapter
14 83 of the San Francisco Administrative Code (First Source Hiring Policy) and San Francisco's
15 CityBuild Program. This Special Use District was created in conjunction with other Citywide
16 initiatives to physically and economically improve the project area and create a coherent and
17 identifiable place in San Francisco for consumers shoppers to find home improvement related
18 businesses and services.

19 **(c) Controls.** The following controls shall apply in the Bayshore Boulevard Home
20 Improvement Special Use District:

21 **(1)** Notwithstanding the underlying controls, a A retail sales and personal service
22 use as defined by in Section 218 of this Code shall be permitted regardless of the use size
23 limitations in Sections 218(b) through (d), however the use size controls set forth in Section
24 121.6 shall continue to apply.

1 (2) ~~Notwithstanding the underlying controls, Establishment of any of the following~~
2 ~~uses shall require eConditional uUse aAuthorization under Section 303 of this Code;~~

3 (A) ~~establishment of a new formula retail use as defined in Section 703.3(b) of this Code~~
4 ~~that is 10,000 square feet or larger;~~

5 (B) ~~establishment of a new liquor store as defined by in Section 790.55 of this Code;~~

6 (C) ~~establishment of a new drive up facility as defined by in Section 790.30 of this Code;~~

7 (D) ~~establishment of a new an adult entertainment establishment as defined by in Section~~
8 ~~221(k) of this Code;~~

9 (E) ~~establishment of a new an automotive use as defined by in Section 223 of this Code;~~

10 ~~and~~

11 (F) ~~establishment of a new fringe financial use service as defined by in Section 249.35~~
12 ~~of this Code.~~

13 (3) ~~Except for the conditional use square footage threshold for formula retail, the~~
14 ~~other controls of Section 121.6 of this Code shall apply to Large Scale Retail Uses;~~

15 (4) ~~Notwithstanding the underlying controls, nNo off-street parking spaces shall be~~
16 ~~required. The maximum permitted number of accessory off-street parking spaces permitted shall be~~
17 ~~that which would apply to accessory off-street parking for a PDR-2 District absent this Special~~
18 ~~Use District as specified in Section 151.1 of this Code.~~

19 (4) (5) ~~The following New construction projects and major alterations shall be consistent~~
20 ~~with fellow the policies and guidelines of the "Bayshore Boulevard Home Improvement District~~
21 ~~Design Guidelines" as adopted by the Planning Commission and amended from time to time;-~~

22 (A) ~~New construction; or~~

23 (B) ~~An increase in gross floor area of more than 25 percent.~~

24 (5) (6) ~~The provisions for demolition of PDR buildings set forth in Section 231A of this Code;~~
25 ~~which relate to demolition of PDR buildings, shall not apply.~~

Supervisor Maxwell
BOARD OF SUPERVISORS

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1 ~~(6) (7) Enhanced~~ The requirements for street trees as required by set forth in Section 428
2 443(i) of this Code shall apply.

3 (7) Formula retail uses as defined in Section 703.3(b) of this Code that are 10,000
4 square feet or larger shall be subject to the Redevelopment Agency's Bayview Hunters Point
5 "Employment and Contracting Policy."

6 (d) Conditional Use Authorization Criteria. In evaluating any Conditional Use
7 Authorization application pursuant to these controls, the Planning Commission shall consider the
8 following criteria in addition to the criteria of Section 303(e) of this Code as well as Section 303(i)
9 for formula retail uses:

10 (1) The proposed use and/or building proposal is in conformity with the purpose and
11 intent of the Bayshore Boulevard Home Improvement Special Use District;

12 (2) The proposed use and/or building demonstrates leadership in sustainability
13 proposal contributes to the sustainable character and function of the Bayshore Boulevard
14 Home Improvement SUD;

15 (3) Any new, reconfigured, or reconstructed building complies The proposal is
16 consistent with the policies and guidelines of the Bayshore Boulevard Home Improvement District
17 Design Guidelines.

18 Section 3. The San Francisco Planning Code is hereby amended by amending
19 Sectional Maps ZN08, ZN10, SU08, and SU10 of the Zoning Map of the City and County of
20 San Francisco, as follows:

<u>Description of Property</u>	<u>Use Districts to be Superseded</u>	<u>Use Districts Hereby Approved</u>
Block 5371, Lots 018 and 019; Block 5372, Lots 006, 008, and 009; Block 5533, Lots 047 and 048.	M-1, IPZ SUD	PDR-2; Bayshore Boulevard Home Improvement SUD
Block 5375, Lot 059 and 061	M-1	PDR-2; Bayshore Boulevard

Supervisor Maxwell
BOARD OF SUPERVISORS

1			Home Improvement SUD
2	Block 5533, Lot 049	P/M-1, IPZ SUD	P/PDR-2; Bayshore Boulevard Home Improvement SUD
3			
4	Block 5559, Lots 002, 004, 005, 006, 008, 009, 015, 016, 018, 019, 020, 021; Block 5560, Lots 001, 003, 010, 058, 059, 065, 066, 093, 095, 096, 098, 099 through 108; Block 5573, Lots 001 and 005; Block 5576, Lot 001; Block 5582, Lots 001, 002, 001A; Block 5594, Lots 012 through 015; Block 5595, Lot 001; Block 5596, Lots 001, 012 through 015, 017B, 017D, 038, 039, 041, 042, 043, 050, 052, 053, and 054.	M-1, IPZ SUD	PDR-2; Bayshore Boulevard Home Improvement SUD
5			
6			
7			
8			
9	Block 5573, Lot 023	P/M-1	P/PDR-2; Bayshore Boulevard Home Improvement SUD
10			
11			
12	Block 5596, Lot 051	P/M-1, IPZ SUD	P/PDR-2; Bayshore Boulevard Home Improvement SUD
13			
14	Block 5598, Lots 006, 008, 009, 011, 013, 015, 016, 018, 021, 028, 029, 030, and 031; Block 5607, Lots 001, 005, 006, 038, and 039;	M-1, IPZ SUD	PDR-2; Bayshore Boulevard Home Improvement SUD
15			
16	Block 5607, Lot 047.	M-1	PDR-2; Bayshore Boulevard Home Improvement SUD
17			
18	Block 5693, Lots 003A and 036. 037, 038, 041, and 042.	M-1	PDR-2; Bayshore Boulevard Home Improvement SUD
19			
20	Block 5657, Lots 008B, 008C, 009, 009A, 009D, and 052.	C-M, IPZ SUD	PDR-1-G
21			
22	Block 5657, Lot 51.	C-M/RH-1, IPZ SUD	RH-1, Bernal Heights SUD
23			
24			
25			

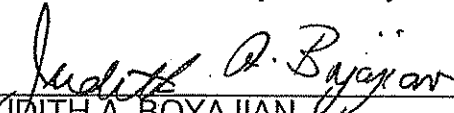
1 Block 5657, Lot 40.

C-M

PDR-I-G

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

5 By:


6 JUDITH A. BOYAJIAN
Deputy City Attorney

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Supervisor Maxwell
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LEGISLATIVE DIGEST

[Zoning Map and Planning Code – Bayshore Boulevard Home Improvement Special Use District]

Ordinance amending the San Francisco Planning Code by adding Section 249.65 to establish the Bayshore Boulevard Home Improvement Special Use District for the properties on lots fronting Bayshore Boulevard from Jerrold Avenue to the 1-280 Freeway, the west side of Loomis Street from Jerrold Avenue to the 1-280 Freeway, Oakdale Avenue from Loomis Street to Bayshore Boulevard, Marengo Street from Bayshore Boulevard to Waterloo Street and the west side of Boutwell Street from Industrial Street to the 1-280 Freeway, and also including some lots on Cortland Avenue; amending the Zoning Map of the City and County of San Francisco to rezone the designated blocks and lots from the current M-1 and P/M-1 zoning to PDR-2, P/PDR-2 and the Bayshore Boulevard Home Improvement Special Use District; adopting findings, including environmental findings, Section 302 findings, and findings of consistency with the General Plan and the priority policies of Planning Code Section 101.1.

Existing Law

Section 249.1 et seq. of the Planning Code contains a number of special use districts with special controls.

Amendments to Current Law

This ordinance will add Section 249.65 to the Planning Code to establish the Bayshore Boulevard Home Improvement Special Use District (SUD) for designated properties fronting Bayshore Boulevard and on Cortland Avenue to rezone the designated blocks and lots from the current M-1, P/M-1, C-M, C-M/RH-1, and IPZ SUD zoning to PDR-2, P/PDR-2, PDR-1-G, the Bernal Heights SUD, and the Bayshore Boulevard Home Improvement SUD.

Within the Bayshore Boulevard Home Improvement SUD, a retail use is a permitted use and no off-street parking spaces are required. Establishment of a new use in the following categories requires a conditional use authorization: formula retail 10,000 square feet or more, a liquor store, a drive up facility, adult entertainment, automotive, and fringe financial. New construction and major alteration projects shall follow the Bayshore Boulevard Home Improvement District Design Guidelines adopted by the Planning Commission. The Planning Code provisions for street trees will apply; existing provisions for demolition of PDR buildings will not apply.

Background Information

The purpose of the Bayshore Boulevard Home Improvement SUD is to encourage and promote businesses of varying types that are focused on home improvement, particularly those that emphasize sensitivity to the environment and sustainable use of natural resources through products offered and/or treatment of the site and building. The SUD intends to create a mixed commercial district and enable synergies between retail and other businesses dedicated to the physical improvement of property and related home furnishing. This SUD was created in conjunction with other Citywide initiatives to physically improve the project area and create a coherent and identifiable place in San Francisco for shoppers to find home improvement related businesses and services.



SAN FRANCISCO PLANNING DEPARTMENT

November 19, 2010

Ms. Angela Calvillo, Clerk
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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

Re: Transmittal of Planning Department Case Number 2010.0945TUZ
Bayshore Boulevard Home Improvement District
Board File Number 101313
Planning Commission Recommendation: Approval with modifications

Dear Ms. Calvillo,

On November 18, the San Francisco Planning Commission conducted a duly noticed public hearing at a regularly scheduled meeting to consider a proposed Ordinance contained in the aforementioned Board File.

The proposed Ordinance would (1) amend the City and County of San Francisco Planning Code by adding Section 249.65 creating the Bayshore Boulevard Home Improvement District Special Use District, and (2) amend Zoning Map sheets sectional maps ZN08, ZN10, ZN11, SU08, SU10, and SU11 of the City and County of San Francisco Planning Code with revised use districts including the newly created Bayshore Boulevard Home Improvement District Special Use District.

An exemption from Environmental Review under the "General Rule" found in the State CEQA Guidelines Section 15061(b)(3) was issued for the Project on November 9, 2010.

At the November 18 hearing, the Commission voted to recommend approval along with additional amendments suggested by Supervisor Maxwell at the public hearing that would modify proposed Planning Code Section 249.65 in order to clarify language and subject Formula Retail uses 10,000 square feet and above within the Bayshore Boulevard Home Improvement District Special Use District to the Redevelopment Agency's Bayview Hunters Point "Employment and Contracting Policy".

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

Sincerely,

for Kelly Anderson
John Rahaim
Director of Planning

Attachments

Planning Commission Resolution No. 18222
Planning Commission Executive Summary for Case No. 2010.0945TUZ (with attachments)

www.sfplanning.org



SAN FRANCISCO PLANNING DEPARTMENT

Planning Commission Resolution No. R-18222

HEARING DATE: NOVEMBER 18, 2010

Date: November 09, 2010
Case No.: 2010.0945TUZ
Project: Bayshore Boulevard Home Improvement District
Block/Lot: various (see attached map)
Staff Contact: Amnon Ben-Pazi – (415) 575-9077
amnon.ben-pazi@sfgov.org
Recommendation: Approval

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

RECOMMENDING THAT THE BOARD OF SUPERVISORS APPROVE A PROPOSED ORDINANCE THAT WOULD (1) AMEND THE PLANNING CODE BY ADDING SECTION 249.65 CREATING THE BAYSHORE BOULEVARD HOME IMPROVEMENT DISTRICT SPECIAL USE DISTRICT; (2) AMEND ZONING MAP SHEETS SECTIONAL MAPS ZN08, ZN10, ZN11, SU08, SU10, AND SU11 OF THE CITY AND COUNTY OF SAN FRANCISCO PLANNING CODE WITH REVISED USE DISTRICTS INCLUDING THE NEWLY CREATED BAYSHORE BOULEVARD HOME IMPROVEMENT DISTRICT; AND MAKING VARIOUS FINDINGS, INCLUDING CEQA FINDINGS AND FINDINGS OF CONSISTENCY WITH THE GENERAL PLAN AND PLANNING CODE SECTION 101.1.

WHEREAS, on October 19, 2010, Supervisor Maxwell introduced an Ordinance under Board of Supervisors (hereinafter "Board") File Number 101313 for a text change to establish the Bayshore Boulevard Home Improvement District Special Use District and for map amendments, which would 1) create a new Planning Code Section 249.65 establishing the Bayshore Boulevard Home Improvement District Special Use District; and, 2) amend Sectional Maps ZN08, ZN10, SU08, and SU10 of the Zoning Map of the City and County of San Francisco to reclassify certain parcels generally along Bayshore Boulevard from Jerrold Avenue to Interstate 280 within the Bayview Hunters Point Area Plan, and along Cortland from Bradford Street to Highway 101; and

The Bayview Hunters Point Project Area Committee (Bayview PAC), an elected citizen advisory body to the San Francisco Redevelopment Agency, produced a Community Revitalization Concept Plan that outlined the vision for redevelopment activities in the Bayview neighborhood. The Bayview PAC approved the Executive Summary of the Concept Plan in 2000; and

The San Francisco Board of Supervisors adopted a Redevelopment Plan for the Bayview Hunters Point Project and amended the Bayview Hunters Point Area Plan of the San Francisco' General Plan in 2006, both of which include the subject area along Bayshore Boulevard; and

The Concept Plan, Redevelopment Plan, and General Plan all discuss the need for enhanced business and employment opportunities throughout the Bayview, and generally call for a mix of commercial and light industrial activity along the Bayshore boulevard corridor; and

The Board of Supervisors adopted new land use controls for much of the industrial areas in Bayview Hunters Point in 2008. The Planning Department did not, at that time, propose specific controls for the Bayshore corridor and the commercially-zoned parcels on Cortland from Bradford Street to Highway 101, in recognition of the need for further planning in the area; and

Much of the Bayshore corridor remains zoned M-1 and M-2, and the subject Cortland parcels remain C-M (Heavy Commercial) the most permissive zoning districts in the City, leaving the area vulnerable to inadequately regulated development; and

The Board of Supervisors adopted Resolution No. 154-09 on April 21, 2009, urging the Planning Department, the Redevelopment Agency and Office of Workforce Development to develop plans and programs to establish a Green and Sustainable Home Improvement District for the Bayshore Corridor which could result in one or more of the following: a business attraction plan, a business development and retention program, revised zoning, area-specific design guidelines, and a localized public improvement plan including streetscape and infrastructure enhancements; and

On March 23, 2010, the Board of Supervisors adopted interim controls for the Bayshore Corridor under Board of Supervisors File No. 09-1209, to enable greater review of projects within the area while a study was underway for the subject area; and

The Office of Workforce Development, the Redevelopment Agency, the Planning Department and other City agencies have been working on an Economic Action Plan for the Corridor in response to Resolution 154-09. To date, three community-wide workshops have been held along with other targeted outreach and surveying efforts; and

On October 19, 2010 Supervisor Maxwell introduced a draft ordinance, attached hereto as Exhibit A, that would amend Planning Code Text and Maps as indicated. The City Attorney's Office has reviewed the draft ordinance and approved it as to form; and

The Planning Commission (hereinafter "Commission") conducted a duly noticed public hearing at a regularly scheduled meeting to consider the proposed Ordinance for Application No. 2010.0945TUZ on November 18, 2010; and

The Commission has heard and considered the testimony presented to it at the public hearing and has further considered written materials and oral testimony presented by Department staff and other interested parties; and

An exemption from Environmental Review under the "General Rule" found in the State CEQA Guidelines Section 15061(b)(3) was issued for the Project on November 9, 2010; and

The proposal will promote the following relevant objectives and policies of the General Plan:

COMMERCE AND INDUSTRY ELEMENT

OBJECTIVE 1: 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

OBJECTIVE 3: PROVIDE EXPANDED EMPLOYMENT OPPORTUNITIES FOR CITY RESIDENTS, PARTICULARLY THE UNEMPLOYED AND ECONOMICALLY DISADVANTAGED.

Policy 3.1: Promote the attraction, retention and expansion of commercial and industrial firms which provide employment improvement opportunities for unskilled and semi-skilled workers.

Policy 3.4: Assist newly emerging economic activities.

The proposed rezoning would clarify the intended uses for the subject portions of Bayshore Boulevard thereby helping efforts to attract appropriate home improvement-related businesses to Bayshore, while at the same time, encouraging the retention of existing businesses. The zoning controls will encourage the creation of an attractive and identifiable Home Improvement District on Bayshore over time. The rezoning of the subject Cortland parcels will assign up-to-date PDR designations in keeping with the nature of the parcels. The PDR zoning is designed to encourage the retention of light-industrial businesses.

BAYVIEW HUNTERS POINT AREA PLAN

OBJECTIVE 1 STIMULATE BUSINESS, EMPLOYMENT, AND HOUSING GROWTH WITHIN THE EXISTING GENERAL LAND USE PATTERN BY RESOLVING CONFLICTS BETWEEN ADJACENT INDUSTRIAL AND RESIDENTIAL AREAS.

OBJECTIVE 7 ENCOURAGE HEALTHY RETAIL REUSE IN THE EXISTING COMMERCIAL CORE OF THIRD STREET AND COMPLEMENTARY GROWTH IN ADJACENT SECTIONS.

Policy 7.3 Develop secondary nodes of commercial activity.

OBJECTIVE 10 ENHANCE THE DISTINCTIVE AND POSITIVE FEATURES OF BAYVIEW HUNTERS POINT.

OBJECTIVE 11 IMPROVE DEFINITION OF THE OVERALL URBAN PATTERN OF BAYVIEW HUNTERS POINT.

The subject rezoning will further the Objectives and Policies of the Bayview Hunters Point Area Plan by clarifying what the intended uses are along Bayshore Boulevard. A more coherent land use program along will enable more effective business attraction, and thereby greater employment opportunities for Bayview, Bernal Heights and other City residents. The zoning proposal will require more robust review of some land use proposals that will assure better quality projects that meet the intent of the Bayshore Boulevard Home Improvement Special Use District. The revised zoning incorporate design guidelines that will improve the image of Bayshore Boulevard.

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 amendments will continue to allow retail uses on Bayshore Boulevard. No existing neighborhood serving retail on Third Street or elsewhere will be effected by the proposal.

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 amendments will have no effect on existing housing or neighborhood character.

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

The proposed amendments will have no 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 amendments will have no direct effect on MUNI transit service or overburden our streets or neighborhood parking. Individual development projects will be subject to their own environmental review under CEQA.

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 subject rezoning includes rezoning Bayshore Boulevard PDR-2 (Core Production, Distribution, and Repair), which allows a wide range of industrial use, as its underlying zoning designation.

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

The proposed amendments will have no effect on the City's preparedness against injury or loss of life in an earthquake.

7. That the landmarks and historic buildings be preserved;

The proposed amendments will have no direct effect on landmarks or historic buildings.

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

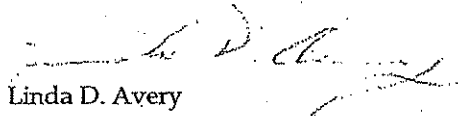
The proposed amendments will have no effect on our parks and open space.

Resolution No. R-18222
Hearing Date: November 18, 2010

Case No. 2010.0945TUZ
Bayshore Home Improvement District

NOW THEREFORE BE IT RESOLVED that the Commission hereby recommends that the Board APPROVE the proposed Ordinance as described in this Resolution No. R-18222 to create the Bayshore Boulevard Home Improvement District SUD, and to rezone said parcels along Bayshore and Cortland, incorporate those along Bayshore Boulevard within the new Bayshore Boulevard Home Improvement SUD and other map changes as described in the Ordinance,

I hereby certify that the foregoing Resolution was adopted by the Commission at its meeting on November 18, 2010.



Linda D. Avery
Commission Secretary

AYES: Antonini, Borden, Miguel, Moore, Olague, Sugaya

NOES:

ABSENT:

ADOPTED: November 18, 2010



SAN FRANCISCO PLANNING DEPARTMENT

Case Report

Bayshore Boulevard Home Improvement District: New Special Use District, Zoning Map Changes, and Design Guidelines

HEARING DATE: NOVEMBER 18, 2010

Date: November 9, 2010
Case No.: 2010.0945TUZ
Project: Bayshore Boulevard Home Improvement District
Block/Lot: various (see attached map)
Project Sponsor: Supervisor Maxwell
Staff Contact: Amnon Ben-Pazi -- (415) 575-9077
amnon.ben-pazi@sfgov.org
Recommendation: Approval

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

PROJECT DESCRIPTION

The project proposes updated underlying zoning, a new special use district, and new design guidelines for the Bayshore Boulevard corridor (roughly between Jerrold Avenue and I-280), and updated zoning for several light-industrial parcels on Cortland Avenue near Highway 101. The proposed zoning and design guidelines are part of a larger interagency planning effort which focuses on economic revitalization of the area. This larger planning effort envisions a mixture of light-industrial and retail establishments along the Bayshore corridor, focused on sustainable home improvement related businesses while addressing issues of local employment and business retention.

BACKGROUND

On October 19, 2010, Supervisor Maxwell introduced an Ordinance to reclassify certain parcels along Bayshore Boulevard from Jerrold Avenue to Interstate 280 and along Cortland Avenue from Highway 101 to Bradford Street, and establish a new Bayshore Boulevard Home Improvement District Special Use District (Bayshore HID SUD). Specifically, the proposed ordinance would rezone parcels along the Bayshore Boulevard corridor from M-1 to PDR-2 and incorporate these parcels into the newly created Bayshore HID SUD, and rezone parcels along Cortland Avenue from Bradford Street to Highway 101 from C-M to PDR-1-G.

As proposed, the Bayshore HID SUD requires that certain project adhere to area-specific design guidelines. The Planning Department has developed these area-specific design guidelines in collaboration with the community, the offices of Supervisors Maxwell and Campos, the Office of Workforce Development, the Redevelopment Agency and other City agencies.

In 2008, the Board of Supervisors adopted new land use controls for much of the industrial areas in the Bayview Hunters Point neighborhood. The Planning Department did not, at that time, propose specific controls for the Bayshore Boulevard corridor (Jerrold Avenue to I-280) and the commercially-zoned parcels on Cortland from Bradford Street to Highway 101, in recognition of the need for further planning in the area.

Today, much of the Bayshore Boulevard corridor remains zoned M-1, and the subject Cortland parcels remain C-M (Heavy Commercial) – among the most permissive zoning districts in the City, leaving the area vulnerable to inadequately regulated development.

The Board of Supervisors adopted Resolution No. 154-09 on April 21, 2009, urging the Planning Department, the Redevelopment Agency and Office of Workforce Development to develop plans and programs to establish a Green and Sustainable Home Improvement District for the Bayshore Boulevard corridor. Through this legislation, the Board urged the implementation of several possible planning and economic development tools that could include: a business attraction plan, a business development and retention program, revised zoning, area-specific design guidelines, and a localized public improvement plan including streetscape and infrastructure enhancements.

In response to this legislation, the offices of Supervisors Maxwell and Campos, the Office of Economic and Workforce Development, the Redevelopment Agency, the Planning Department and other City agencies have been working on an Economic Action Plan (see attachment) which will lay out and prioritize several action items for implementation addressing business attraction and retention, business development, safety and cleanliness, and parking, traffic and transportation. Related to the Action Plan, the City is proposing new zoning, area-specific design guidelines, and a localized streetscape and circulation strategy for the Bayshore Boulevard corridor. To date, three community-wide workshops have been held along with other targeted outreach and surveying efforts. The draft zoning legislation and design guidelines included in this package are a result of this multi-agency community planning process.

BAYSHORE CORRIDOR: EXISTING ZONING

Parcels in the Bayshore Boulevard corridor are currently zoned M-1. This is among the most permissive zoning district in the City and is being phased out and replaced by updated industrial zoning citywide. M-1 zoning permits a wide range of uses including industrial, residential, retail (including formula retail) and automotive uses. Many parcels are undeveloped, but the majority are developed with industrial and retail uses.

Most of the parcels along the Bayshore Boulevard corridor are within the Industrial Protection Zone Special Use District (IPZ SUD). The IPZ SUD prohibits residential and office uses, but is silent on retail uses. The current permanent zoning allows retail at any scale or form as a principal use.

To address concerns about the permissiveness of the existing zoning, the Board of Supervisors adopted interim controls for the Bayshore Boulevard corridor on March 23, 2010 (BOS File No. 091209), to enable greater review of projects within the area. These controls, set to expire in September of 2011, require Conditional Use authorization for formula retail, for retail over 25,000

square feet, and for lot merges over 25,000 square feet. The intent of the interim controls were, in part, to assure greater scrutiny of projects while the new permanent zoning were being formulated and studied

BAYSHORE CORRIDOR: PROPOSED NEW ZONING, INCLUDING NEW SPECIAL USE DISTRICT

The proposed ordinance would rezone parcels along the Bayshore Boulevard corridor from M-1 (Light Manufacturing) to PDR-2 (Core Production, Distribution and Repair) and remove these parcels from the IPZ SUD. PDR-2 districts prohibit housing and office uses over 5,000 square feet, making the IPZ SUD designation unnecessary.

In addition, the proposed ordinance would create a new Bayshore Boulevard Home Improvement District Special Use District (Bayshore HID SUD). This new SUD would be applied to the parcels along the Bayshore Boulevard corridor. The Bayshore HID SUD would modify the proposed underlying PDR-2 zoning use district as follows:

1. **Retail** uses would generally be permitted
2. **Conditional Use Authorization** would be required for: Formula Retail uses 10,000 square feet or larger; Liquor stores; Drive up facilities; Adult entertainment establishments; Automotive uses; Fringe financial uses
3. In keeping with most of the City's rezoning efforts, no **off-street parking spaces** would be required. The maximum number of accessory off-street parking spaces permitted would be as specified in Section 151.1 of the Code.
4. New construction projects and major alterations would follow the *Bayshore Boulevard Home Improvement District Design Guidelines*.
5. The provisions for **demolition of PDR buildings** applicable in PDR-2 districts would not apply.
6. Enhanced requirements for **street trees** as required by Section 143(i) of the Code would apply.
7. Project Sponsors would need to make **additional Conditional Use** findings for those uses requiring conditional use authorization; the proposed additional criteria are as follows:
 - The proposed use and/or building is in conformity with the purpose and intent of the Bayshore Boulevard Home Improvement Special Use District;
 - The proposed use and/or building demonstrates leadership in sustainability;

- Any new, reconfigured, or reconstructed building complies with the Bayshore Boulevard Home Improvement District Design Guidelines

BAYSHORE CORRIDOR: PROPOSED NEW DESIGN GUIDELINES

The proposed Bayshore HID SUD requires that certain project adhere to area-specific design guidelines. The proposed *Bayshore Boulevard Home Improvement District Design Guidelines* (attached) support the economic development goals for the Bayshore corridor by creating a safer and more attractive public realm, and by minimizing the negative impacts of parking and loading configuration on pedestrian, bicycle, transit and automobile circulation. The guidelines were developed with special attention to community concerns centering on public realm and circulation issues.

CORTLAND PARCELS: EXISTING ZONING

Slightly west of the Bayshore Boulevard corridor, eight parcels on and adjacent to Cortland Avenue between Bradford Street and Highway 101 are currently zoned C-M (Heavy Commercial) This zoning district is among the most permissive zoning district in the City and is being phased out and replaced by updated industrial zoning citywide, C-M districts permit a wide range of uses including industrial, residential, retail (including formula retail) and automotive uses. These parcels are mostly developed with light-industrial uses.

The subject Cortland parcels are within the Industrial Protection Zone Special Use District (IPZ SUD). This prohibits housing and office uses. The Cortland parcels are not subject to the Bayshore Boulevard corridor Interim Controls described above.

CORTLAND PARCELS: PROPOSED ZONING

The proposed ordinance would rezone the eight subject Cortland Avenue parcels from C-M (heavy Commercial) to PDR-1-G (Production, Distribution and Repair, General) and remove these parcels from the IPZ SUD. PDR-1-G districts prohibit housing and office uses over 5,000 square feet, making the IPZ SUD designation unnecessary.

Planning Department staff has worked with Supervisor Campos' office and operators of existing businesses to verify that the proposed zoning would accommodate the existing businesses. The proposed Design Guidelines would not apply to the Cortland parcels.

ENVIRONMENTAL REVIEW

The Project was determined to be exempt from Environmental Review under the General Rule Exclusion [Section 15061(b)(3) of the CEQA Guidelines].

HEARING NOTIFICATION

TYPE	REQUIRED PERIOD	REQUIRED NOTICE DATE	ACTUAL NOTICE DATE	ACTUAL PERIOD
Classified News Ad	20 days	October 29, 2010	October 27, 2010	22 days
Posted Notice	None required	N/A	N/A	N/A
Mailed Notice	10 days	November 7, 2010	November 5, 2010	12 days

PUBLIC COMMENT

The proposed legislation and design guidelines were developed in a public process with considerable public participation. Opportunity for comment included three public workshops and several focused stakeholder meetings, and the current proposals incorporate community priorities and concerns identified during these workshops and meetings. Areas where some disagreement remains are presented in the next section.

Following the mailed notice about this Commission hearing, the Department has received three inquiries into the proposed zoning and design guidelines.

ISSUES AND OTHER CONSIDERATIONS

- There was considerable community discussion concerning the size of retail uses that would trigger Conditional Use Authorization, particularly for Formula Retail uses. Several members of the community requested that all Formula Retail uses require Conditional Use Authorization. Others suggested low square-footage thresholds for requiring Conditional Use Authorization, while still others preferred that all retail be permitted. The proposed thresholds (10,000 square feet for Formula Retail, the city-wide 50,000 square feet threshold for non-formula retail) reflect the Economic Action Plan which was developed for the area. This plan recognizes the unique character of the Bayshore corridor as suitable for larger format retail. (Note that the city-wide Conditional Use requirement for retail above 50,000 square feet would apply to any "big box" project, which is generally considered to be 100,000 square feet and above.)
- The Bayshore corridor is within the Bayview Redevelopment area, where all projects which require Conditional Use authorization, and all projects would add 25,000 square feet of commercial space, are **required to present to the Bayview PAC**. Some members of the PAC have requested that there be a mechanism by which the PAC could weigh in on smaller projects, particularly retail, and that this mechanism be contained in the Bayshore HID SUD legislation. Planning Department staff and Redevelopment Agency staff feel that such a mechanism is best contained in delegation agreements or other mechanisms outside the zoning legislation.
- Several members of the community requested that **local hiring requirements** in the proposed Bayshore HID SUD be strengthened. As proposed, there is discussion of local

hiring in the "intent" section of the SUD, and finding a project in conformity with this intent is a requirement for Conditional Use Authorization. The language in the proposed SUD legislation was developed by the offices of Supervisors Maxwell and Campos, the Office of Workforce Development, the San Francisco Redevelopment Agency, and the Planning Department. The Bayshore HID SUD would be located entirely within the Bayview Hunters Point Redevelopment Project Area, which has some of the most stringent local hiring requirements in the City, administered by the SFRA.

- The proposed Bayshore HID SUD requires **Conditional Use Authorization for all automotive uses**. Several members of the community requested that Automotive uses that are permitted in PDR-2 should also be permitted in the proposed SUD. However, automotive uses have a greater potential to negatively impact pedestrian, bicycle, transit and automobile circulation. The Conditional Use process addresses these potential dangers by subjecting proposed physical layouts to heightened scrutiny, and allowing the Commission to impose operating conditions on new Automotive uses.

REQUIRED COMMISSION ACTION

There are two resolutions before the Planning Commission:

1. A proposed Resolution is before the Commission so that it may adopt, or adopt with changes, or not adopt the proposed Bayshore Boulevard Home Improvement District Design Guidelines.
2. A proposed Resolution is before the Commission so that it may recommend adoption, rejection, or adoption with modifications to the Board of Supervisors.
 - **Planning Code Map Amendments** amending Zoning Map Sheets ZN08, ZN10, ZN11, SU08, SU10, and SU11 of the City and County of San Francisco Planning Code with revised use districts.
 - **Planning Code Text Amendment** establishing the Bayshore Boulevard Home Improvement Special Use District (SUD) under new Planning Code Section 249.65 of the Planning Code.

BASIS FOR RECOMMENDATION

- The proposed zoning map changes are in accordance with the larger ongoing citywide rezoning of industrial areas, in which overly-permissive M-1 and C-M zoning is being phased out and replaced by updated PDR zoning.
- The proposed Bayshore Home Improvement District SUD and Design Guidelines are designed to support the city's economic development goals for the area, which were articulated through a public, multi-agency planning effort. While zoning and design guidelines will not in themselves attract new businesses to the corridor, they are important tools in facilitating this process.

RECOMMENDATION: Recommend that the Board of Supervisors APPROVE text and map changes to the Planning Code to create the Bayshore Boulevard Home Improvement District SUD and related zoning changes.

ADOPT the Bayshore Boulevard Home Improvement District Design Guidelines.

Attachments:

Draft Resolution for Proposed Legislation
Draft Legislative Digest
Draft Ordinance
Environmental Determination

Draft Resolution for Adoption of Design Guidelines
Proposed Design Guidelines

Project Area Map
Existing Zoning Map
Proposed Zoning Maps
Economic action plan overview

I:\Citywide\Community Planning\Southeast BVHP\Green Bayshore Blvd\CPC Documents\Bayshore_CPC_Case Report.doc

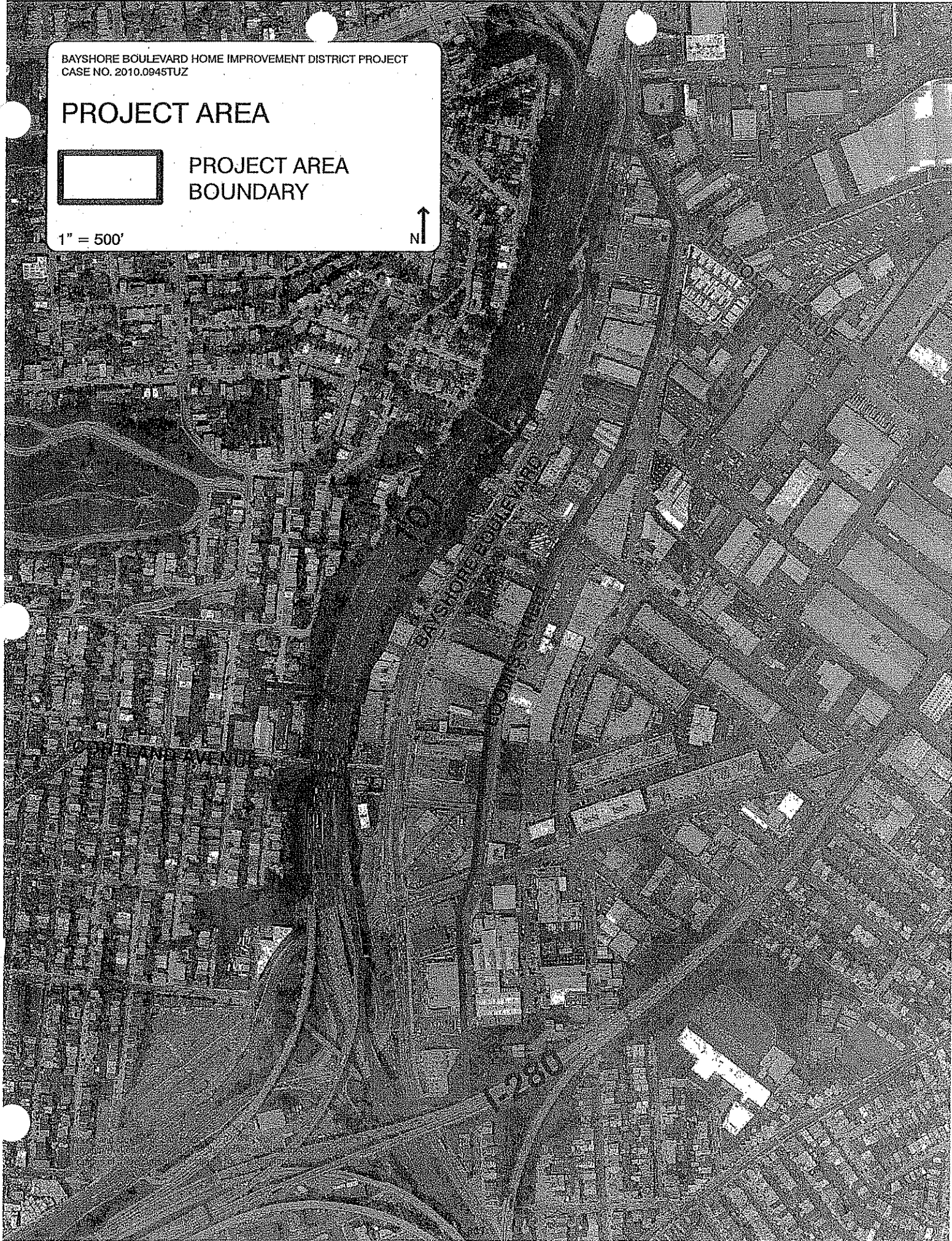
BAYSHORE BOULEVARD HOME IMPROVEMENT DISTRICT PROJECT
CASE NO. 2010.0945TUZ

PROJECT AREA









PROJECT AREA
BOUNDARY

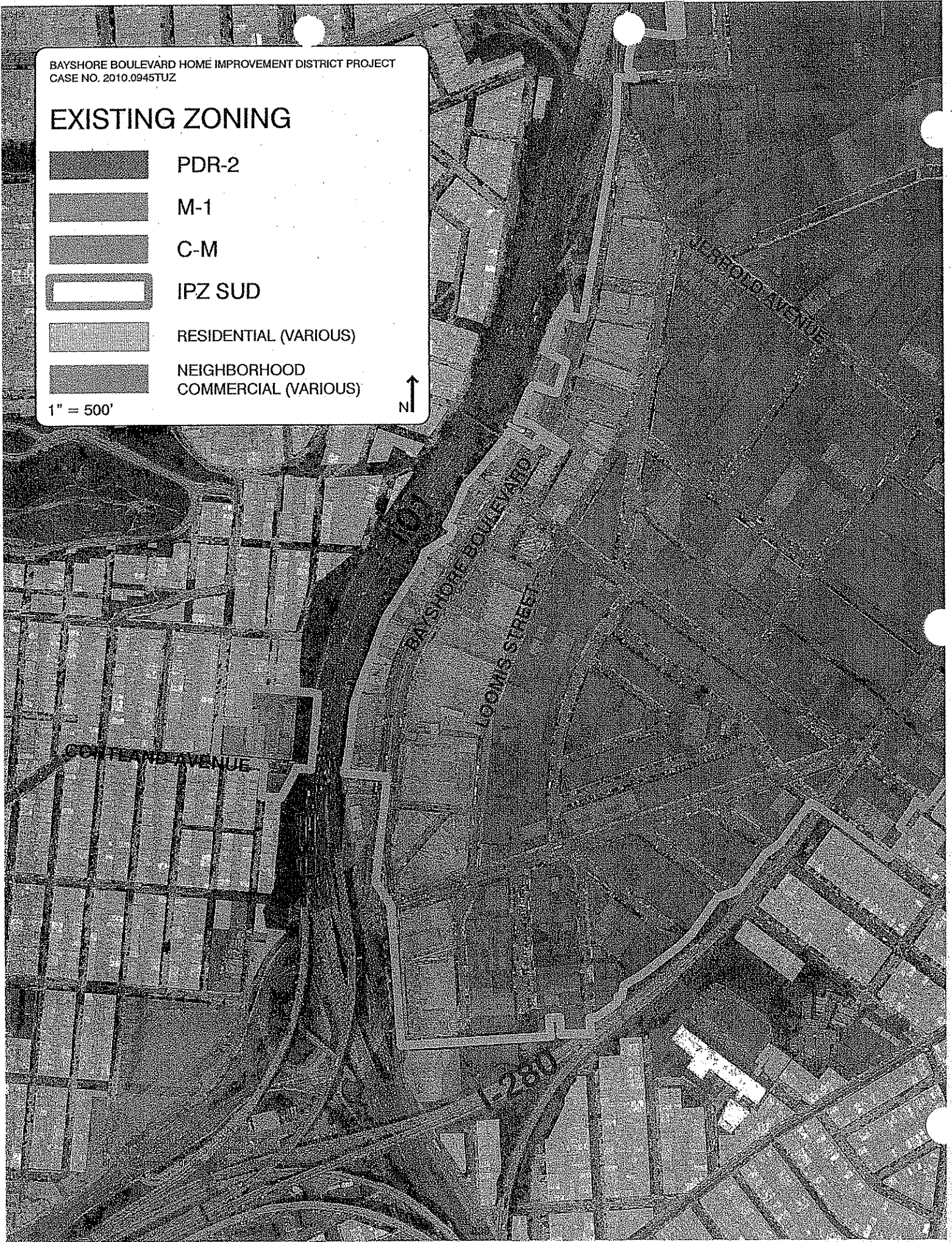
1" = 500'









EXISTING ZONING

-  PDR-2
-  M-1
-  C-M
-  IPZ SUD
-  RESIDENTIAL (VARIOUS)
-  NEIGHBORHOOD COMMERCIAL (VARIOUS)

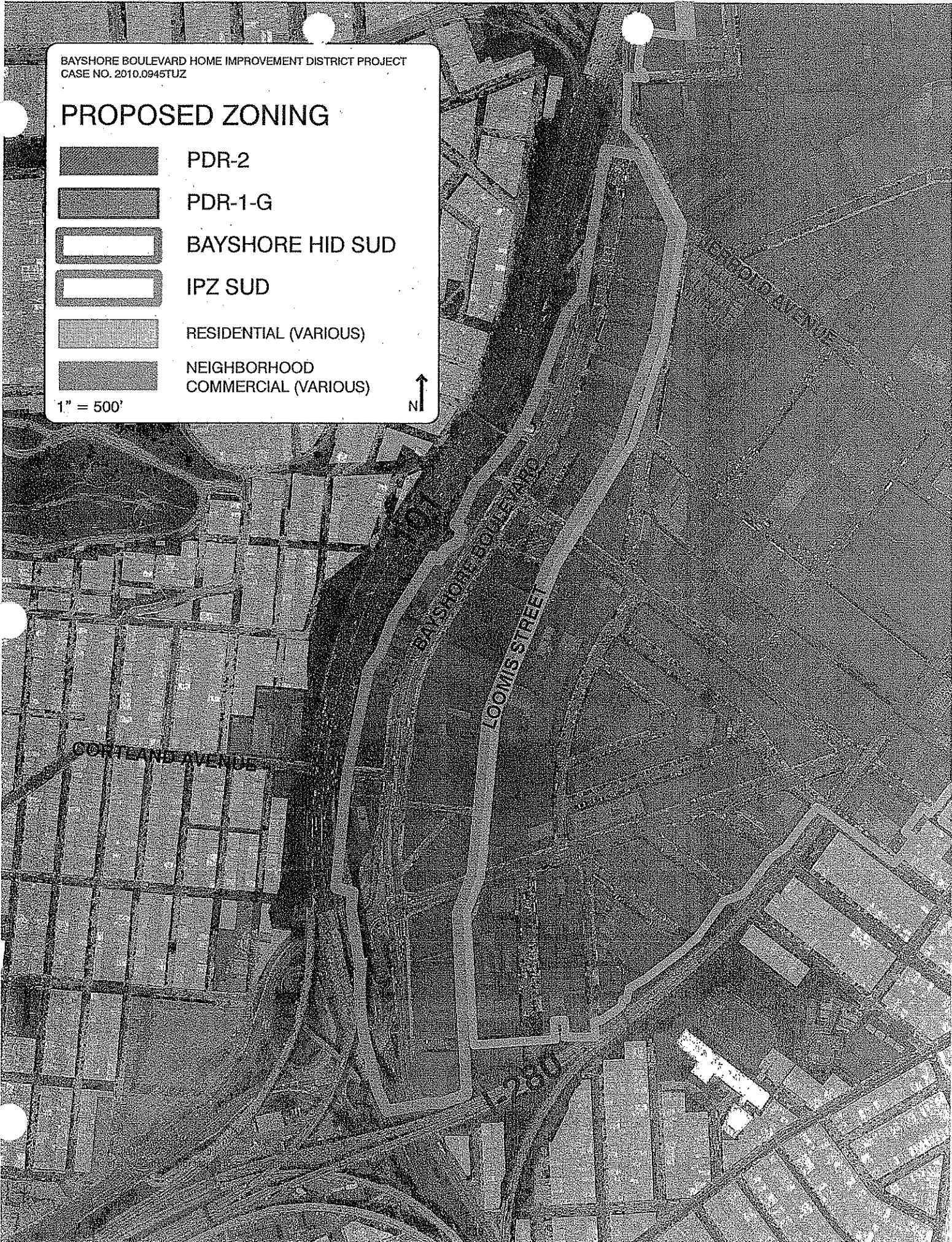
1" = 500'



PROPOSED ZONING

-  PDR-2
-  PDR-1-G
-  BAYSHORE HID SUD
-  IPZ SUD
-  RESIDENTIAL (VARIOUS)
-  NEIGHBORHOOD COMMERCIAL (VARIOUS)

1" = 500'





**SAN FRANCISCO
PLANNING DEPARTMENT**

**Certificate of Determination
Exemption from Environmental Review**

Case No.: 2010.0945E
Project Title: Bayshore Boulevard Home Improvement District
Zoning: M-1 (Light Industrial); C-M (Heavy Commercial); RH-1 (Residential, Single Family); P (Public); IPZ SUD (Industrial Protection Zone Special Use District)
Block/Lot: Block 5371 Lots 18-19, Block 5372 Lots 6, 8, and 9; Block 5533 Lots 47-48, Block 5375 Lot 59 and 61, Block 5533 Lot 49, Block 5559 Lots 2; 4, 5, 6, 8, 9, 15, 16, 18, 19, 20, 21; Block 5560 Lots 1, 3, 10, 58, 59, 65, 66, 93, 95, 96, 98, 99-108; Block 5573 Lots 1 and 5; Block 5576 Lot 1; Block 5582 Lots 1, 2, 1A; Block 5594 Lots 12-15; Block 5595 Lot 1; Block 5596 Lots 1, 12-15, 17B, 17D, 38, 39, 41, 42, 43, 50, 52-54, Block 5573 Lot 23, Block 5596 Lot 51, Block 5598 Lots 6, 8, 9, 11, 13, 15, 16, 18, 21, 28, 29, 30, and 31; Block 5607 Lots 1, 5, 6, 38, and 39; Block 5607 Lot 47, Block 5693 Lots 3A and 36-38, 41, and 42, Block 5657 Lots 8B, 8C, 9, 9A, 9D, and 52, Block 5657 Lot 51
Lot Size: Various
Project Sponsor: Supervisor Sophie Maxwell, SF Board of Supervisors
Staff Contact: Joy - (415) 575-9040
 joy.navarrete@sfgov.org

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

PROJECT DESCRIPTION:

The project is a Board of Supervisors proposed ordinance amending the San Francisco Planning Code by adding Section 249.65 to establish the Bayshore Boulevard Home Improvement Special Use District for the properties on lots fronting Bayshore Boulevard from Jerrold Avenue to the (see page 2)

EXEMPT STATUS:

General Rule Exclusion (State CEQA Guidelines Section 15061(b)(3))

REMARKS:

See next page.

DETERMINATION:

I do hereby certify that the above determination has been made pursuant to State and Local requirements.

Bill Wycko
Environmental Review Officer

Date

cc: Supervisor Sophie Maxwell
Amnon Ben-Pazi, Citywide Planning Division

Distribution List
Virna Byrd, M.D.F.

PROJECT DESCRIPTION (continued):

I-280 Freeway, the west side of Loomis Street from Jerrold Avenue to the I-280 Freeway, Oakdale Avenue from Loomis Street to Bayshore Boulevard, Marengo Street from Bayshore Boulevard to Waterloo Street and the west side of Boutwell Street from Industrial Street to the I-280 Freeway, and also including some lots on Cortland Avenue; amending the Zoning Map of the City and County of San Francisco to rezone the designated blocks and lots from the current M-1 and P/M-1 zoning to PDR-2, P/PDR-2 and the Bayshore Boulevard Home Improvement Special Use District. The height and bulk designations would remain unchanged.

REMARKS (continued):

The California Environmental Quality Act (CEQA) Guidelines Section 15061(b)(3) establishes the general rule that CEQA applies only to projects that have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA.

Background: The Board of Supervisors adopted new land use controls for much of the industrial areas in Bayview Hunters Point in 2008. The Planning Department did not, at that time, propose specific controls for the Bayshore Boulevard corridor (Jerrold Avenue to I-280) and the commercially-zoned parcels on Cortland from Bradford Street to Highway 101, in recognition of the need for further planning in the area. Today, much of the Bayshore Boulevard corridor remains zoned M-1 and M-2, and the subject Cortland parcels remain C-M (Heavy Commercial) – among the most permissive zoning districts in the City.

The Board of Supervisors adopted Resolution No. 154-09 on April 21, 2009, urging the Planning Department, the Redevelopment Agency and Office of Workforce Development to develop plans and programs to establish a Green and Sustainable Home Improvement District for the Bayshore Boulevard corridor, which could result in one or more of the following: a business attraction plan, a business development and retention program, revised zoning, area-specific design guidelines, and a localized public improvement plan including streetscape and infrastructure enhancements.

On October 19, 2010, Supervisor Maxwell introduced an Ordinance to establish the Bayshore Boulevard Home Improvement District Special Use District (Bayshore HID SUD), and for map amendments which would rezone parcels in the Bayshore Boulevard corridor from M-1 to PDR-2 and the newly created Bayshore HID SUD, and which would rezone parcels along Cortland Avenue from Bradford Street to Highway 101 from C-M to PDR-1-G. The proposed Bayshore HID SUD requires that certain projects adhere to area-specific design guidelines.

Bayshore Corridor Existing Zoning: Parcels in the Bayshore Boulevard corridor are currently zoned M-2. This is among the most permissive zoning districts in the City, permitting a wide range of uses including industrial, residential, retail (including formula retail) and automotive uses. Many parcels are undeveloped, but the majority are developed with industrial and retail buildings housing various commercial enterprises.

Most of the Bayshore Boulevard corridor parcels are within the Industrial Protection Zone Special Use District (IPZ SUD). This prohibits housing and office uses. Furthermore, on March 23, 2010, the Board of

Supervisors adopted interim controls for the Bayshore Boulevard corridor, to enable greater review of projects within the area. These controls require Conditional Use authorization for formula retail, for retail over 25,000 square feet, and for lot merges over 25,000 square feet

Bayshore Corridor Proposed New zoning, Including New Special Use District: The proposed ordinance would rezone parcels in the Bayshore Boulevard corridor from M-1 to PDR-2 and remove them from the IPZ SUD. PDR-2 districts prohibit housing and office uses over 5,000 square feet, making the IPZ SUD designation unnecessary.

In addition, the proposed ordinance would create a new Bayshore Boulevard Home Improvement District Special Use District (Bayshore HID SUD) covering the Bayshore Boulevard corridor. This SUD would modify the proposed underlying PDR-2 zoning as follows:

1. Retail uses would be permitted
2. Conditional Use Authorization would be required for: Formula Retail uses 10,000 square feet or larger; Liquor stores; Drive up facilities; Adult entertainment establishments; Automotive uses; Fringe financial uses
3. No off-street parking spaces would be required. The maximum number of accessory off-street parking spaces permitted would be as specified in Section 151.1 of the Code.
4. New construction projects and major alterations would follow the *Bayshore Boulevard Home Improvement District Design Guidelines*.
5. The provisions for demolition of PDR buildings applicable in PDR-2 districts would not apply.
6. Enhanced requirements for street trees as required by Section 143(i) of the Code would apply.
7. Additional Conditional Use Criteria:
 - The proposed use and/or building is in conformity with the purpose and intent of the Bayshore Boulevard Home Improvement Special Use District;
 - The proposed use and/or building demonstrates leadership in sustainability;
 - Any new, reconfigured, or reconstructed building complies with the Bayshore Boulevard Home Improvement District Design Guidelines

Bayshore Corridor Proposed New Design Guidelines: The proposed Bayshore HID SUD requires that certain projects adhere to area-specific design guidelines. The proposed *Bayshore Boulevard Home Improvement District Design Guidelines* support the economic development goals for the Bayshore corridor by creating a safer and more attractive public realm, and by minimizing the negative impacts of parking and loading configuration on pedestrian, bicycle, transit and automobile circulation. The guidelines were developed with special attention to community concerns centering on public realm and circulation issues.

Cortland Parcels Existing Zoning: Slightly west of the Bayshore Boulevard corridor, eight parcels on and adjacent to Cortland Avenue between Bradford Street and Highway 101 are currently zoned C-M. This is also among the most permissive zoning districts in the City, also permitting a wide range of uses including industrial, residential, retail (including formula retail) and automotive uses. These parcels are mostly developed with industrial buildings housing various light-industrial uses.

The subject Cortland parcels are within the Industrial Protection Zone Special Use District (IPZ SUD). This prohibits housing and office uses. The Cortland parcels are not subject to the Bayshore Boulevard corridor Interim Controls described above.

Cortland Parcels Proposed Zoning: The proposed ordinance would rezone the eight subject Cortland Avenue parcels from C-M to PDR-1-G and remove them from the IPZ SUD. PDR-1-G districts prohibit housing and office uses over 5,000 square feet, making the IPZ SUD designation unnecessary.

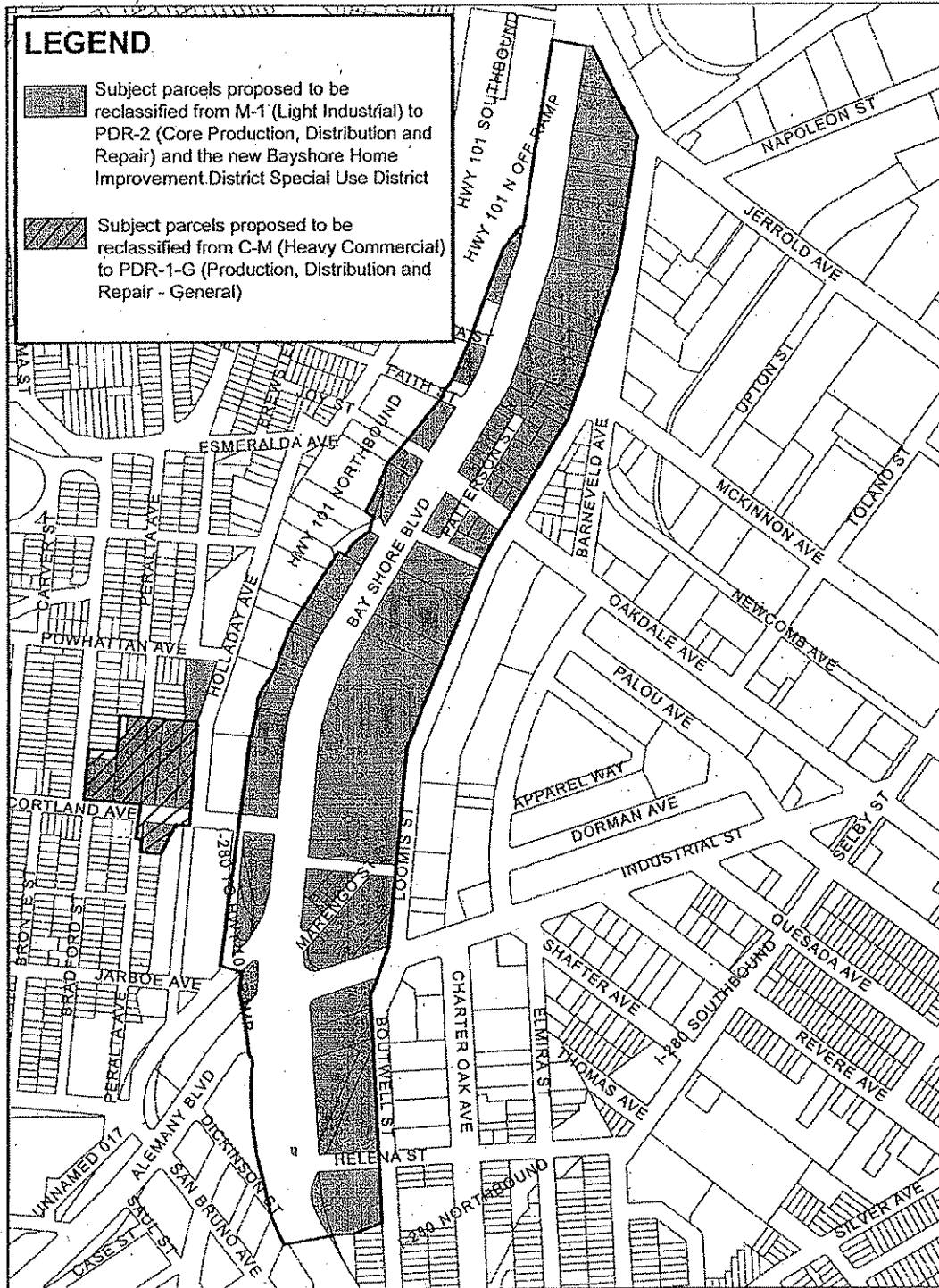
Neighborhood Concerns

A Notification of Hearing for the proposed project was mailed out to interested parties on November 5, 2010. Three members of the public called to inquire about the potential consequences of the proposed rezoning. Public support for or opposition to the proposed project is not relevant to the analysis of potential environmental effects, but may be considered during deliberation of project approval or disapproval.

Exempt Status

The proposed rezoning and restrictions on several types of development, and additional authorization requirements for such developments, would have no direct physical consequences within the area as they would neither stimulate new development nor result in the removal, abatement, or demolition of existing structures. Any proposal for new development, expansion of existing development, or demolition of existing development would require separate environmental review. The proposed rezoning would not be expected to stimulate new development nor result in the removal, abatement, or demolition of any existing structures. The proposed rezoning would not change existing site uses and would not encourage a substantial change in the intensity of development or substantial change in use. For the above reasons, it can be seen with certainty that the proposed ordinance could not have a significant effect on the environment and the proposed legislation is appropriately exempt from environmental review under the General Rule Exclusion.

Figure 1 - Subject Area Map:





**SAN FRANCISCO
PLANNING DEPARTMENT**

Planning Commission Resolution No. R-18223

HEARING DATE: NOVEMBER 18, 2010

Date: November 9, 2010
Case No.: 2010.0945TUZ
Project: Bayshore Boulevard Home Improvement District
Block/Lot: various (see attached map)
Staff Contact: Amnon Ben-Pazi – (415) 575-9077
amnon.ben-pazi@sfgov.org
Recommendation: Approval

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

Reception:
 415.558.6378

Fax:
 415.558.6409

Planning
 Information:
 415.558.6377

ADOPTING DESIGN GUIDELINES FOR THE BAYSHORE BOULEVARD HOME IMPROVEMENT DISTRICT SPECIAL USE DISTRICT; AND MAKING VARIOUS FINDINGS, INCLUDING CEQA FINDINGS AND FINDINGS OF CONSISTENCY WITH THE GENERAL PLAN AND PLANNING CODE SECTION 101.1.

WHEREAS, on October 19, 2010, Supervisor Maxwell introduced an Ordinance under Board of Supervisors (hereinafter "Board") File Number 101313 for a text change to establish the Bayshore Boulevard Home Improvement District Special Use District and for map amendments, which would 1) create a new Planning Code Section 249.65 establishing the Bayshore Boulevard Home Improvement District Special Use District; and, 2) amend Sectional Maps ZN08, ZN10, SU08, and SU10 of the Zoning Map of the City and County of San Francisco to reclassify certain parcels generally along Bayshore Boulevard from Jerrold Avenue to Interstate 280 within the Bayview Hunters Point Area Plan, and along Cortland from Bradford Street to Highway 101; and

The Board of Supervisors adopted Resolution No. 154-09 on April 21, 2009, urging the Planning Department, the Redevelopment Agency and Office of Workforce Development to develop plans and programs to establish a Green and Sustainable Home Improvement District for the Bayshore Corridor which could result in one or more of the following: a business attraction plan, a business development and retention program, revised zoning, area-specific design guidelines, and a localized public improvement plan including streetscape and infrastructure enhancements ; and

On March 23, 2010, the Board of Supervisors adopted interim controls for the Bayshore Corridor under Board of Supervisors File No. 09-1209 , to enable greater review of projects within the area while a study was underway for the subject area; and

The Office of Workforce Development, the Redevelopment Agency, the Planning Department and other City agencies have been working with the community on an Economic Action Plan for the Corridor in response to Resolution 154-09. To date, three community-wide workshops have been held along with other targeted outreach and surveying efforts; and

The Planning Department in collaboration with the community, the Office of Workforce Development, the Redevelopment Agency and other City agencies, has developed area-specific design guidelines for parcels within the proposed Bayshore Boulevard Home Improvement District Special Use District, titled

Bayshore Boulevard Home Improvement District Design Guidelines (hereinafter "Design Guidelines"), attached to this Resolution as Exhibit U-1 and incorporated herein by reference; and

The Planning Commission (hereinafter "Commission") conducted a duly noticed public hearing at a regularly scheduled meeting to consider the proposed Design Guidelines for Application No. 2010.0945TUZ on November 18, 2010; and

The Commission has heard and considered the testimony presented to it at the public hearing and has further considered written materials and oral testimony presented by Department staff and other interested parties; and

An exemption from Environmental Review under the "General Rule" found in the State CEQA Guidelines Section 15061(b)(3) was issued for the Project on November 9, 2010; and

The proposal will promote the following relevant objectives and policies of the General Plan:

COMMERCE AND INDUSTRY ELEMENT

OBJECTIVE 1: 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

OBJECTIVE 3: PROVIDE EXPANDED EMPLOYMENT OPPORTUNITIES FOR CITY RESIDENTS, PARTICULARLY THE UNEMPLOYED AND ECONOMICALLY DISADVANTAGED.

Policy 3.1: Promote the attraction, retention and expansion of commercial and industrial firms which provide employment improvement opportunities for unskilled and semi-skilled workers.

Policy 3.4: Assist newly emerging economic activities.

The proposed design guidelines would help create a physical environment conducive to the needs of existing and new commercial and industrial businesses, by encouraging buildings with active frontage to the street, by helping create an identifiable green and sustainable image for the district, and by minimizing the adverse effects of parking on all users of the street. This physical environment would help efforts to attract appropriate home improvement-related businesses to Bayshore Boulevard, and encourage the retention of existing businesses.

BAYVIEW HUNTERS POINT AREA PLAN

OBJECTIVE 7 ENCOURAGE HEALTHY RETAIL REUSE IN THE EXISTING COMMERCIAL CORE OF THIRD STREET AND COMPLEMENTARY GROWTH IN ADJACENT SECTIONS.

Policy 7.3 Develop secondary nodes of commercial activity.

OBJECTIVE 11 IMPROVE DEFINITION OF THE OVERALL URBAN PATTERN OF BAYVIEW HUNTERS POINT.

The proposed design guidelines would support the re-emergence of Bayshore Boulevard as a node of commercial activity by helping to create a physical environment conducive to the needs of existing and new commercial and industrial businesses.

TRANSPORTATION ELEMENT

OBJECTIVE 30 ENSURE THAT THE PROVISION OF NEW OR ENLARGED PARKING FACILITIES DOES NOT ADVERSELY AFFECT THE LIVABILITY AND DESIRABILITY OF THE CITY AND ITS VARIOUS NEIGHBORHOODS.

The proposed design guidelines would help minimize the adverse impacts associated with parking facilities, by setting standards for new curb cuts and the location and screening of parking.

URBAN DESIGN ELEMENT

OBJECTIVE 1 EMPHASIS OF THE CHARACTERISTIC PATTERN WHICH GIVES TO THE CITY AND ITS NEIGHBORHOODS AN IMAGE, A SENSE OF PURPOSE, AND A MEANS OF ORIENTATION.

Policy 1.5 Emphasize the special nature of each district through distinctive landscaping and other features.

The proposed design guidelines encourage the development of landscaped stormwater management devices, solar arrays, green walls and other sustainable building elements which would emphasize the special nature of the Bayshore Boulevard Home Improvement District as a locust of businesses concerned with green and sustainable home improvement products and services.

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 design guidelines will continue to allow retail uses on Bayshore Boulevard, and would help create a physical environment conducive to the needs of existing and new commercial and industrial

businesses. No existing neighborhood serving retail on Third Street or elsewhere will be effected by the proposal.

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 design guidelines will have no effect on existing housing and neighborhood character since no housing is present or allowed in the district.

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

The proposed design guidelines will have no 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 design guidelines will have no direct effect on MUNI transit service or overburden our streets or neighborhood parking. Individual development projects will be subject to their own environmental review under CEQA, which could require will determine

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 design guidelines allow for the needs of businesses in the industrial and service sectors.

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

The proposed design guidelines will have no effect on the City's preparedness against injury or loss of life in an earthquake.

7. That the landmarks and historic buildings be preserved;

The proposed design guidelines will have no direct effect on landmarks or historic buildings.

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

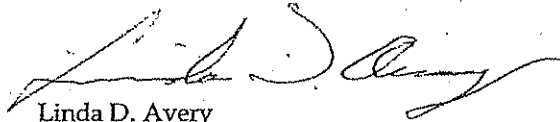
The proposed design guidelines will have no effect on our parks and open space

Resolution No. R-18223
Hearing Date: November 18, 2010

Case No. 2010.0945TUZ
Bayshore Home Improvement District

NOW THEREFORE BE IT RESOLVED that the Commission hereby adopts the *Bayshore Boulevard Home Improvement District Design Guidelines*, attached to this Resolution No. R-18223 as Exhibit U-1, as the design guidelines referenced in the Bayshore Boulevard Home Improvement District Special Use District.

I hereby certify that the foregoing Resolution was adopted by the Commission at its meeting on November 18, 2010.



Linda D. Avery
Commission Secretary

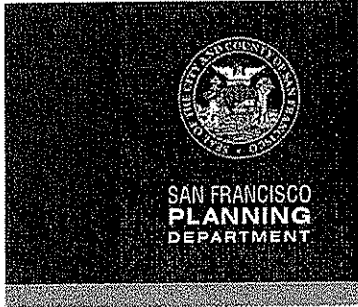
AYES: Antonini, Borden, Miguel, Moore, Olague, Sugaya

NOES:

ABSENT:

ADOPTED: November 18, 2010

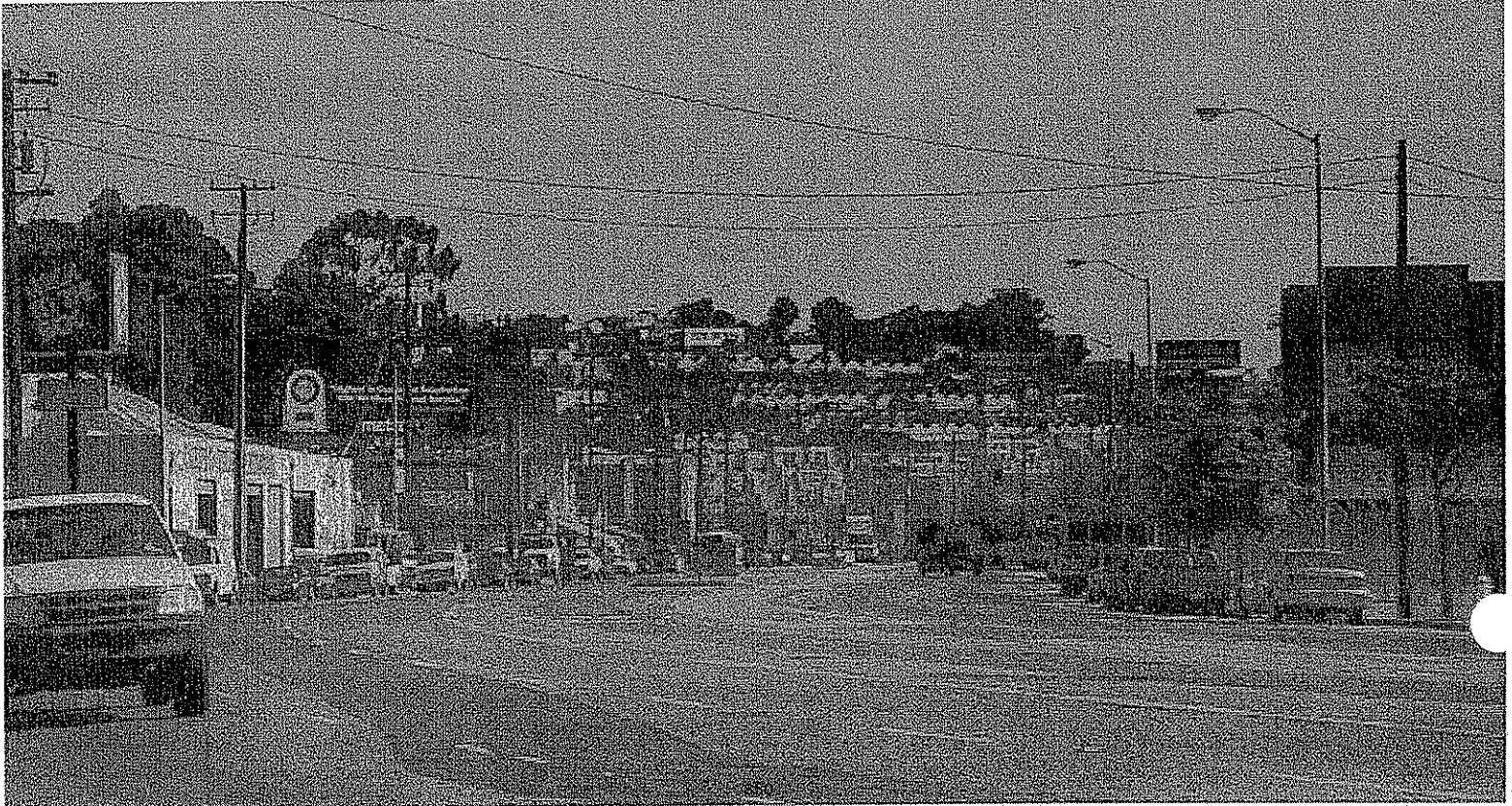
EXHIBIT U-1



Bayshore Boulevard Home Improvement District Design Guidelines

GUIDELINES FOR NEW CONSTRUCTION PROJECTS AND
MAJOR ALTERATIONS IN THE BAYSHORE BOULEVARD HOME
IMPROVEMENT SPECIAL USE DISTRICT

SAN FRANCISCO PLANNING DEPARTMENT | November 2010





INTENT

The intent of these design guidelines is to give the Bayshore Boulevard Home Improvement District a more coherent and attractive built form, while at the same time allowing a wide range of light-industrial and retail uses. Unlike Neighborhood Commercial Districts, the Home Improvement District is not envisioned as a fine-grained mixed-use locally serving community hub. Rather, it is envisioned for larger scale retail and more industrial-like uses, with a wider regional draw focused on home improvement. Like Neighborhood Commercial Districts, the Home Improvement District is envisioned to be friendly to pedestrians, bicyclists, and transit riders. However because of its larger scale and unique setting within the city's transportation network, design considerations should also take into account those arriving at and moving through the District by car.

Currently, Bayshore Boulevard is characterized by a wide range of building sizes, orientations, and levels of activation. Many buildings present blank facades towards the street, or are set back behind extensive parking lots. There are many wide curb cuts and almost no landscaping. This results in a street that often feels uninteresting, unpleasant, and unsafe. As property owners improve their properties over time, the design guidelines will help create a built environment that is pleasant and attractive to shoppers, employees and visitors. The guidelines are informed by the following four basic principles:

1. Buildings should be designed and sited to encourage walking, bicycling and transit use, and to encourage multiple-stop visits.
2. Street frontages should be active and transparent, to increase interest and perceived safety.
3. Buildings and landscaping should contribute to the unique image of the district, with a particular focus on sustainability.
4. The configuration of parking and loading should minimize adverse impacts on the street, and allow for flexible parking arrangements such as shared parking.

ORGANIZATION:

These four basic principles are articulated in guidelines grouped under the following six headings:

- Site Design and Orientation
- Building Mass Articulation
- Parking and loading
- Open Areas
- Green factors
- Signage and lighting

Site Design and Orientation

1. Orient the primary façade of buildings to Bayshore Boulevard.
2. Buildings should be built to the property line, except when landscaped buffers are provided to screen blank walls or parking areas, when useable outdoor space is provided such as entry plazas or seating areas, or when setbacks are suggested elsewhere in these Design Guidelines.
3. Pedestrian entries should be conspicuous and easily accessible from the sidewalk. When several businesses share a single building, each should be identifiable and accessible from the sidewalk (avoid interior-oriented "mall" configuration).
4. Place and design areas devoted to active uses (such as workshops, check-out counters or other areas that are more likely to be occupied) so that they contribute "eyes on the street" and enliven the public realm.
5. Site parking to minimize impacts to the public realm. See parking and loading section.
6. Provide ample entries, windows or display cases on all walls fronting the street.

Building Massing and Articulation

7. Blank walls should accommodate greening. Those longer than 10 feet fronting Bayshore Boulevard should generally utilize a "green wall" system or be set back behind a landscaped buffer at least 5 feet deep. The use of this landscaped buffer for stormwater facilities is encouraged.
8. Utilize horizontal and vertical plane shifts to break the mass of larger buildings, in order to achieve a more human scale and interesting visual experience.
9. In buildings with longer frontages, utilize a system of regular bays to establish a strong vertical rhythm.
10. Building façades should include three-dimensional detailing: these may include cornices, belt courses, window moldings and reveals to create shadows and add interest.
11. Building form should celebrate corner locations. Special design elements and architectural features are encouraged, and special entries should be used strategically at street intersections and near important transit nodes.
12. The roof, cornice, and/or parapet area should be well integrated within the building's overall composition and create visual interest. Use of sustainable/green roof elements such as solar panels, wind turbines, vegetated roofs etc. is strongly encouraged.

Parking and Loading

13. In order to minimize adverse impacts on transit, bicycle and pedestrian circulation, new curb cuts are strongly discouraged on Bayshore Boulevard. Where lots have access on other streets, parking and loading areas should generally be accessed from those streets. Abandonment and efficient consolidation (i.e. reduction) of existing curb cuts is strongly encouraged.

14. When parking or loading access on Bayshore Boulevard is unavoidable, curb cuts should not exceed 20 feet per lot, and should be located so as to minimize adverse impacts on transit, bicycle and pedestrian circulation.

15. Parking and loading areas should be configured so that all anticipated vehicle queues are internal to the site and do not adversely impact transit, bicycle and pedestrian circulation in any public right-of-way.

16. Generally, place off-street parking and loading areas inside, below, behind, or on top of buildings rather than in front of buildings.

17. Use plants or decorative screening devices to screen parking and loading areas from the street. When parking occupies the upper levels of a structure, consider using planted trellises, solar panels or other elements that provide shade or other desired environmental services.

18. When an open parking area or parking structure fronting Bayshore Boulevard is unavoidable, it should generally occupy no more than 50% of the Bayshore Boulevard frontage of the parcel, and should be set back behind a landscaped area at least 10 feet deep.

19. For surface parking lots and loading areas, landscaped and permeable areas should be located towards the Bayshore Boulevard frontage and should be designed to enhance the public realm.

20. Provide prominent pedestrian access to parking areas from the street, in order to enable sharing of parking facilities, and to provide additional street activity.

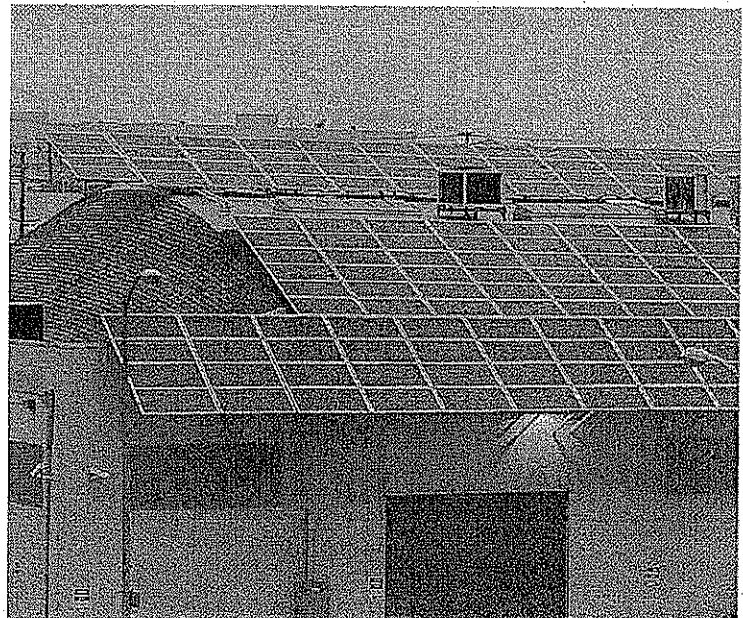
21. Utilize enclosed loading areas where possible.

Open Areas

22. Exterior storage areas, corporation yards and other open areas fronting Bayshore Boulevard should be set back behind a landscaped buffer at least 10 feet deep and should be fully screened from view.

23. Exterior retail areas (e.g. those typically found at retail plant nurseries or garden supply establishments) are active use areas that do not need to be set back from the Bayshore Boulevard frontage if designed so as to be visually open to the sidewalk.

In this example of a renovated older industrial building, a large solar array forms a distinctive canopy projecting over the sidewalk. See guidelines 12 and 24.

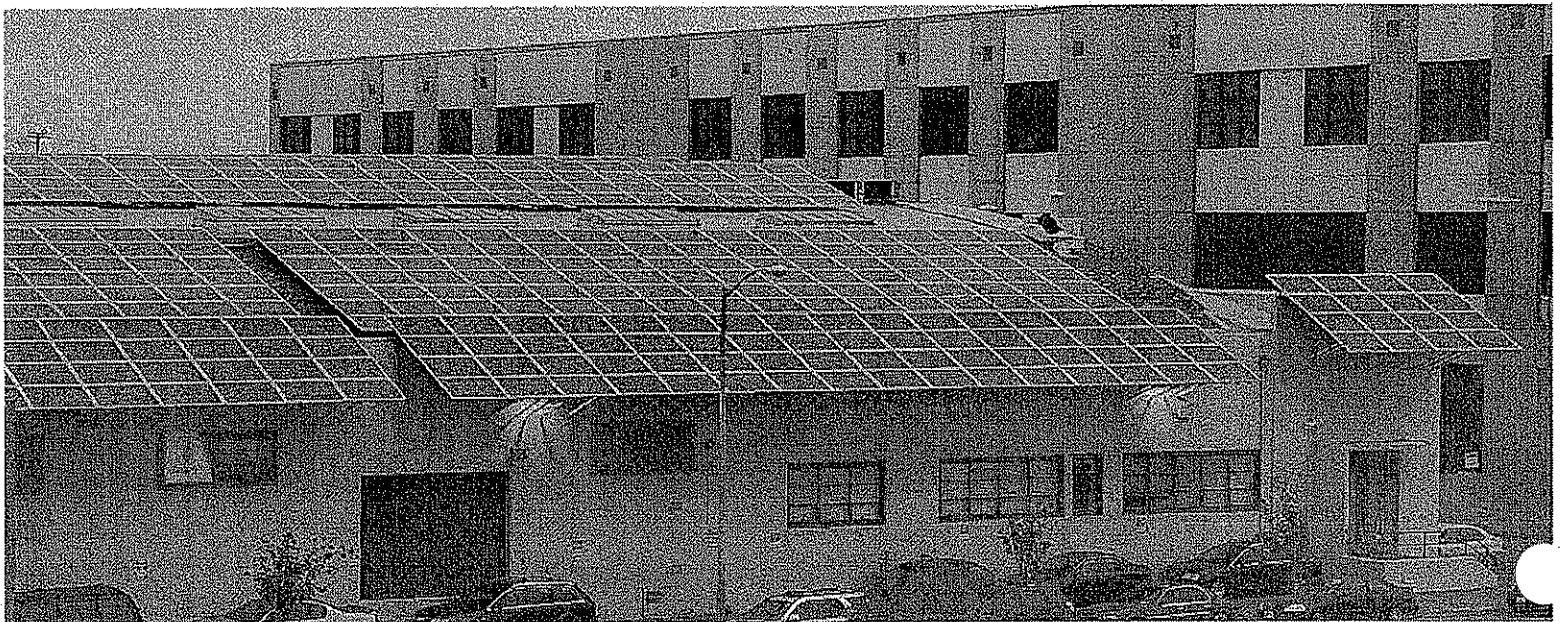


Green factors

24. Visible use of sustainable/green building and landscape elements such as solar panels, wind turbines, green roofs, green walls, pervious paving, rain gardens etc. can enhance the area's identity as a center for sustainable home improvement technologies. Where appropriate, use sustainable/green building and landscape elements where they will be conspicuous from Bayshore Boulevard or surrounding streets.
25. The use of California native or drought tolerant species in landscaping is strongly encouraged.
26. The use of Bayshore Boulevard frontage for stormwater management devices such as rain gardens is strongly encouraged.
27. Performance beyond the City's green building requirements is strongly encouraged (e.g. building to LEED Gold where Silver is required etc.).
28. Performance beyond the City's stormwater management requirements is strongly encouraged.

Signage and Lighting

29. When designing and placing business signs, consider the needs of pedestrians. Appropriately located and scaled business signs can help pedestrians locate business entrances.
30. When lighting building facades and adjacent areas, consider safety and aesthetics. Appropriately located and detailed lighting can increase the sense of security in the public right-of-way. Avoid overly harsh lighting or excessive light pollution which degrade the public realm.



NOTES



SAN FRANCISCO
PLANNING
DEPARTMENT

FOR MORE INFORMATION:
Call or visit the San Francisco Planning Department

Central Reception
1650 Mission Street, Suite 400
San Francisco, CA 94103-2479

TEL: 415-558-6378
FAX: 415-558-6409
WEB: <http://www.sfplanning.org>

Planning Information Center (PIC)
1660 Mission Street, First Floor
San Francisco, CA 94103-2479

TEL: 415-558-6377
*Planning staff are available by phone and at the PIC counter.
No appointment is necessary.*

