



# SAN FRANCISCO PLANNING DEPARTMENT

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January 10, 2020

Ms. Angela Calvillo, Clerk  
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

Reception:  
**415.558.6378**

Fax:  
**415.558.6409**

Planning  
Information:  
**415.558.6377**

**Re: Transmittal of Planning Department Case Number 2019-022569PCA:  
Establishing twelve named neighborhood commercial districts  
Board File No. 191260  
Planning Commission Recommendation: Approval**

Dear Ms. Calvillo and Supervisor Ronen,

On January 9, 2020, the Planning Commission conducted a duly noticed public hearing at a regularly scheduled meeting to consider the proposed Ordinance, introduced by Supervisor Ronen that would amend the Planning Code and Zoning Maps to establish 1) the Inner Balboa Street Neighborhood Commercial District (NCD) generally including the properties along Balboa Street between 2nd and 8th Avenues, 2) the Outer Balboa Street NCD generally including the properties along Balboa Street between 32nd and 39th Avenues, 3) the Bayview NCD generally including the properties along 3rd Street from Yosemite to Jerrold Avenues, 4) the Cortland Avenue NCD generally including the properties along Cortland Avenue between Bonview and Folsom Streets, 5) the Geary Boulevard NCD generally including the properties along Geary Boulevard between Masonic and 28th Avenues, 6) the Mission Bernal NCD generally including the properties along Mission Street between Cesar Chavez and Randall Streets, 7) the San Bruno Avenue NCD generally including the properties along San Bruno Avenue between Hale and Olmstead Streets, 8) the Cole Valley NCD generally including the properties along Cole Street from Frederick to Grattan Streets and some parcels north of Carl Street and south of Parnassus, 9) the Lakeside Village NCD generally including the properties along Ocean Avenue between Junipero Serra Boulevard to 19th Avenue, 10) the Lower Haight Street NCD generally including the properties along Haight Street between Webster and Steiner Streets, 11) the Lower Polk Street NCD generally including non-contiguous properties along Polk Street from Geary Street to Golden Gate Avenue with frontage on Geary Street, Golden Gate Avenue, and other side streets, and 12) the Inner Taraval NCD generally including the properties along Taraval Street from 19th to Forest Side Avenues.

At the hearing the Planning Commission recommended approval.

The proposed amendments are not defined as a project under CEQA Guidelines Section 15060(c)(2) and 15378 because they do not result in a physical change in the environment.

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,

A handwritten signature in black ink, appearing to read "Aaron D. Starr". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Aaron D. Starr  
Manager of Legislative Affairs

cc:

Judy Boyajian, Deputy City Attorney  
Amy Beinart, Aide to Supervisor Ronen  
Erica Major, Office of the Clerk of the Board

Attachments :

Planning Commission Resolutions  
Planning Department Executive Summary



# SAN FRANCISCO PLANNING DEPARTMENT

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## Executive Summary Planning Code Text & Zoning Map Amendment

HEARING DATE: JANUARY 9, 2019  
90-DAY DEADLINE: MARCH 22, 2020

*Project Name:* Establishing Twelve Named Neighborhood Commercial Districts  
*Case Number:* 2019-022569PCA/MAP [Board File No. 191260]  
*Initiated by:* Supervisor Ronen / Introduced December 17, 2019  
*Staff Contact:* Audrey Merlone, Legislative Affairs  
audrey.merlone@sfgov.org, 415-575-9129  
*Reviewed by:* Aaron Starr, Manager of Legislative Affairs  
aaron.starr@sfgov.org, 415-558-6362  
*Recommendation:* **Approval**

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### PLANNING CODE AMENDMENT

The proposed Ordinance would amend the Planning Code and Zoning Maps to establish 1) the Inner Balboa Street Neighborhood Commercial District (NCD) generally including the properties along Balboa Street between 2nd and 8th Avenues, 2) the Outer Balboa Street NCD generally including the properties along Balboa Street between 32nd and 39th Avenues, 3) the Bayview NCD generally including the properties along 3rd Street from Yosemite to Jerrold Avenues, 4) the Cortland Avenue NCD generally including the properties along Cortland Avenue between Bonview and Folsom Streets, 5) the Geary Boulevard NCD generally including the properties along Geary Boulevard between Masonic and 28th Avenues, 6) the Mission Bernal NCD generally including the properties along Mission Street between Cesar Chavez and Randall Streets, 7) the San Bruno Avenue NCD generally including the properties along San Bruno Avenue between Hale and Olmstead Streets, 8) the Cole Valley NCD generally including the properties along Cole Street from Frederick to Grattan Streets and some parcels north of Carl Street and south of Parnassus, 9) the Lakeside Village NCD generally including the properties along Ocean Avenue between Junipero Serra Boulevard to 19th Avenue, 10) the Lower Haight Street NCD generally including the properties along Haight Street between Webster and Steiner Streets, 11) the Lower Polk Street NCD generally including non-contiguous properties along Polk Street from Geary Street to Golden Gate Avenue with frontage on Geary Street, Golden Gate Avenue, and other side streets, and 12) the Inner Taraval NCD generally including the properties along Taraval Street from 19th to Forest Side Avenues.

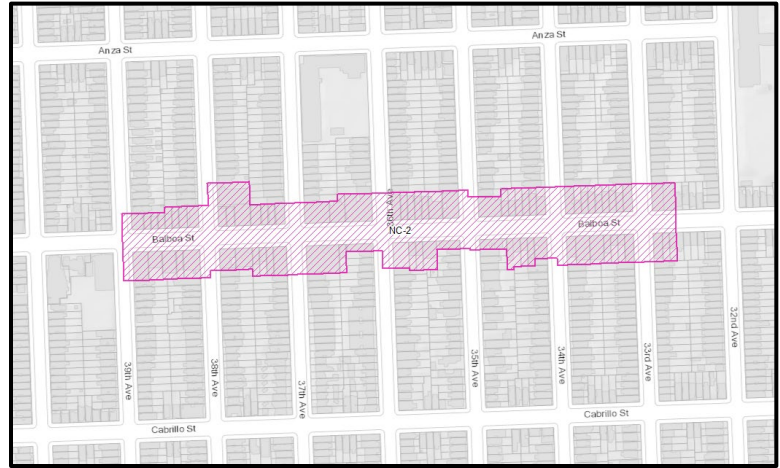
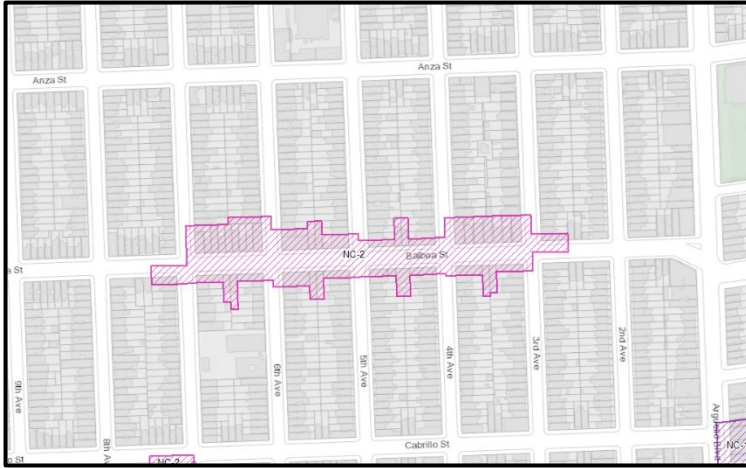
#### The Way It Is Now:

The twelve districts subject to the rezoning are a mix of Neighborhood Commercial Cluster (NC-1), Small-Scale Neighborhood Commercial (NC-2), and Moderate-Scale Neighborhood Commercial (NC-3) Districts.

#### The Way It Would Be:

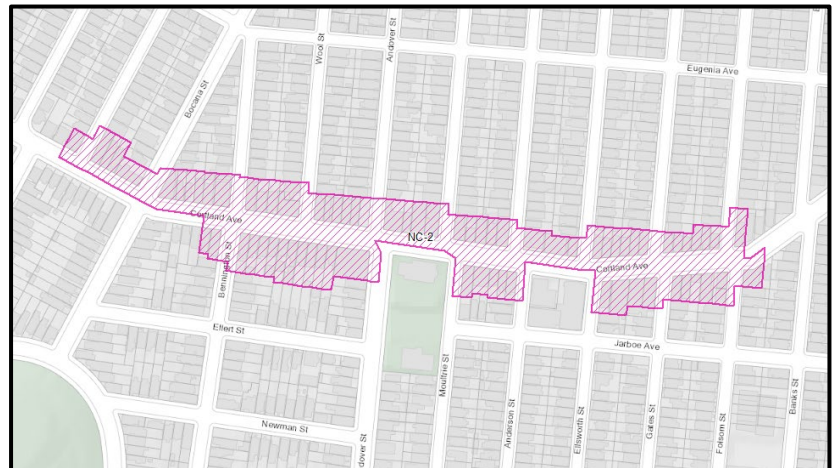
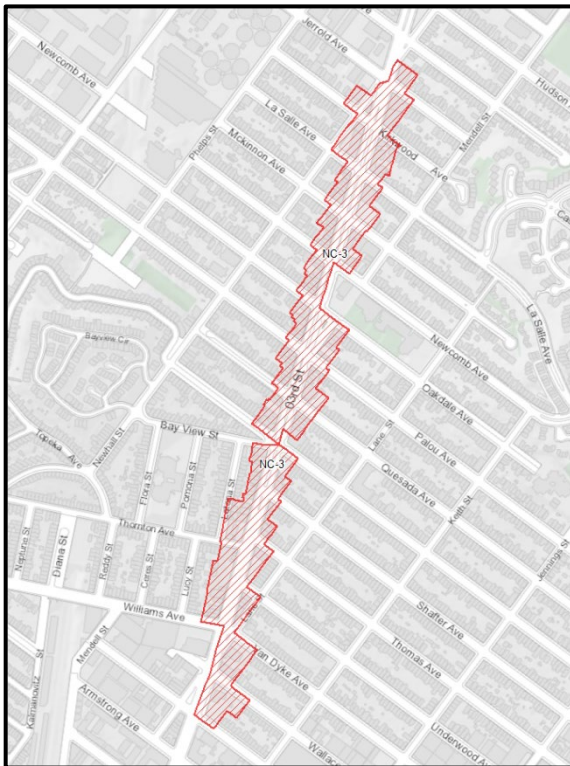
Twelve NC Districts in the city would be rezoned as follows:

1. **The Inner Balboa Street Neighborhood Commercial District (below, left):** Generally including the properties along Balboa Street between 2nd and 8th Avenues;



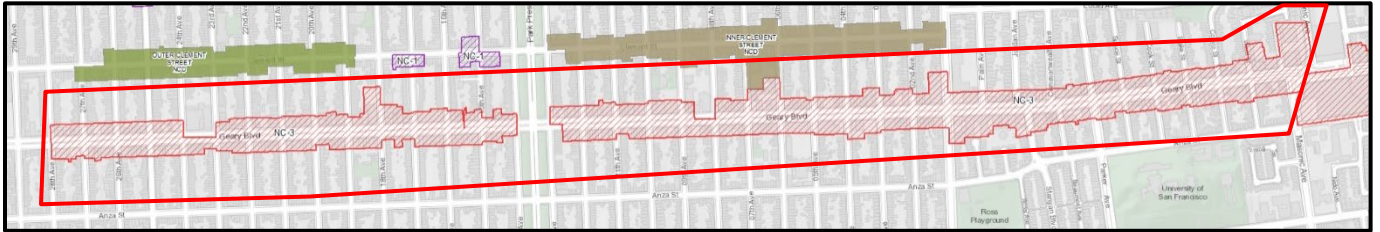
2. **The Outer Balboa Street Neighborhood Commercial District (above, right):** Generally including the properties along Balboa Street between 32nd and 39th Avenues;

3. **The Bayview Neighborhood Commercial District (below, left):** Generally including the properties along 3rd Street from Yosemite to Jerrold Avenues;

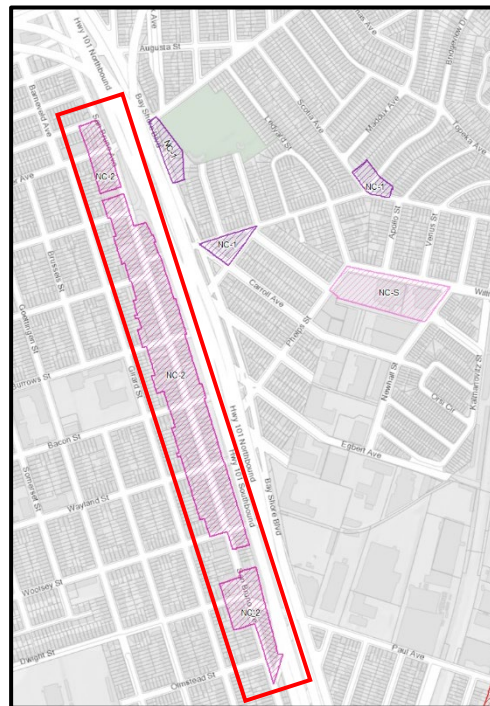
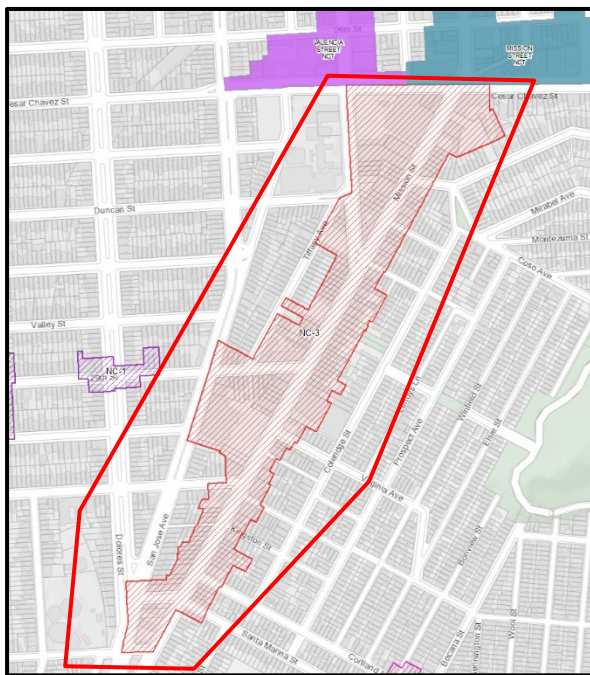


4. **The Cortland Avenue Neighborhood Commercial District (above, right):** Generally including the properties along Cortland Avenue between Bonview and Folsom Streets;

- 5. **The Geary Boulevard Neighborhood Commercial District:** Generally including the properties along Geary Boulevard between Masonic and 28th Avenues;

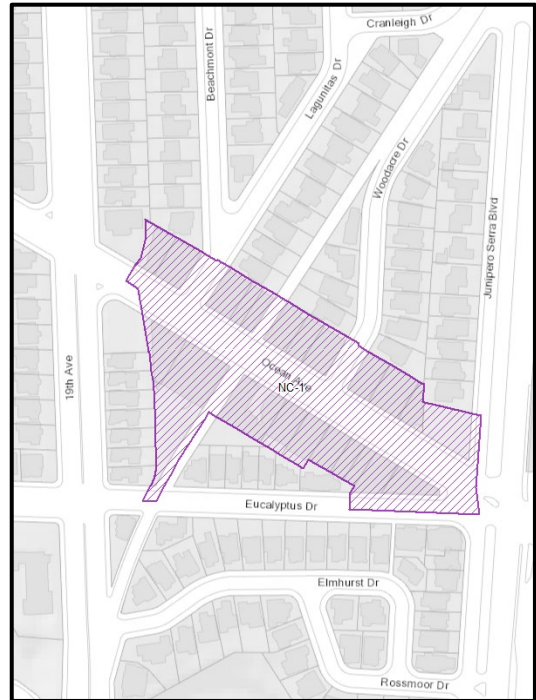


- 6. **The Mission Bernal Neighborhood Commercial District (below, left):** Generally including the properties along Mission Street between Cesar Chavez and Randall Streets;



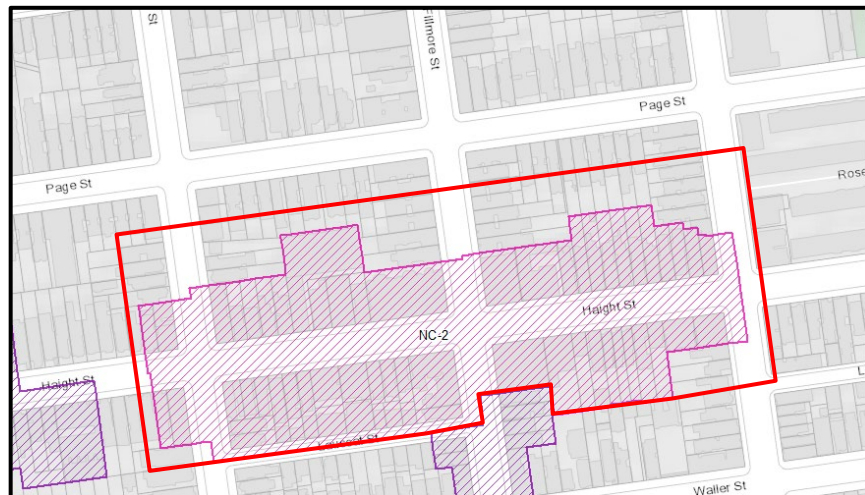
- 7. **The San Bruno Avenue Neighborhood Commercial District (above, right):** Generally including the properties along San Bruno Avenue between Hale and Olmstead Streets;

8. **The Cole Valley NCD (below, left):** Generally including the properties along Cole Street from Frederick to Grattan Streets and some parcels north of Carl Street and south of Parnassus;



9. **The Lakeside Village NCD (above, right):** Generally including the properties along Ocean Avenue between Junipero Serra Boulevard to 19th Avenue;

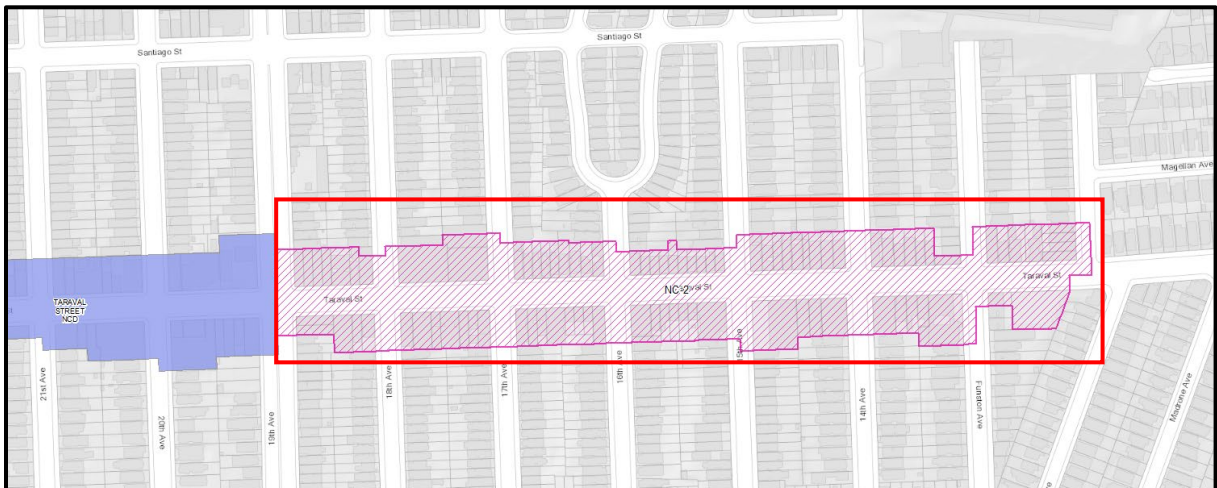
10. **The Lower Haight Street NCD (above, right):** Generally including the properties along Haight Street between Webster and Steiner Streets;



- 11. **The Lower Polk Street NCD:** Generally including non-contiguous properties along Polk Street from Geary Street to Golden Gate Avenue with frontage on Geary Street, Golden Gate Avenue, and other side streets;



- 12. **The Inner Taraval NCD:** Generally including the properties along Taraval Street from 19th to Forest Side Avenues.



## BACKGROUND

A proposition that would amend the Business and Tax Regulations Code and Administrative Code will be under consideration at the March 3, 2020 consolidated election. If approved, the ordinance would impose an annual tax on persons that keep ground floor commercial space in Named Neighborhood Commercial Districts vacant. The tax will only apply to those Named NCD's that existed prior to March 3, 2020. *This Ordinance is being considered at this time so that the identified districts are subject to the new vacancy tax should it pass; however, the Department finds that each district in this Ordinance would benefit from becoming a named NC District even if the proposed tax does not pass. Naming each district will help create a sense of identity and allow greater flexibility and control over land use policy.*

## ISSUES AND CONSIDERATIONS

### Named Neighborhood Commercial Districts

San Francisco is known as a city with many distinct neighborhoods whose diverse characteristics are expressed on their commercial streets. Many of these neighborhood shopping areas reflect the surrounding neighborhood's diversity and historic characteristics. Neighborhood commercial districts also constitute an important part of the city's economic base, contributing to the city's fiscal stability through property and business taxes, and providing employment opportunities for residents. They create a public domain where individuals can choose from a wide array of activities as well as have opportunities for leisure, cultural activities and entertainment. Many districts maintain an active street life and pedestrian character which enhances the city's stature as a walking city.

Changes that are made to a named commercial district only apply to that district, whereas changes made to NC-1, NC-2, and NC-3 Districts apply city wide.

Named neighborhood commercial districts allow for more tailored controls and help to protect or enhance unique characteristics associated with a neighborhood. Changes that are made to a named commercial district only apply to that district, whereas changes made to NC-1, NC-2, and NC-3 Districts apply city wide. For example, if a named NCD wants to control the number of nail salons because of an over concentration, then the controls for that named NCD can be changed to prohibit or require Conditional Use authorization for Personal Service uses. Conversely, if a neighborhood wants to encourage a type of use, the controls for that named NCD can be changed so that use is principally permitted.

One such example is the Third Street corridor in the Bayview. As the primary artery running through the middle of the Bayview Hunters Point neighborhood, Third Street serves as the primary commercial strip for the district. The area has been identified in both the Bayview Hunters Point Area Plan, and the Bayview Hunters Point Redevelopment Plan, and as an Office of Community Investment and Infrastructure project area. A 1995 update to the Bayview Hunters Point Area Plan identified an overconcentration of liquor stores and lack of essential neighborhood retail services. As a result, an Alcohol Restricted Use District was established along Third Street. Over the last two decades, this RUD has fostered the establishment of a larger variety of commercial uses along Third Street that serve the surrounding neighborhood. The establishment of the Bayview Neighborhood Commercial District will further the ability of the neighborhood to identify specific over or under-concentrations of uses and tailor zoning controls along Third Street to solve for any unbalance in use types.

### Converting NC-1 Districts



Generally, the Department has not supported creating Named NC Districts where NC-1 zoning currently exists. Typically, these districts are small clusters of commercial spaces that are often surrounded by residential zoning. These districts don't usually stand as hubs for commercial activity and tend to serve the needs of the immediately adjacent neighbors. However, there are two NC-1 districts being converted to named NC Districts in this ordinance; Lakeside Village and Cole Valley. Both districts have distinct character and while currently zoned NC-1, help define the neighborhoods identity and serve as a neighborhood hub, like other Named NC Districts. Both districts have light rail line access, which emphasizes their prominence in the nearby communities (the M Oceanview runs directly through Lakeside village and the N Judah serves Cole Valley), and they also have distinct architectural aesthetics.

### **General Plan Compliance**

The proposed Ordinance is in accordance with the Commerce and Industry Element of the San Francisco General Plan's Objective 2 to maintain and enhance a sound and diverse economic base and fiscal structure for the city. The Ordinance is also in accordance with Policy 6.1 of the Commerce and Industry Element to 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 creation of new named neighborhood commercial districts will further the ability of each district to identify their own particular land use needs and craft zoning controls that emulate the neighborhood's vision, thereby creating an environment that will attract commercial activity to the city.

### **Racial and Social Equity Analysis**

Understanding the benefits, burdens and opportunities to advance racial and social equity that proposed Planning Code and Zoning Map amendments provide is part of the Department's Racial and Social Equity Initiative. This is also consistent with the Mayor's Citywide Strategic Initiatives for equity and accountability and with the forthcoming Office of Racial Equity, which will require all Departments to conduct this analysis

The Planning Code amendments in the proposed Ordinance would further racial and social equity by giving each of the neighborhoods the ability to tailor their commercial corridor's zoning controls to fit the needs of their citizens. This includes making controls more permissive than the rest of the city if a Use could be of value to that neighborhood's residents or making controls on a Use much stricter if that neighborhood feels that use has become a detriment to the neighborhood. Many of the long-standing businesses in these commercial districts provide goods and services at accessible prices to the adjacent, lower-income residents. These businesses also frequently hire from the adjacent neighborhood, serving a source of employment for the neighborhood's youth and lower skilled workers. Any tailoring of uses in the future should therefore prioritize examining the barriers for entry for lower-income business owners and focus on creating controls that understand and accommodate the community's needs for services, goods, and employment.

### **Implementation**

The Department has determined that this ordinance will not impact our current implementation procedures.

### **RECOMMENDATION**

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

**BASIS FOR RECOMMENDATION**

The Department recommends that the Commission approve the proposed Ordinance because the continuing viability of a neighborhood commercial district is dependent primarily on its ability to provide required services and maintain customer patronage. The successful district provides a variety of goods and services in an atmosphere of safety, convenience, and attractiveness. Establishing these twelve named neighborhood commercial districts will allow each of the unique and varied corridors to identify the specific needs of their districts and tailor the zoning controls to fit those needs. Creating the ability for each district to adapt their zoning controls as necessary assures the continuation of safe, convenient, and attractive commercial corridors.

**REQUIRED COMMISSION ACTION**

The proposed Ordinance is before the Commission so that it may approve it, reject it, or approve it with modifications.

**ENVIRONMENTAL REVIEW**

The proposed amendments are not defined as a project under CEQA Guidelines Section 15060(c)(2) and 15378 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 not received any public comment regarding the proposed Ordinance.

**Attachments:**

- Exhibit A: Draft Planning Commission Resolution
- Exhibit B: Full-sized Maps of Proposed Named NC Districts
- Exhibit C: Board of Supervisors File No. 191260



# SAN FRANCISCO PLANNING DEPARTMENT

## Planning Commission Resolution No. 20611

HEARING DATE JANUARY 9, 2020

*Project Name:* Establishing Twelve Named Neighborhood Commercial Districts  
*Case Number:* 2019-022569PCA/MAP [Board File No. 191260]  
*Initiated by:* Supervisor Ronen / Introduced December 17, 2019  
*Staff Contact:* Audrey Merlone, Legislative Affairs  
audrey.merlone@sfgov.org, 415-575-9129  
*Reviewed by:* Aaron D Starr, Manager of Legislative Affairs  
aaron.starr@sfgov.org, 415-558-6362

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RESOLUTION APPROVING THE GEARY BOULEVARD NCD OF A PROPOSED ORDINANCE THAT WOULD AMEND THE PLANNING CODE AND ZONING MAP TO ESTABLISH 1) THE INNER BALBOA STREET NEIGHBORHOOD COMMERCIAL DISTRICT (NCD) GENERALLY INCLUDING THE PROPERTIES ALONG BALBOA STREET BETWEEN 2ND AND 8TH AVENUES, 2) THE OUTER BALBOA STREET NCD GENERALLY INCLUDING THE PROPERTIES ALONG BALBOA STREET BETWEEN 32ND AND 39TH AVENUES, 3) THE BAYVIEW NCD GENERALLY INCLUDING THE PROPERTIES ALONG 3RD STREET FROM YOSEMITE TO JERROLD AVENUES, 4) THE CORTLAND AVENUE NCD GENERALLY INCLUDING THE PROPERTIES ALONG CORTLAND AVENUE BETWEEN BONVIEW AND FOLSOM STREETS, 5) THE GEARY BOULEVARD NCD GENERALLY INCLUDING THE PROPERTIES ALONG GEARY BOULEVARD BETWEEN MASONIC AND 28TH AVENUES, 6) THE MISSION BERNAL NCD GENERALLY INCLUDING THE PROPERTIES ALONG MISSION STREET BETWEEN CESAR CHAVEZ AND RANDALL STREETS, 7) THE SAN BRUNO AVENUE NCD GENERALLY INCLUDING THE PROPERTIES ALONG SAN BRUNO AVENUE BETWEEN HALE AND OLMSTEAD STREETS, 8) THE COLE VALLEY NCD GENERALLY INCLUDING THE PROPERTIES ALONG COLE STREET FROM FREDERICK TO GRATTAN STREETS AND SOME PARCELS NORTH OF CARL STREET AND SOUTH OF PARNASSUS, 9) THE LAKESIDE VILLAGE NCD GENERALLY INCLUDING THE PROPERTIES ALONG OCEAN AVENUE BETWEEN JUNIPERO SERRA BOULEVARD TO 19TH AVENUE, 10) THE LOWER HAIGHT STREET NCD GENERALLY INCLUDING THE PROPERTIES ALONG HAIGHT STREET BETWEEN WEBSTER AND STEINER STREETS, 11) THE LOWER POLK STREET NCD GENERALLY INCLUDING NON-CONTIGUOUS PROPERTIES ALONG POLK STREET FROM GEARY BOULEVARD TO GOLDEN GATE AVENUE WITH FRONTAGE ON GEARY BOULEVARD, GOLDEN GATE AVENUE, AND OTHER SIDE STREETS, AND 12) THE INNER TARAVAL NCD GENERALLY INCLUDING THE PROPERTIES ALONG TARAVAL STREET FROM 19TH TO FOREST SIDE AVENUES; AND AMEND THE ZONING MAP TO INCLUDE THE NEW NEIGHBORHOOD COMMERCIAL DISTRICTS; 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 December 17, 2019 Supervisors Ronen, Fewer, Walton, Haney, Preston and Yee introduced a proposed Ordinance under Board of Supervisors (hereinafter "Board") File Number 191260, which would amend the Planning Code and Zoning Map to establish 1) the Inner Balboa Street Neighborhood Commercial District (NCD) generally including the properties along Balboa Street between 2nd and 8th Avenues, 2) the Outer Balboa Street NCD generally including the properties along Balboa Street between 32nd and 39th Avenues, 3) the Bayview NCD generally including the properties along 3rd Street from Yosemite to Jerrold Avenues, 4) the Cortland Avenue NCD generally including the properties along Cortland Avenue between Bonview and Folsom Streets, 5) the Geary Boulevard NCD generally including the properties along Geary Boulevard between Masonic and 28th Avenues, 6) the Mission Bernal NCD generally including the properties along Mission Street between Cesar Chavez and Randall Streets, 7) the San Bruno Avenue NCD generally including the properties along San Bruno Avenue between Hale and Olmstead Streets, 8) the Cole Valley NCD generally including the properties along Cole Street from Frederick to Grattan Streets and some parcels north of Carl Street and south of Parnassus, 9) the Lakeside Village NCD generally including the properties along Ocean Avenue between Junipero Serra Boulevard to 19th Avenue, 10) the Lower Haight Street NCD generally including the properties along Haight Street between Webster and Steiner Streets, 11) the Lower Polk Street NCD generally including non-contiguous properties along Polk Street from Geary Boulevard to Golden Gate Avenue with frontage on Geary Boulevard, Golden Gate Avenue, and other side streets, and 12) the Inner Taraval NCD generally including the properties along Taraval Street from 19th to Forest Side Avenues; and amend the Zoning Map to include the new Neighborhood Commercial Districts;

WHEREAS, The Planning Commission (hereinafter "Commission") conducted a duly noticed public hearing at a regularly scheduled meeting to consider the establishment of the Geary Boulevard NCD as described in the proposed Ordinance on January 9, 2020; and,

WHEREAS, the proposed Ordinance has been determined to be categorically exempt from environmental review under the California Environmental Quality Act Sections 15060(c)(2) and 15378; 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

WHEREAS, the Planning Commission finds from the facts presented that the public necessity, convenience, and general welfare require the proposed amendment; and

MOVED, that the Planning Commission hereby **approves** the establishment of the Geary Boulevard NCD as part of the proposed ordinance.

## 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:

The Commission finds the proposed Ordinance is in accordance with the General Plan as it will maintain and enhance a sound and diverse economic base and fiscal structure for the city. The Ordinance will also 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 creation of new named neighborhood commercial districts will further the ability of each district to identify their own particular land use needs and craft zoning controls that emulate the neighborhood's vision, thereby creating an environment that will attract commercial activity to the city.

1. In the City's FY 12-13 budget, responsibility for providing strategic direction, planning and oversight of early care and education programs was consolidated in the new agency, OECE
2. The proposed Ordinance will correct the Planning Code so that it is in line with the City's current practices and adopted budget.
3. **General Plan Compliance.** The proposed Ordinance is consistent with the following Objectives and Policies of the General Plan:

## **COMMERCE AND INDUSTRY ELEMENT**

### **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.

#### **Policy 6.6**

Adopt specific zoning districts, which conform to a generalized neighborhood commercial land use and density plan.

*The proposed Ordinance will enhance the essential character of neighborhood commercial districts by encouraging and protecting uses which provide necessary goods and services to the surrounding neighborhoods and which are compatible in scale or type with the district in which they are to be located.*

## **BAYVIEW AREA PLAN**

### **OBJECTIVE 2**

IMPROVE USE OF LAND ON THIRD STREET BY CREATING COMPACT COMMERCIAL AREAS, ESTABLISHING NODES FOR COMPLEMENTARY USES, AND RESTRICTING UNHEALTHY USES.

**Policy 2.1**

Improve the physical and social character of Third Street to make it a more livable environment.

**Policy 2.4**

Encourage new mixed-use projects in defined nodes along Third Street to strengthen the corridor as the commercial spine of the neighborhood.

*The establishment of the Bayview Neighborhood Commercial District will further the ability of the neighborhood to identify specific over or under-concentrations of uses and tailor zoning controls along Third Street to solve for any unbalance in use types.*

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 not have a negative effect on neighborhood serving retail uses and will not have a negative effect on opportunities for resident employment in and ownership of neighborhood-serving retail.*

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 not have a negative effect on housing or neighborhood character.*

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.*

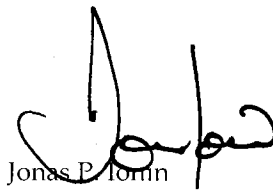
8. That our parks and open space and their access to sunlight and vistas be protected from development;

*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.

NOW THEREFORE BE IT RESOLVED that the Commission hereby APPROVES the proposed Ordinance as described in this Resolution.

I hereby certify that the foregoing Resolution was adopted by the Commission at its meeting on January 9, 2020.



Jonas P. Iornin  
Commission Secretary

AYES: Fung, Johnson, Koppel, Melgar, Moore

NOES: None

ABSENT: Richards

RECUSED: Diamond

ADOPTED: January 9, 2020



# SAN FRANCISCO PLANNING DEPARTMENT

## Planning Commission Resolution No. 20612

HEARING DATE: JANUARY 9, 2020

*Project Name:* Establishing Twelve Named Neighborhood Commercial Districts  
*Case Number:* 2019-022569PCA/MAP [Board File No. 191260]  
*Initiated by:* Supervisor Ronen / Introduced December 17, 2019  
*Staff Contact:* Audrey Merlone, Legislative Affairs  
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RESOLUTION APPROVING THE INNER BALBOA STREET NEIGHBORHOOD COMMERCIAL DISTRICT (NCD), THE OUTER BALBOA STREET NCD, THE BAYVIEW NCD, THE CORTLAND AVENUE NCD, THE MISSION BERNAL NCD, THE SAN BRUNO AVENUE NCD, THE COLE VALLEY NCD, THE LAKESIDE VILLAGE NCD, THE LOWER HAIGHT STREET NCD, THE LOWER POLK STREET NCD, AND THE INNER TARAVAL NCD; OF A PROPOSED ORDINANCE THAT WOULD AMEND THE PLANNING CODE AND ZONING MAP TO ESTABLISH 1) THE INNER BALBOA STREET NEIGHBORHOOD COMMERCIAL DISTRICT (NCD) GENERALLY INCLUDING THE PROPERTIES ALONG BALBOA STREET BETWEEN 2ND AND 8TH AVENUES, 2) THE OUTER BALBOA STREET NCD GENERALLY INCLUDING THE PROPERTIES ALONG BALBOA STREET BETWEEN 32ND AND 39TH AVENUES, 3) THE BAYVIEW NCD GENERALLY INCLUDING THE PROPERTIES ALONG 3RD STREET FROM YOSEMITE TO JERROLD AVENUES, 4) THE CORTLAND AVENUE NCD GENERALLY INCLUDING THE PROPERTIES ALONG CORTLAND AVENUE BETWEEN BONVIEW AND FOLSOM STREETS, 5) THE GEARY BOULEVARD NCD GENERALLY INCLUDING THE PROPERTIES ALONG GEARY BOULEVARD BETWEEN MASONIC AND 28TH AVENUES, 6) THE MISSION BERNAL NCD GENERALLY INCLUDING THE PROPERTIES ALONG MISSION STREET BETWEEN CESAR CHAVEZ AND RANDALL STREETS, 7) THE SAN BRUNO AVENUE NCD GENERALLY INCLUDING THE PROPERTIES ALONG SAN BRUNO AVENUE BETWEEN HALE AND OLMSTEAD STREETS, 8) THE COLE VALLEY NCD GENERALLY INCLUDING THE PROPERTIES ALONG COLE STREET FROM FREDERICK TO GRATTAN STREETS AND SOME PARCELS NORTH OF CARL STREET AND SOUTH OF PARNASSUS, 9) THE LAKESIDE VILLAGE NCD GENERALLY INCLUDING THE PROPERTIES ALONG OCEAN AVENUE BETWEEN JUNIPERO SERRA BOULEVARD TO 19TH AVENUE, 10) THE LOWER HAIGHT STREET NCD GENERALLY INCLUDING THE PROPERTIES ALONG HAIGHT STREET BETWEEN WEBSTER AND STEINER STREETS, 11) THE LOWER POLK STREET NCD GENERALLY INCLUDING NON-CONTIGUOUS PROPERTIES ALONG POLK STREET FROM GEARY BOULEVARD TO GOLDEN GATE AVENUE WITH FRONTAGE ON GEARY BOULEVARD, GOLDEN GATE AVENUE, AND OTHER SIDE STREETS, AND 12) THE INNER TARAVAL NCD GENERALLY INCLUDING THE PROPERTIES ALONG TARAVAL STREET FROM 19TH TO FOREST SIDE AVENUES; AND AMEND THE ZONING MAP TO INCLUDE THE NEW



**NEIGHBORHOOD COMMERCIAL DISTRICTS; 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 December 17, 2019 Supervisors Ronen, Fewer, Walton, Haney, Preston and Yee introduced a proposed Ordinance under Board of Supervisors (hereinafter "Board") File Number 191260, which would amend the Planning Code and Zoning Map to establish 1) the Inner Balboa Street Neighborhood Commercial District (NCD) generally including the properties along Balboa Street between 2nd and 8th Avenues, 2) the Outer Balboa Street NCD generally including the properties along Balboa Street between 32nd and 39th Avenues, 3) the Bayview NCD generally including the properties along 3rd Street from Yosemite to Jerrold Avenues, 4) the Cortland Avenue NCD generally including the properties along Cortland Avenue between Bonview and Folsom Streets, 5) the Geary Boulevard NCD generally including the properties along Geary Boulevard between Masonic and 28th Avenues, 6) the Mission Bernal NCD generally including the properties along Mission Street between Cesar Chavez and Randall Streets, 7) the San Bruno Avenue NCD generally including the properties along San Bruno Avenue between Hale and Olmstead Streets, 8) the Cole Valley NCD generally including the properties along Cole Street from Frederick to Grattan Streets and some parcels north of Carl Street and south of Parnassus, 9) the Lakeside Village NCD generally including the properties along Ocean Avenue between Junipero Serra Boulevard to 19th Avenue, 10) the Lower Haight Street NCD generally including the properties along Haight Street between Webster and Steiner Streets, 11) the Lower Polk Street NCD generally including non-contiguous properties along Polk Street from Geary Boulevard to Golden Gate Avenue with frontage on Geary Boulevard, Golden Gate Avenue, and other side streets, and 12) the Inner Taraval NCD generally including the properties along Taraval Street from 19th to Forest Side Avenues; and amend the Zoning Map to include the new Neighborhood Commercial Districts;

WHEREAS, The Planning Commission (hereinafter "Commission") conducted a duly noticed public hearing at a regularly scheduled meeting to consider the establishment of the Inner Balboa Street Neighborhood Commercial District (NCD), the Outer Balboa Street NCD, the Bayview NCD, the Cortland Avenue NCD, the Mission Bernal NCD, the San Bruno Avenue NCD, the Cole Valley NCD, the Lakeside Village NCD, the Lower Haight Street NCD, the Lower Polk Street NCD, and the Inner Taraval NCD; as described in the proposed Ordinance on January 9, 2020; and,

WHEREAS, the proposed Ordinance has been determined to be categorically exempt from environmental review under the California Environmental Quality Act Sections 15060(c)(2) and 15378; 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

WHEREAS, the Planning Commission finds from the facts presented that the public necessity, convenience, and general welfare require the proposed amendment; and

MOVED, that the Planning Commission hereby **approves** the establishment of the Inner Balboa Street Neighborhood Commercial District (NCD), the Outer Balboa Street NCD, the Bayview NCD, the Cortland Avenue NCD, the Mission Bernal NCD, the San Bruno Avenue NCD, the Cole Valley NCD, the Lakeside Village NCD, the Lower Haight Street NCD, the Lower Polk Street NCD, and the Inner Taraval NCD; as part of the proposed ordinance.

## **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:

The Commission finds the proposed Ordinance is in accordance with the General Plan as it will maintain and enhance a sound and diverse economic base and fiscal structure for the city. The Ordinance will also 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 creation of new named neighborhood commercial districts will further the ability of each district to identify their own particular land use needs and craft zoning controls that emulate the neighborhood's vision, thereby creating an environment that will attract commercial activity to the city.

1. In the City's FY 12-13 budget, responsibility for providing strategic direction, planning and oversight of early care and education programs was consolidated in the new agency, OECE
2. The proposed Ordinance will correct the Planning Code so that it is in line with the City's current practices and adopted budget.
3. **General Plan Compliance.** The proposed Ordinance is consistent with the following Objectives and Policies of the General Plan:

## **COMMERCE AND INDUSTRY ELEMENT**

### **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.

#### **Policy 6.6**

Adopt specific zoning districts, which conform to a generalized neighborhood commercial land use and density plan.

*The proposed Ordinance will enhance the essential character of neighborhood commercial districts by encouraging and protecting uses which provide necessary goods and services to the surrounding neighborhoods and which are compatible in scale or type with the district in which they are to be located.*

## **BAYVIEW AREA PLAN**

### **OBJECTIVE 2**

IMPROVE USE OF LAND ON THIRD STREET BY CREATING COMPACT COMMERCIAL AREAS, ESTABLISHING NODES FOR COMPLEMENTARY USES, AND RESTRICTING UNHEALTHY USES.

#### **Policy 2.1**

Improve the physical and social character of Third Street to make it a more livable environment.

#### **Policy 2.4**

Encourage new mixed-use projects in defined nodes along Third Street to strengthen the corridor as the commercial spine of the neighborhood.

*The establishment of the Bayview Neighborhood Commercial District will further the ability of the neighborhood to identify specific over or under-concentrations of uses and tailor zoning controls along Third Street to solve for any unbalance in use types.*

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 not have a negative effect on neighborhood serving retail uses and will not have a negative effect on opportunities for resident employment in and ownership of neighborhood-serving retail.*

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 not have a negative effect on housing or neighborhood character.*

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.*

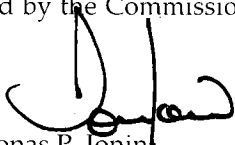
8. That our parks and open space and their access to sunlight and vistas be protected from development;

*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.

NOW THEREFORE BE IT RESOLVED that the Commission hereby APPROVES the proposed Ordinance as described in this Resolution.

I hereby certify that the foregoing Resolution was adopted by the Commission at its meeting on January 9, 2020.

  
Jonas P. Ionin  
Commission Secretary

AYES: Diamond, Fung, Johnson, Koppel, Melgar, Moore

NOES: None

ABSENT: Richards

ADOPTED: January 9, 2020