



PRODUCTION, DISTRIBUTION, AND REPAIR IN SAN FRANCISCO



**SAN FRANCISCO
PLANNING
DEPARTMENT**

WHAT IS PDR?



Production



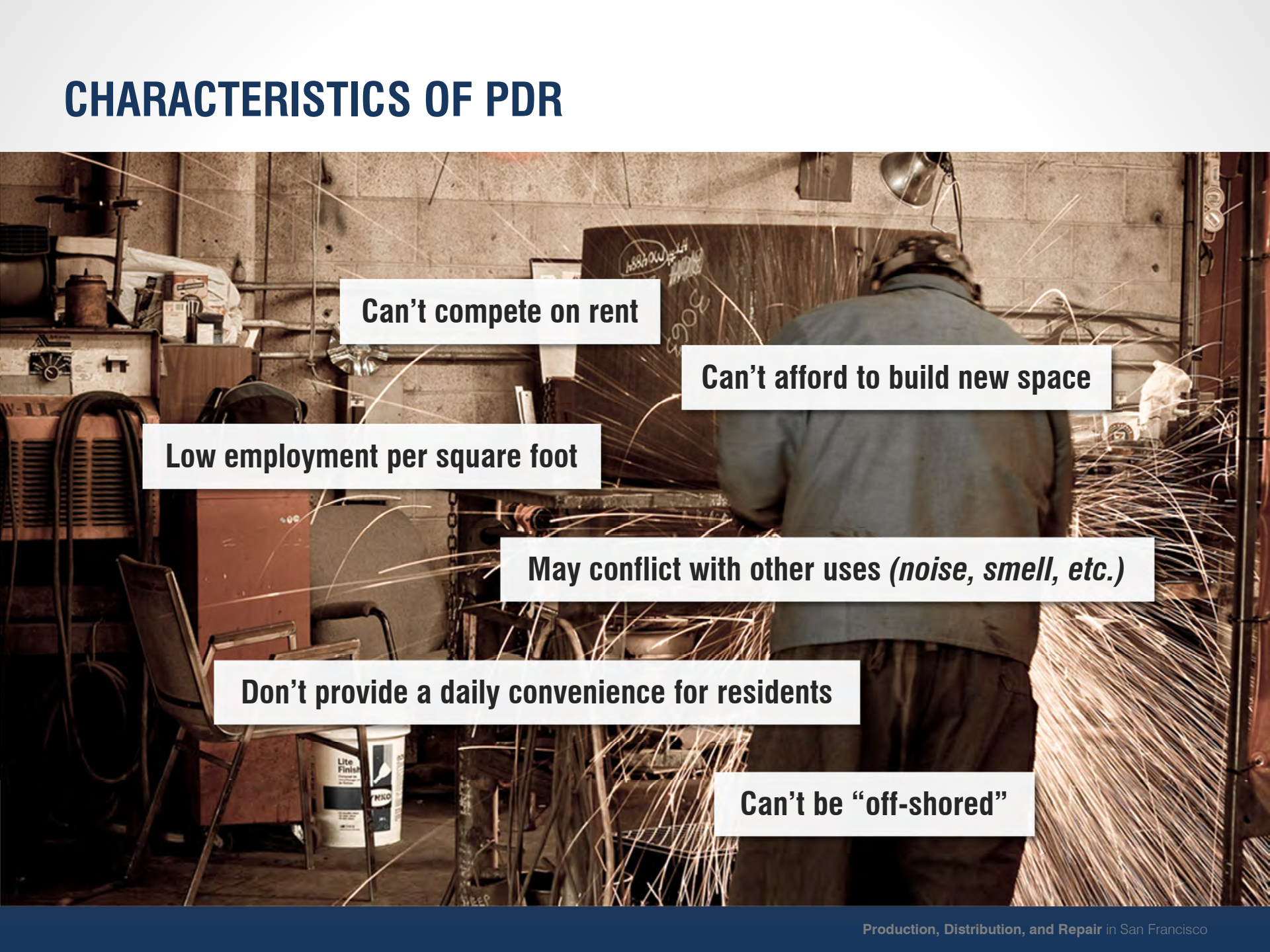
Distribution



Repair



CHARACTERISTICS OF PDR

A welder wearing a protective mask and gear is working in a cluttered industrial workshop. Sparks are flying from the welding process. The workshop is filled with various tools, equipment, and materials, creating a busy and somewhat chaotic environment. The background shows a concrete wall and various pipes and wires.

Can't compete on rent

Can't afford to build new space

Low employment per square foot

May conflict with other uses (*noise, smell, etc.*)

Don't provide a daily convenience for residents

Can't be "off-shored"

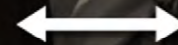
ROLE OF PDR IN THE ECONOMY

Necessary to support
our economic drivers
(*tech and tourism*)

Necessary to support
local population



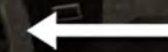
EXPORT



People Infrastructure



PDR
(**Physical Infrastructure**)



ROLE OF PDR IN THE ECONOMY

Good pay relative to education

Provides job diversity

Median wage **PDR**

\$60,000

Median wage **Retail**

\$30,000

% of **Jobs** for people
without 4-year degrees



PDR

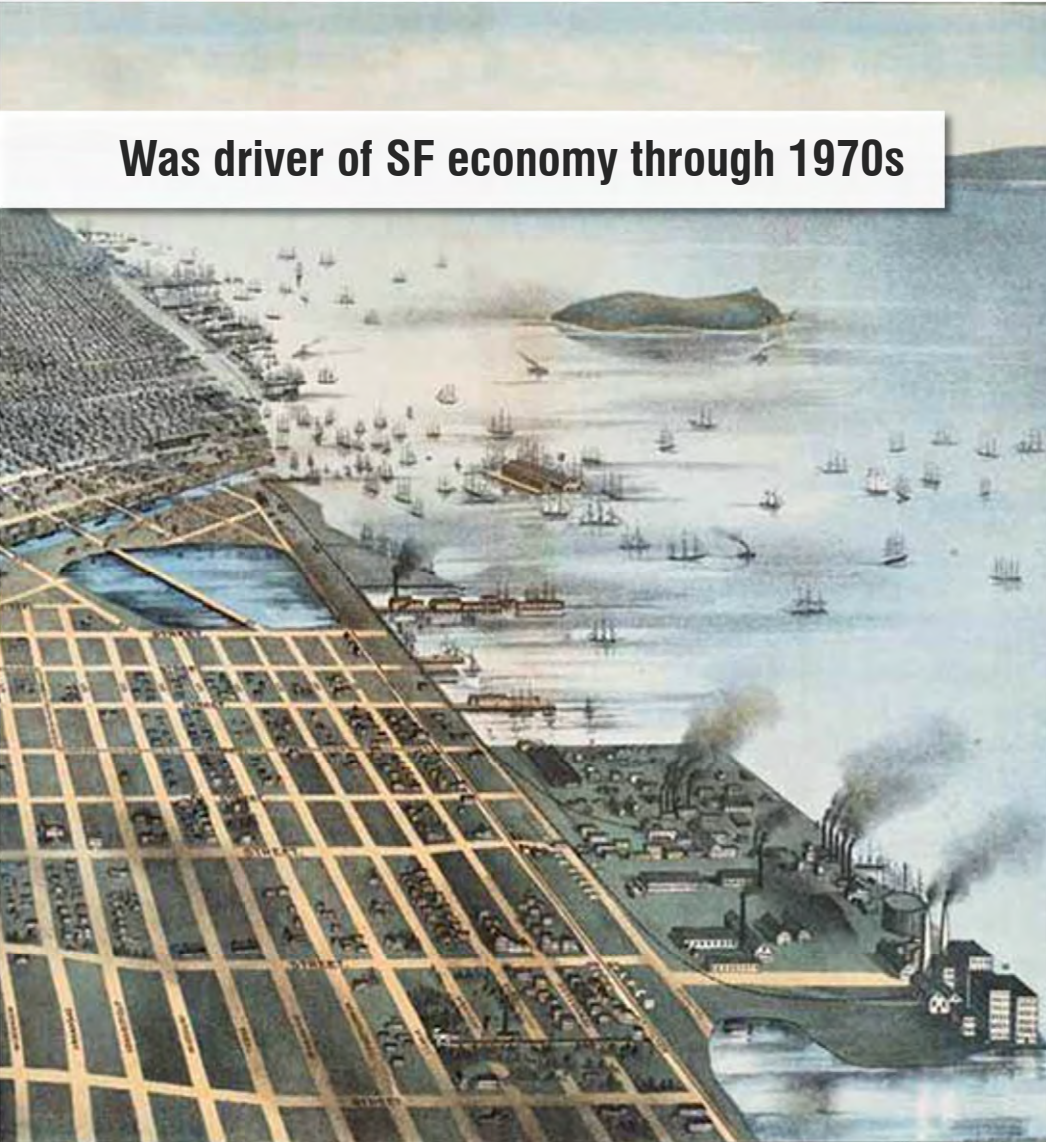


Office

Source: Census Bureau / Bureau of Labor Statistics

HISTORY OF PDR IN SAN FRANCISCO

Was driver of SF economy through 1970s



HISTORY OF PDR IN SAN FRANCISCO



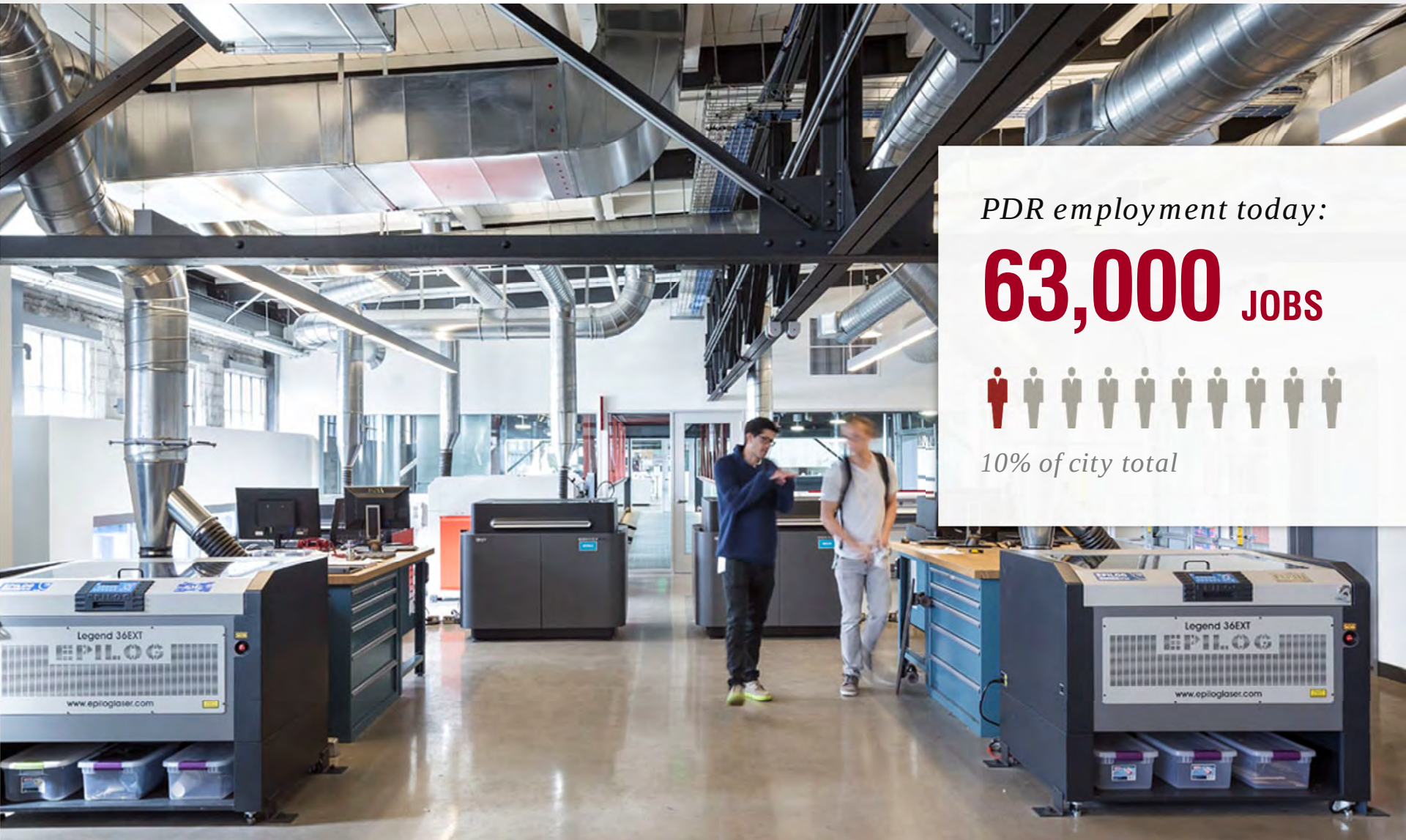
Peak PDR employment:

165,000 JOBS



33% of city total

HISTORY OF PDR IN SAN FRANCISCO



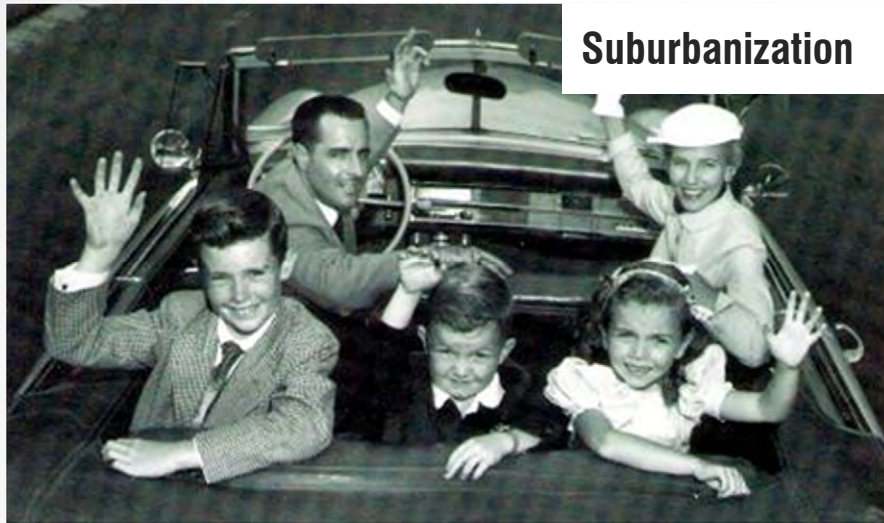
PDR employment today:

63,000 JOBS



10% of city total

REASONS FOR THE DECLINE OF PDR



STATE OF PDR TODAY



Source: Cassidy Turley 2014

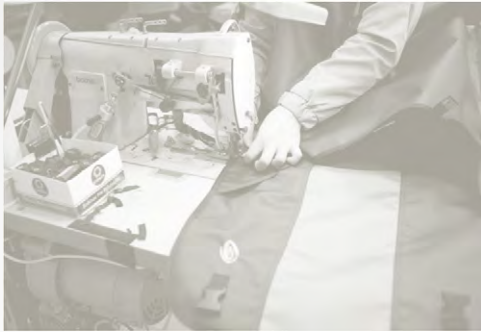


Source: SFMAde 2014



Source: Cassidy Turley 2014

WHAT ARE THE PDR JOBS?



PRODUCTION

Manufacturing	8,500
Construction	6,500
Printing & Publishing	3,700
Audio, Film, & Video	2,400
Media	1,800
Arts	?



DISTRIBUTION

Wholesale	11,500
Transportation	8,200
Utilities	3,500
Distribution	2,700

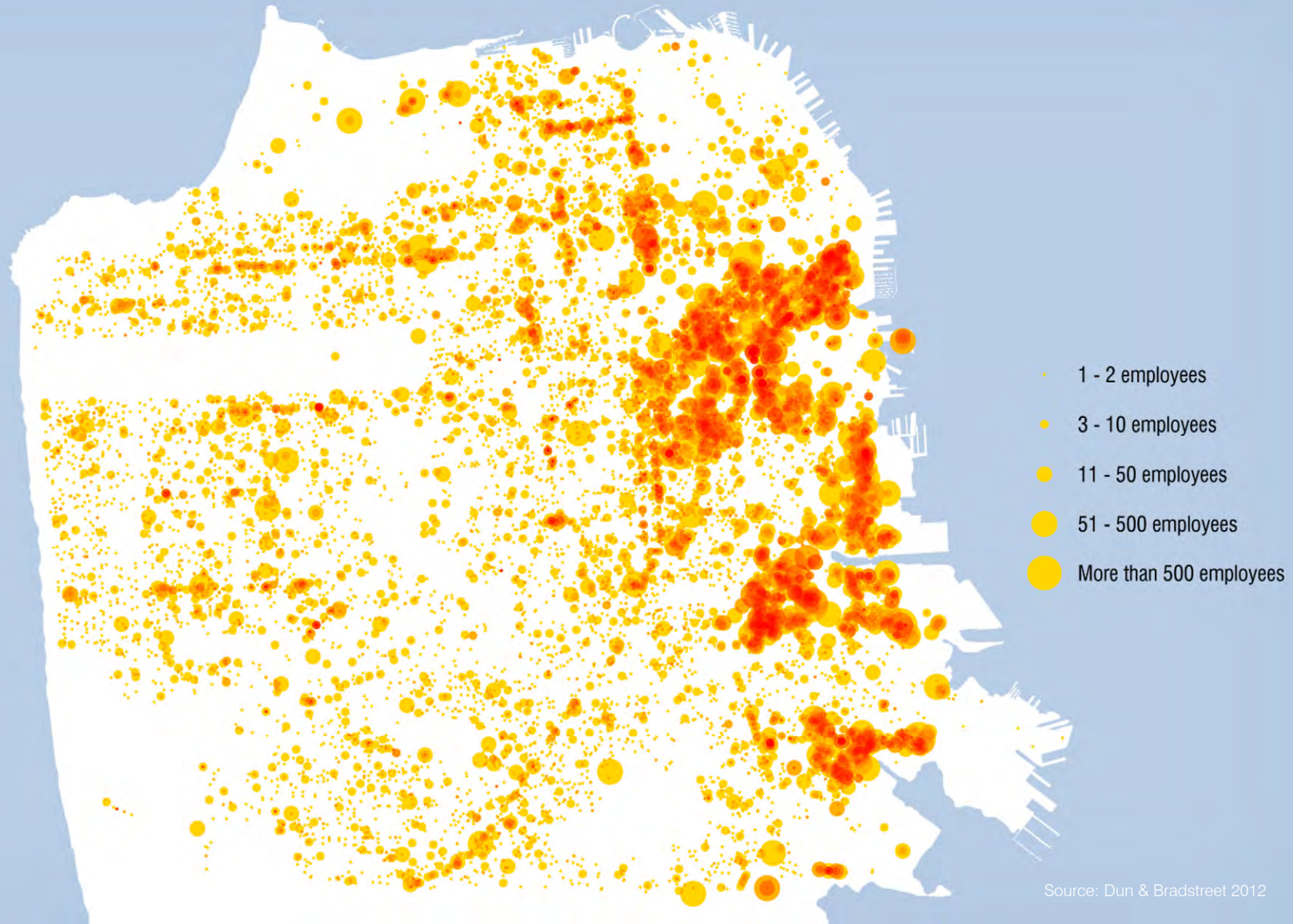


REPAIR

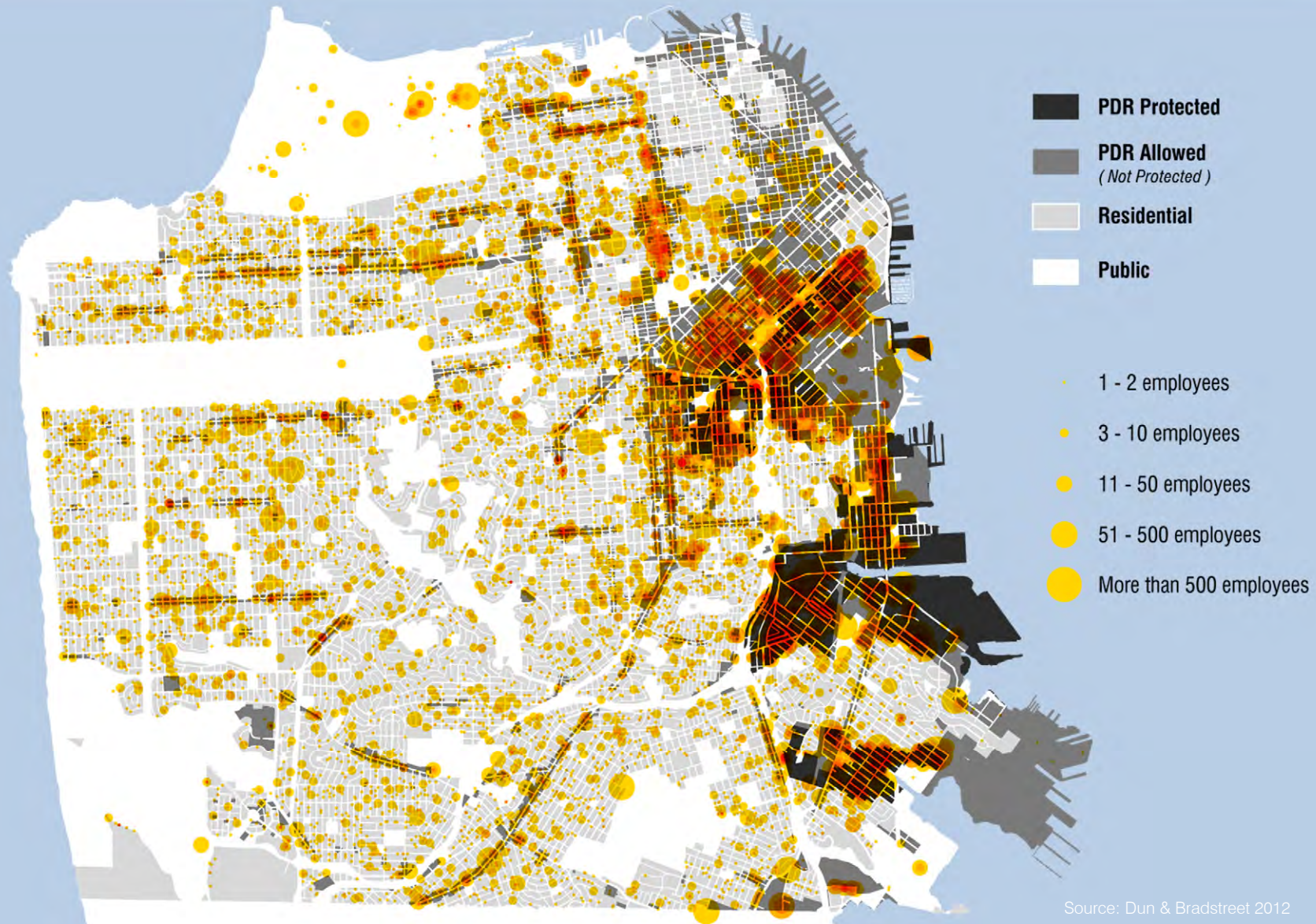
Contractors	8,400
Auto	2,600
Repair	1,100

Source: Dun & Bradstreet 2012

LOCATION OF PDR JOBS



LOCATION OF PDR JOBS



LOCATION OF PDR JOBS

33%

in Residential Districts

33%

in Unprotected Districts

33%

in “Protected Districts”

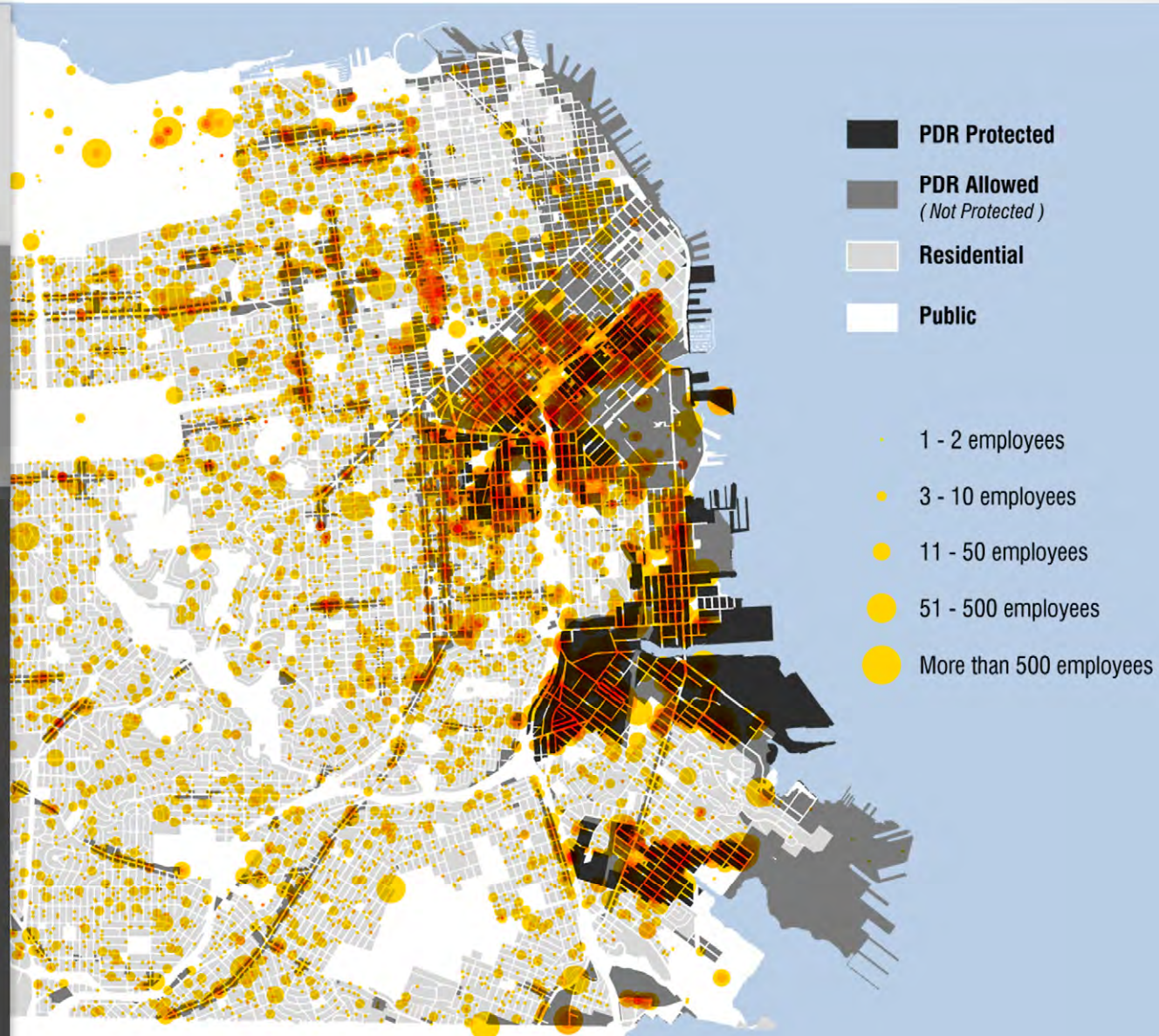
PDR-1 and PDR-2 (2008) **18,000**

SLI (1989) **1,400**

SALI (2013) **1,600**

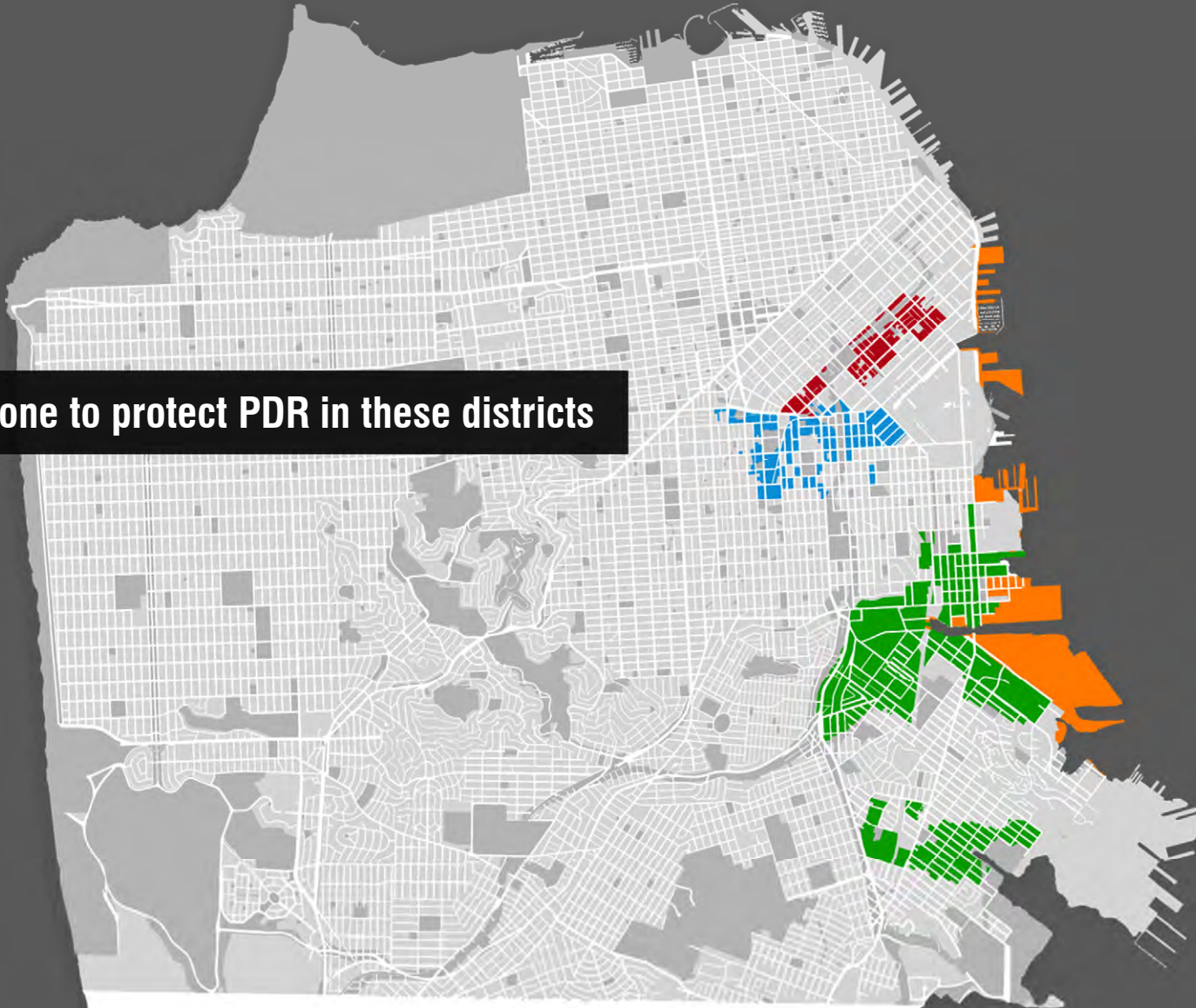
M-2 on the Port **1,200**

Source: Dun & Bradstreet 2012



WHAT HAS PLANNING DONE TO SUPPORT PDR?

Zone to protect PDR in these districts



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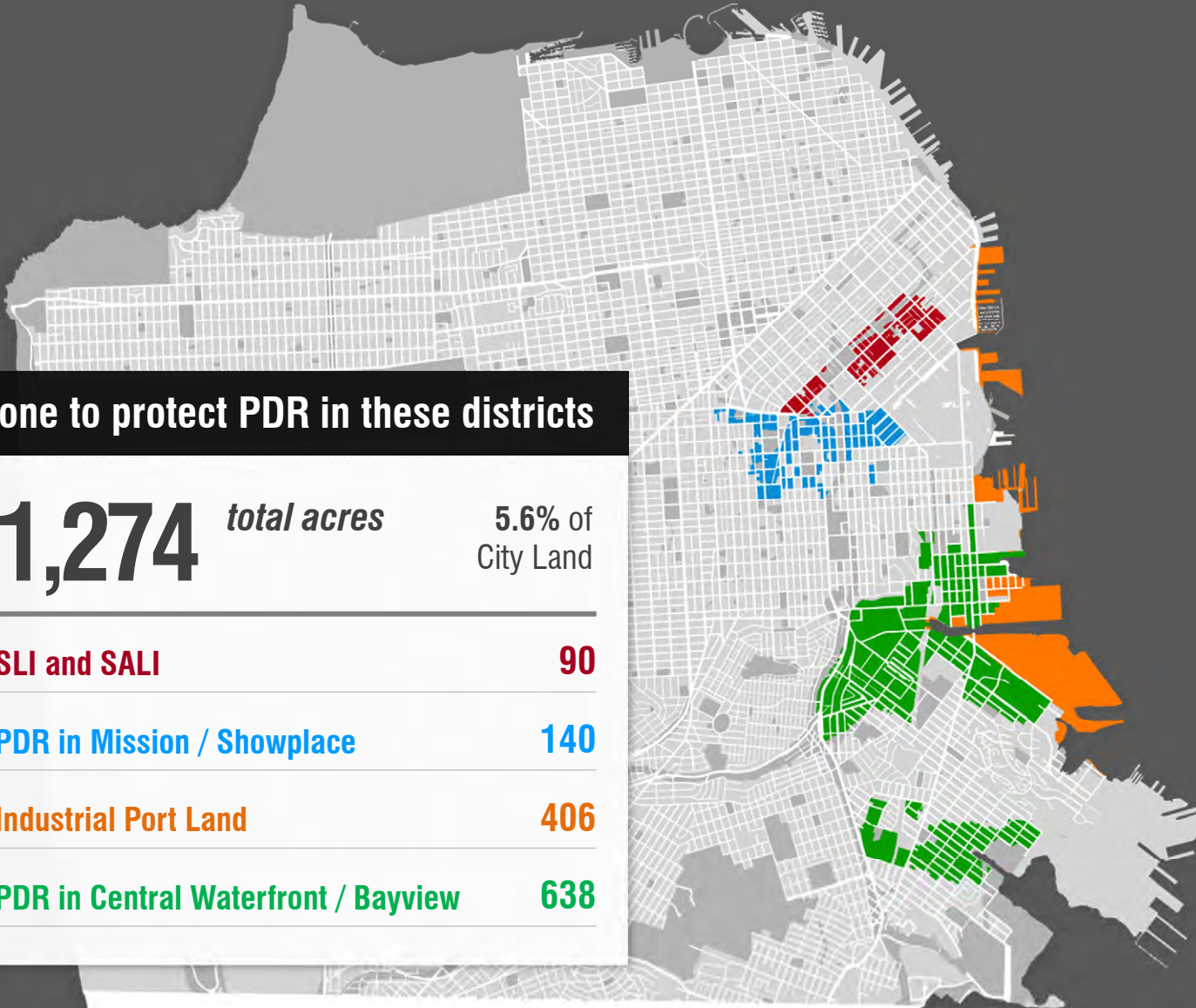
1,274 *total acres* 5.6% of City Land

SLI and SALI **90**

PDR in Mission / Showplace **140**

Industrial Port Land **406**

PDR in Central Waterfront / Bayview **638**



WHAT HAS PLANNING DONE TO SUPPORT PDR?



Allow PDR as-of-right in mixed-use districts

Closed loopholes – *no live/work or business services*

WHAT HAS PLANNING DONE TO SUPPORT PDR?



Support new PDR businesses

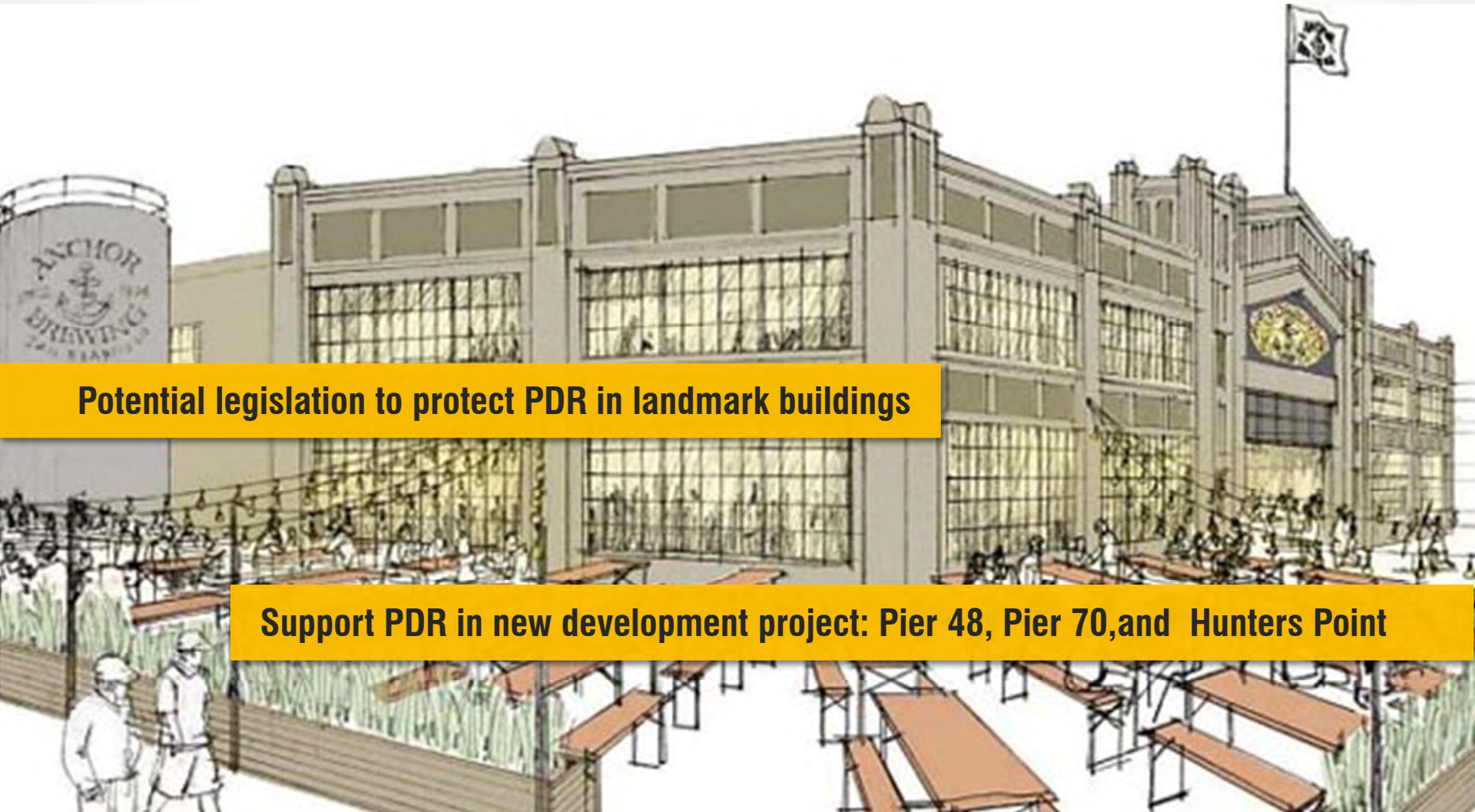
Reduced process

Reduced fees

Incentivize new construction

Work closely with SFMade

WHAT ARE OUR NEXT STEPS?



Potential legislation to protect PDR in landmark buildings

Support PDR in new development project: Pier 48, Pier 70, and Hunters Point

WHAT ARE OUR NEXT STEPS?



Support PDR in Central SoMa

Potential legislation to protect PDR along 16th Street

WHAT ARE OUR NEXT STEPS?



Explore proactive engagement and enforcement

Explore regional study of PDR

THANK YOU

www.sfplanning.org



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