

# INVEST IN NEIGHBORHOODS SAN FRANCISCO CALLE 24 SPECIAL USE DISTRICT

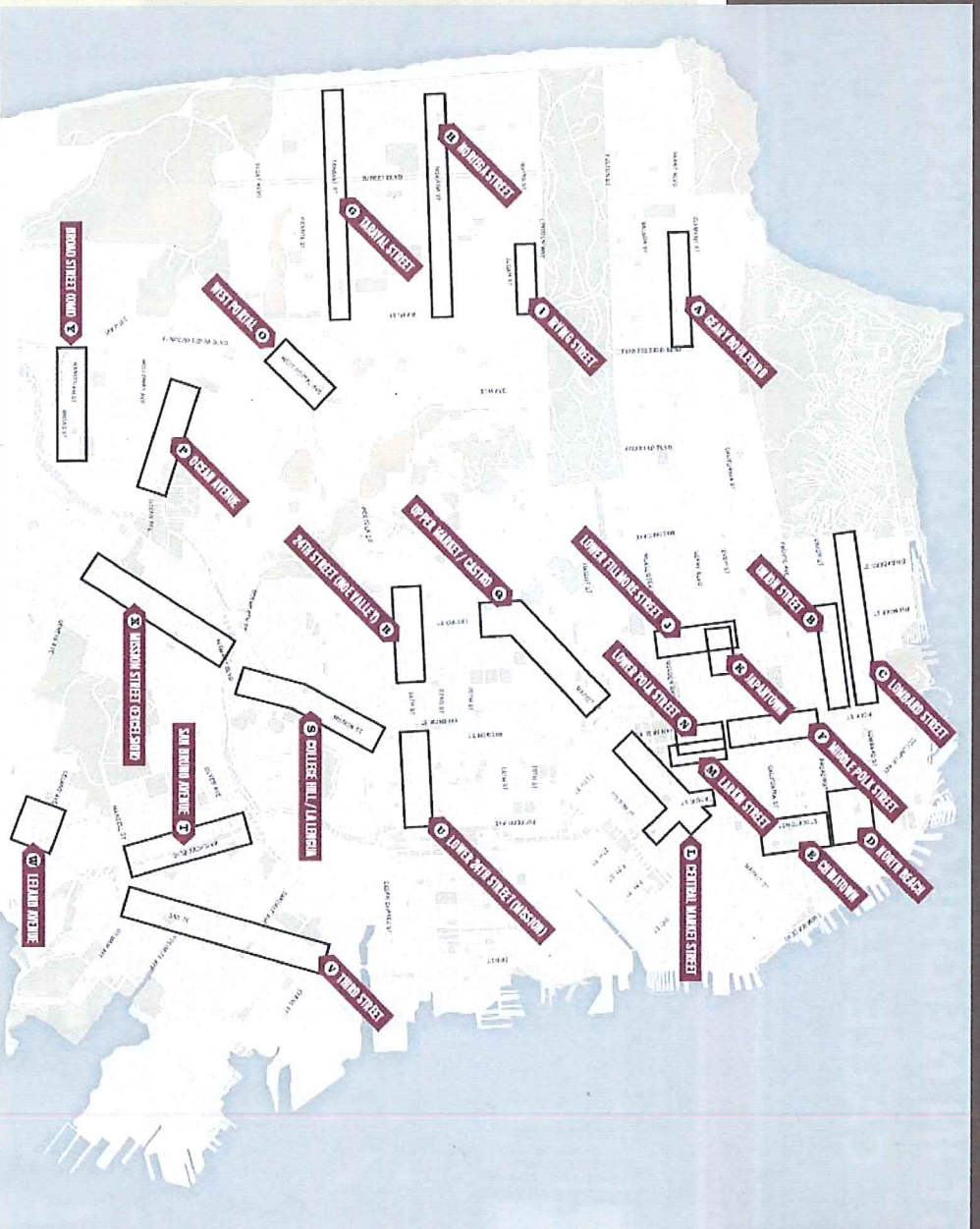


Board of Supervisor's Landuse Committee March 6th, 2017



Diana Ponce De Leon, Office of Economic and Workforce Development, [investsf.org](http://investsf.org)  
[diana.poncedeleon@sfgov.org](mailto:diana.poncedeleon@sfgov.org)

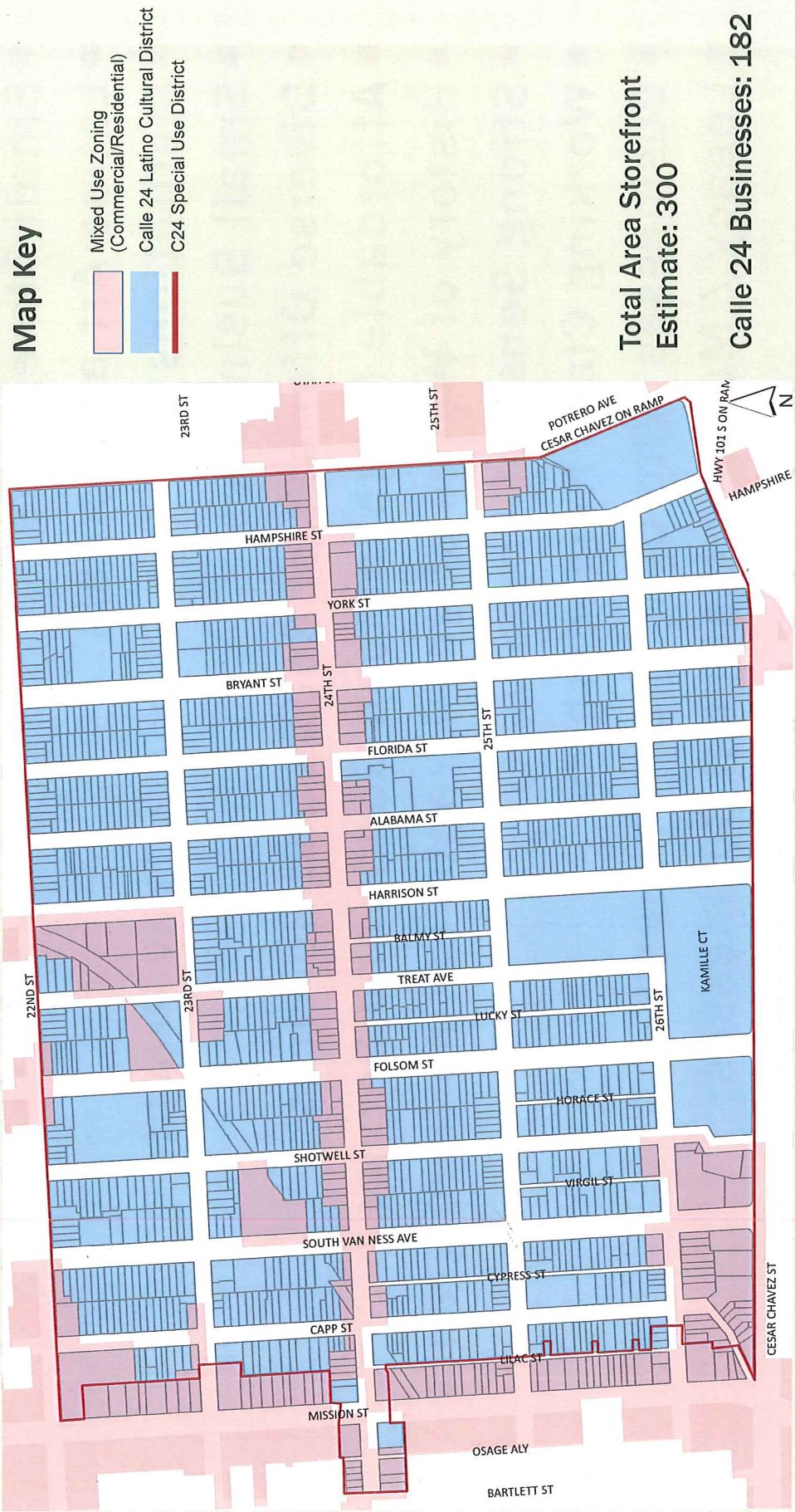
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# Invest In Neighborhoods Vision Office of Economic and Workforce Development

San Francisco's neighborhood commercial districts will be economically thriving, safe, resilient, sustainable, and meet the needs of local residents.

# CALLE 24 SPECIAL USE DISTRICT BOUNDARY




# CALLLE 24 SPECIAL USE DISTRICT CHARACTER


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

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

**Cultural Land Marks**




**Institutions**




**Festivals**



**Murals - Public Art**




**Residents**



**Chicano Movement**




**Latin American Immigrants**




**Latin Rock**



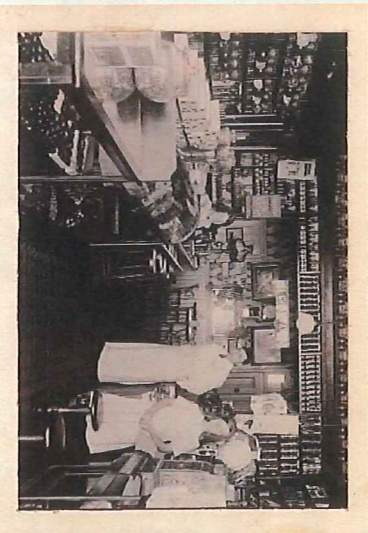
**Latino Businesses**



**Lowrider Culture**



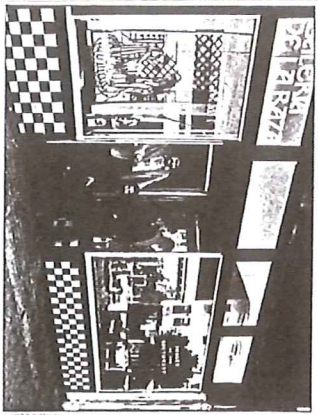
# NEIGHBORHOOD HISTORY IN BUSINESSES



**St. Francis Fountain**  
Est. 1918



**Roosevelt Tamale Parlor**  
Est. 1922

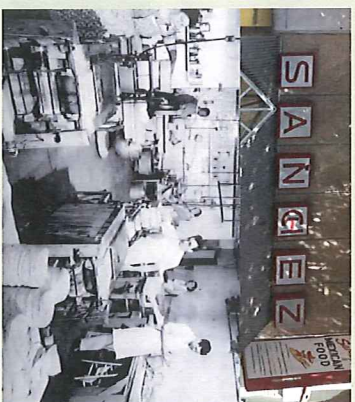


**Galeria De La Raza**  
Est. 1970

*Galeria de la Raza selling the "sacar" of art. ~ En un libro Latino de San Francisco, una galería de arte sirve de eje a las actividades culturales de los artistas y vecinos, haciendo un verdadero "museo del pueblo".*



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



**Casa Sanchez**  
Est. 1923



**La Victoria Bakery**  
Est. 1951

# ECONOMIC VITALITY

HOW THE ARTS AND CULTURE SECTOR CATALYZES ECONOMIC VITALITY

- **Keypoint #1:**  
**CONCENTRATION OF CREATIVITY & MULTIPLIER EFFECT**  
Firms, artists, and cultural facilities
- **Keypoint #2:**  
**ATTRACT STRONG WORKFORCE, SUCCESSFUL FIRMS & QUALITY OF LIFE**  
*Marketing a community's cultural assets*
- **Keypoint #3:**  
**INCREASE VISITORS, BUILD ECONOMIC AND SOCIAL CAPITAL**  
*Arts and cultural activities can draw crowds from within and around the community.*
- **Keypoint #4:**  
**CROSS SECTOR CONNECTIONS TO IMPROVE ECONOMIC OUTCOMES**  
*Planners can make deliberate connections between the arts and culture sector and other sectors, such as tourism and manufacturing, to improve economic outcomes by capitalizing on local assets.*

# ALLE 24 SPECIAL USE DISTRICT DEVELOPMENT TIMELINE

## 2013

### Invest In Neighborhoods

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

## 2014

### Latino Cultural District Resolution

- May 19<sup>th</sup>, 2014
- Jul 2014 - Jan 2015

Creation of the Latino Cultural District via Resolution  
IIN Grant for Cultural District Community Engagement Process & Report

## 2015

### Commercial Zoning Changes for Latino Cultural District

- Jan 2015 - Current
- Aug 2015
- Oct 2015

MAP 2020 Mission Community Engagement Process  
Interim Control on Storefront Mergers- Active  
Community Meeting on Initial SUD Concepts

## 2016-2017

### Commercial Zoning Regulations -SUD Development

- Feb 2016
- Nov 2016 & Feb 2017
- Jan 9, 2017
- February 9, 2017

Initiation of Retail Study for Calle 24 (finalized Jan 2017)  
Community Meetings on Regulatory Concepts  
Calle 24 Special Use District Introduction, Board of Supervisors  
Planning Commission Hearing



# IIN Calle 24 Customized Services



**Corridor Manager**



**Cultural Activity**



**Business Strengthening**

## Neighborhood: Calle 24 Latino Cultural District Council

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

- **Business Strengthening and Economic Development**
  - Technical Assistance
  - ADA CASp Inspection & Improvements
  - Lease Negotiation
  - Economic Study to Guide Economic Development Strategies
  - Commercial Corridor Manager
- **Strengthening and Celebrating Cultural Assets**
  - Latino Cultural District Resolution
  - Supporting Arts and Cultural Institutions
  - OEWD- Latino Cultural District, Community Engagement Process Grant
  - Mural and Banner Restoration
  - Corridor Events and Marketing

# Calle 24 Storefront Retail Mix

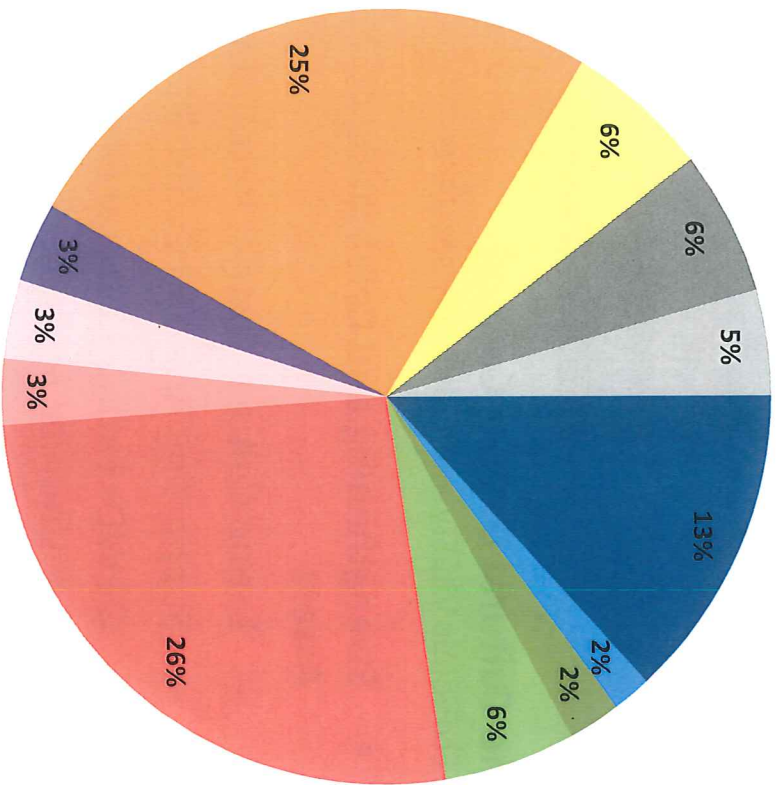
Total Storefronts: 182 (from Bartlett to Potrero Ave)

## Calle 24 Storefront Retail Mix

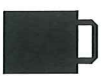
Total Businesses: 182

(from Bartlett St to Potrero Ave)

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### Retail



23%

■ Retail Clothing, Accessories, Other [24]

■ Books, Records [3]

■ Groceries, Meat Markets [4]

■ Convenience Stores [10]

■ Eating and Drinking Establishments [48]

■ Bars [5]

■ Bakeries [6]

■ Dry Cleaners/Laundry [6]

■ Other Non-Retail Services [46]

■ Community Non-Profit [11]

### Inactive and Vacant



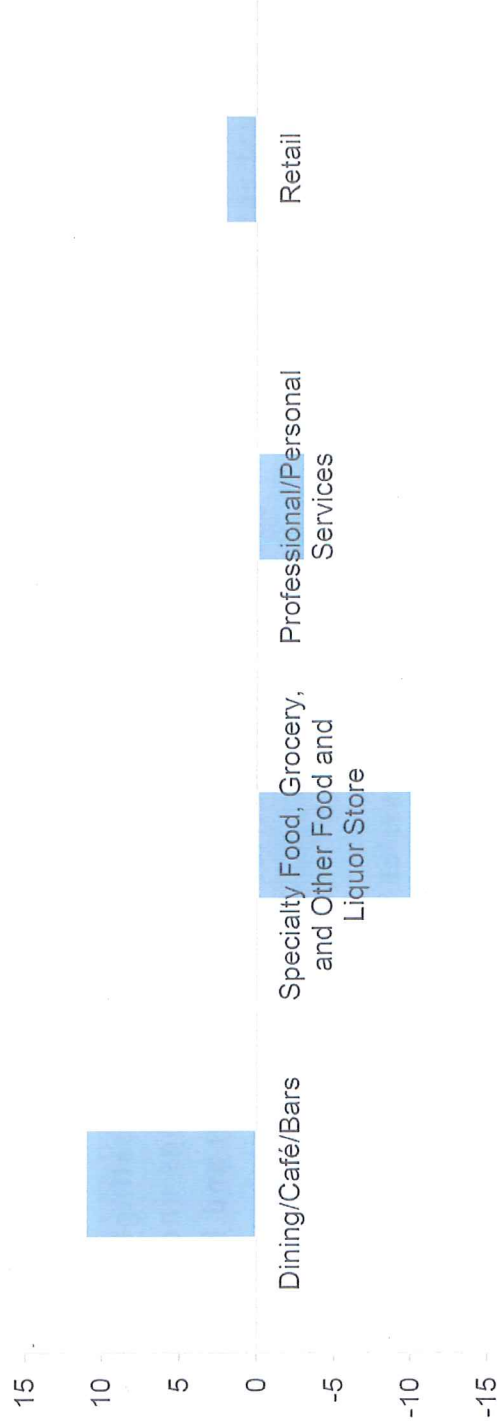
11%

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

■ Vacant, Available for Lease [8]

# Storefront Trends 1992-2014

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



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

# INFORMATION THAT SHAPED THE SUD

## Data and Analysis

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

## Community Input Collected

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

# C24 SUD CONTROLS INTENT

## PROTECT THE CURRENT CHARACTER

### WHAT MAKES CALLE 24 UNIQUE

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

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

# CALLER 24 SPECIAL USE DISTRICT PROPOSED NON-RESIDENTIAL REGULATIONS

- *Institute an Eating and Drinking Establishment Concentration Threshold of 35%*
- *Modify Conditional Use Authorization to Trigger Additional Criteria (C24SUD Purposes 1-6)*
  - *Modify Conditional Use Authorization for Storefront Mergers*
  - *Require Conditional Use Authorization for Legacy Businesses*
  - *Require Conditional Use Authorization for Medical Service*

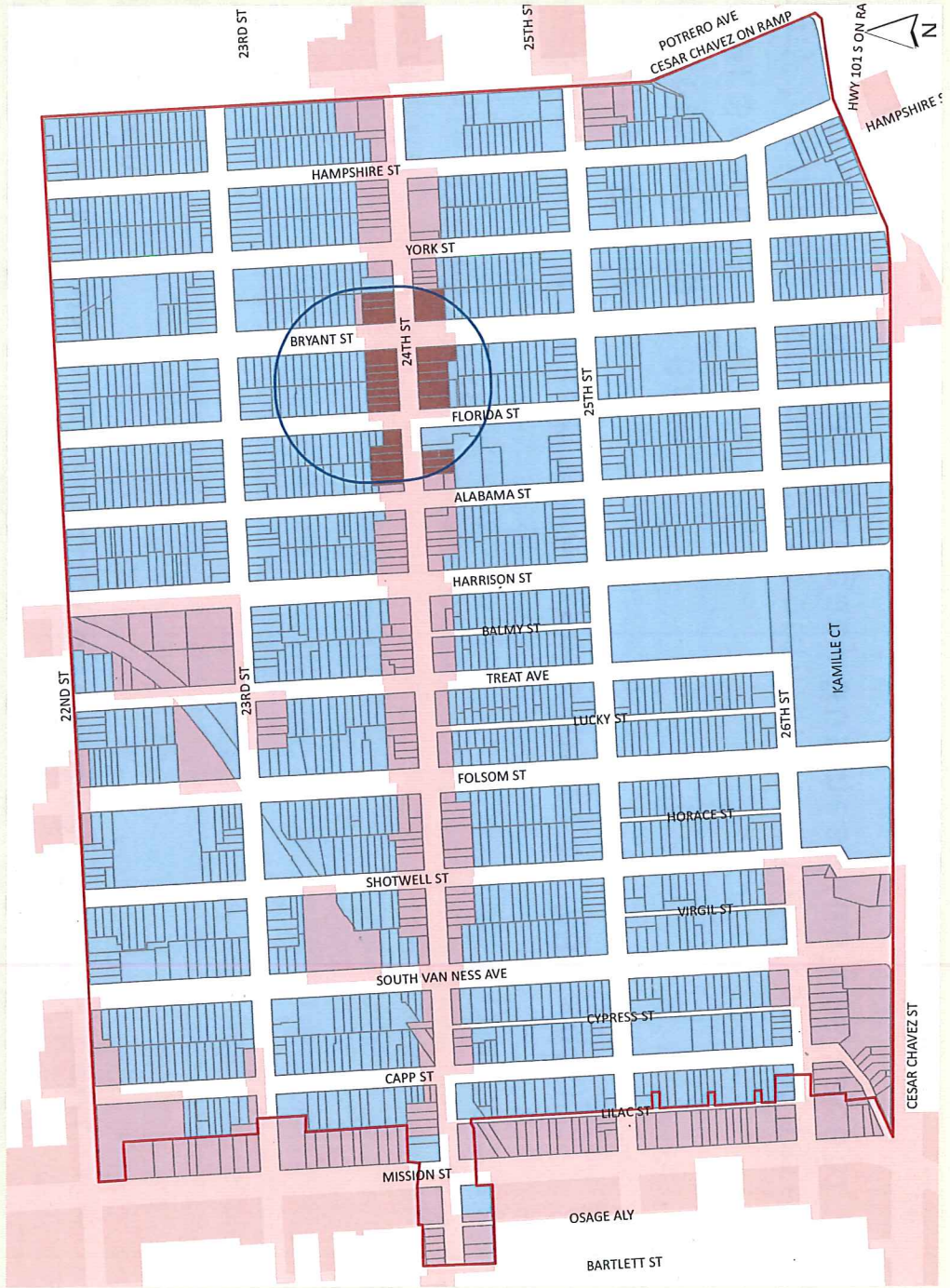
# CALLE 24 SPECIAL USE DISTRICT BOUNDARY

## Map Key

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

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

**Storefronts**  
**Total: 300 (estimate)**  
**Calle 24: 182**



## EXISTING CONDITIONAL USES

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

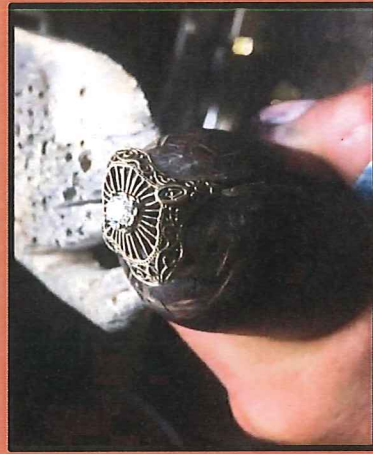


# PURPOSES FOR ESTABLISHING CALLE 24 SPECIAL USE DISTRICT

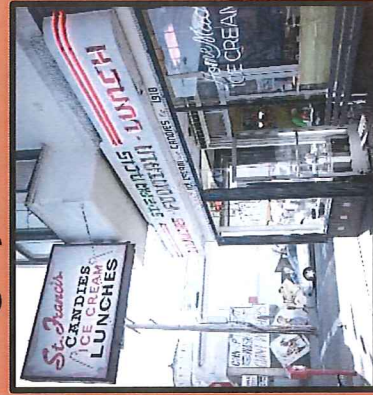
1. Physical Character



2. Art & Craft



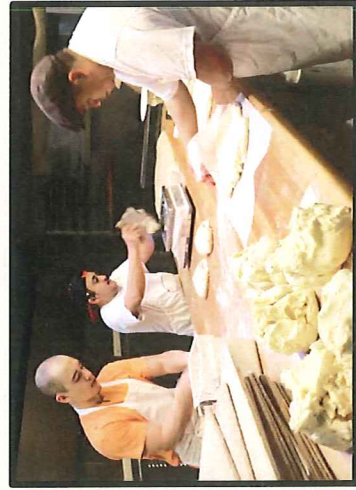
3. Legacy Businesses



4. Accessible Services



5. Economic Partnerships



6. Local  
Workforce



# CHANGES THAT DON'T TRIGGER ADDITIONAL C24SUD RESTRICTIONS

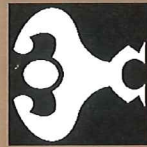
Examples of Calle 24 Business Actual Changes Jan 2015- Dec 2016 (not a complete list)  
Annual Average Business Turnover Rate for Calle 24 is 9 (2003-2014)

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

# CALLE 24 SPECIAL USE DISTRICT STRENGTHS, CHALLENGES & OPPORTUNITIES

## STRENGTHS

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



## ACTIONS

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



## CHALLENGES

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

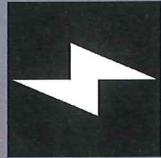
## COMMON GOALS

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



## OPPORTUNITIES

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



# CALLE 24

