NEW MODELS FOR A MAKER ECONOMY:

PDR AND THE PLANNING CODE

Corey Teague
San Francisco Planning Department
October 21, 2015

San Francisco Planning

WHAT HAS PLANNING DONE TO SUPPORT PDR?

PDR Districts Prohibit:
- **Residential**
- **Office**

PDR Districts Restrict:
- **Retail**
- **Institutional**

Zones to protect PDR in these districts

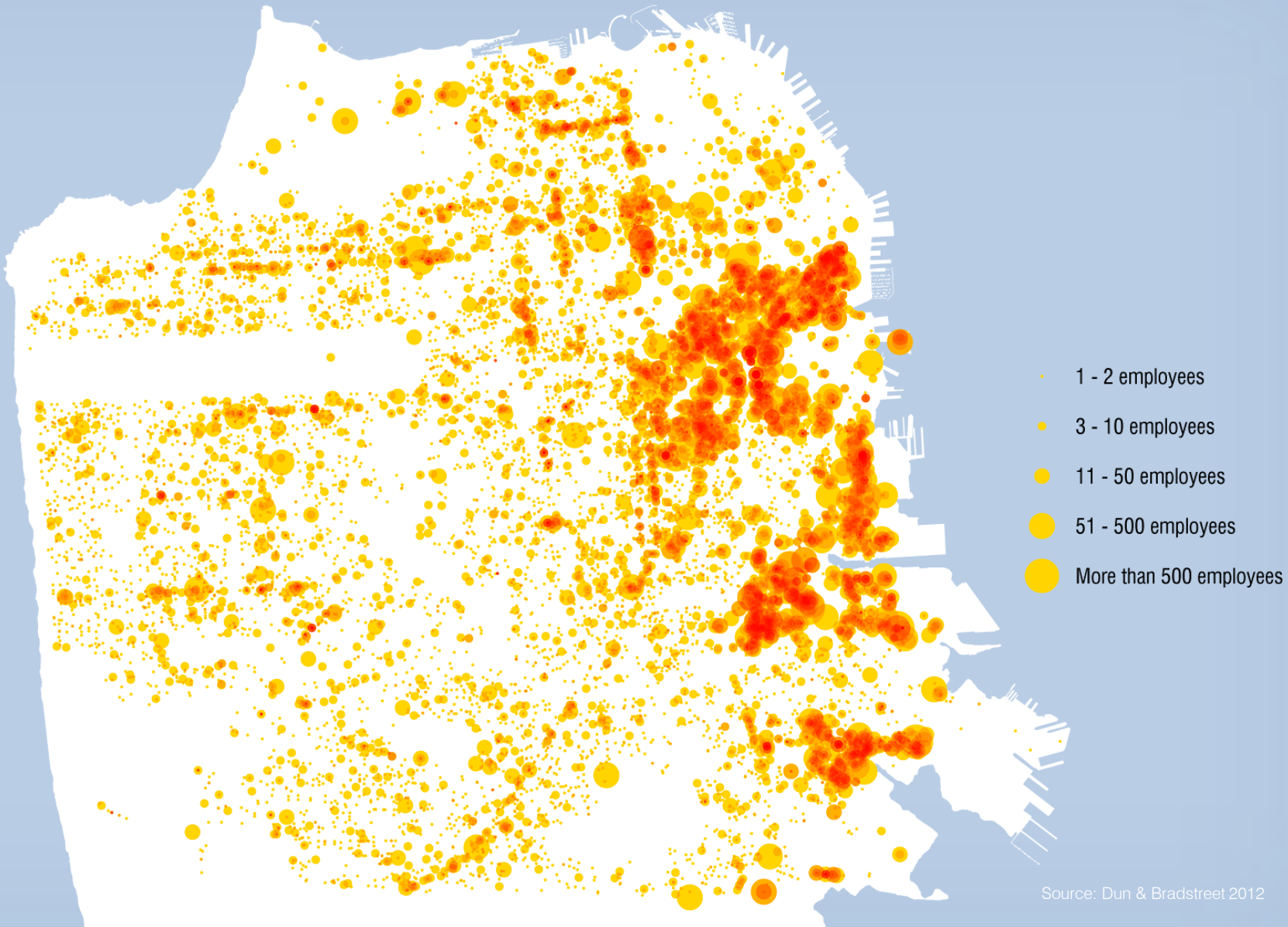**1,274** *total acres*   **5.6%** of City Land

SLI and SALI	**90**
PDR in Mission / Showplace	**140**
Industrial Port Land	**406**
PDR in Central Waterfront / Bayview	**638**

LOCATION OF PDR JOBS

1 - 2 employees
3 - 10 employees
11 - 50 employees
51 - 500 employees
More than 500 employees
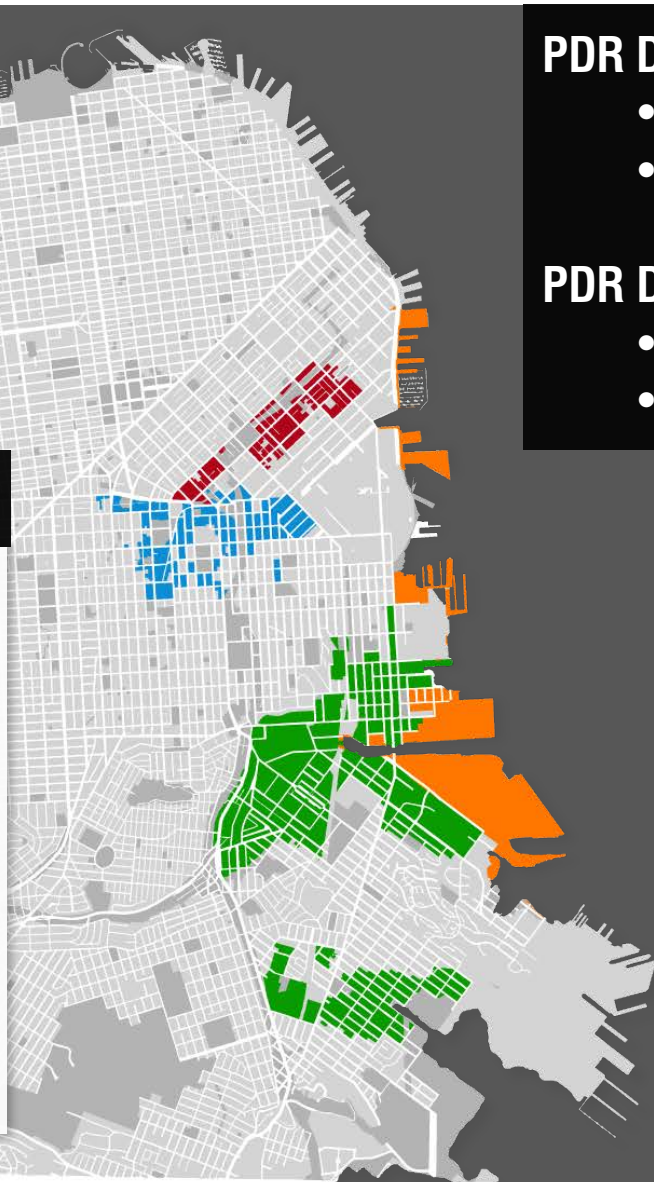
Source: Dun & Bradstreet 2012

LOCATION OF PDR JOBS

33%

in Residential Districts

33%

in Unprotected Districts

33%

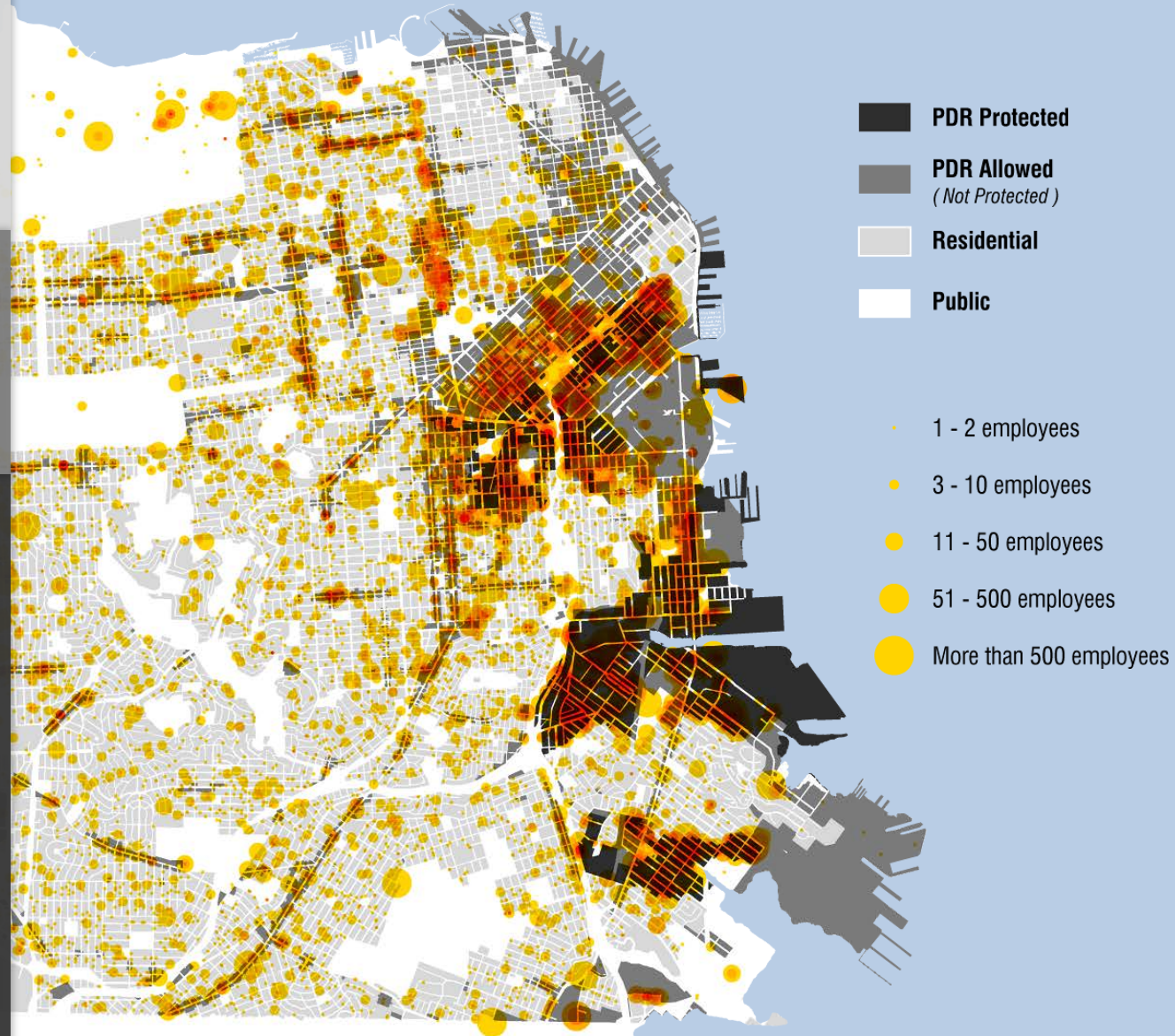in "Protected Districts"

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

PDR Protected

PDR Allowed
(Not Protected)

Residential

Public

· 1 - 2 employees

• 3 - 10 employees

● 11 - 50 employees

⬤ 51 - 500 employees

⬤ More than 500 employees

PDR ASSISSTANCE STRATEGIES

- Innovative Industries SUD
  - American Industrial Center on 3rd Street
  - Permits office above the ground floor
  - Permits a higher level of retail (per UMU District)

Source: Google

PDR ASSISSTANCE STRATEGIES

- Cross Subsidization
  - PDR-1-G & PDR-1-D
  - > 20,000sf lot
  - Vacant (< .3 FAR)
  - North of 20th St

  - Up to 2/3 office
  - At least 1/3 PDR
  - PDR business plan
  - Annual reporting

100 Hooper Street

SAN FRANCISCO
Potential Sites for PDR
Cross-Subsidization

Potential Development Sites
Other sites in PDR-1-G and PDR-1-D Districts

Potential Development Sites are:
- In PDR-1-G or PDR-1-D Districts, and
- Have an FAR less than 0.3, and
- North of 20th Street, and
- Over 20,000 square feet by themselves or in combination with adjacent parcels

PDR ASSISSTANCE STRATEGIES

- Food, Fiber and Beverage Processing
  - Improves regulations on breweries
    - (not distilleries)

- Limits on office conversions in Historic buildings

- Central SoMa PDR conversion moratorium

- Uptick in enforcement of illegal PDR conversions
  - New "hybrid" models present challanges

PDR ASSISSTANCE STRATEGIES

- Accessory uses generally must be:
  - No more that 1/3 of the are of principal use
  - "Incidental and subordinate to" the principal use

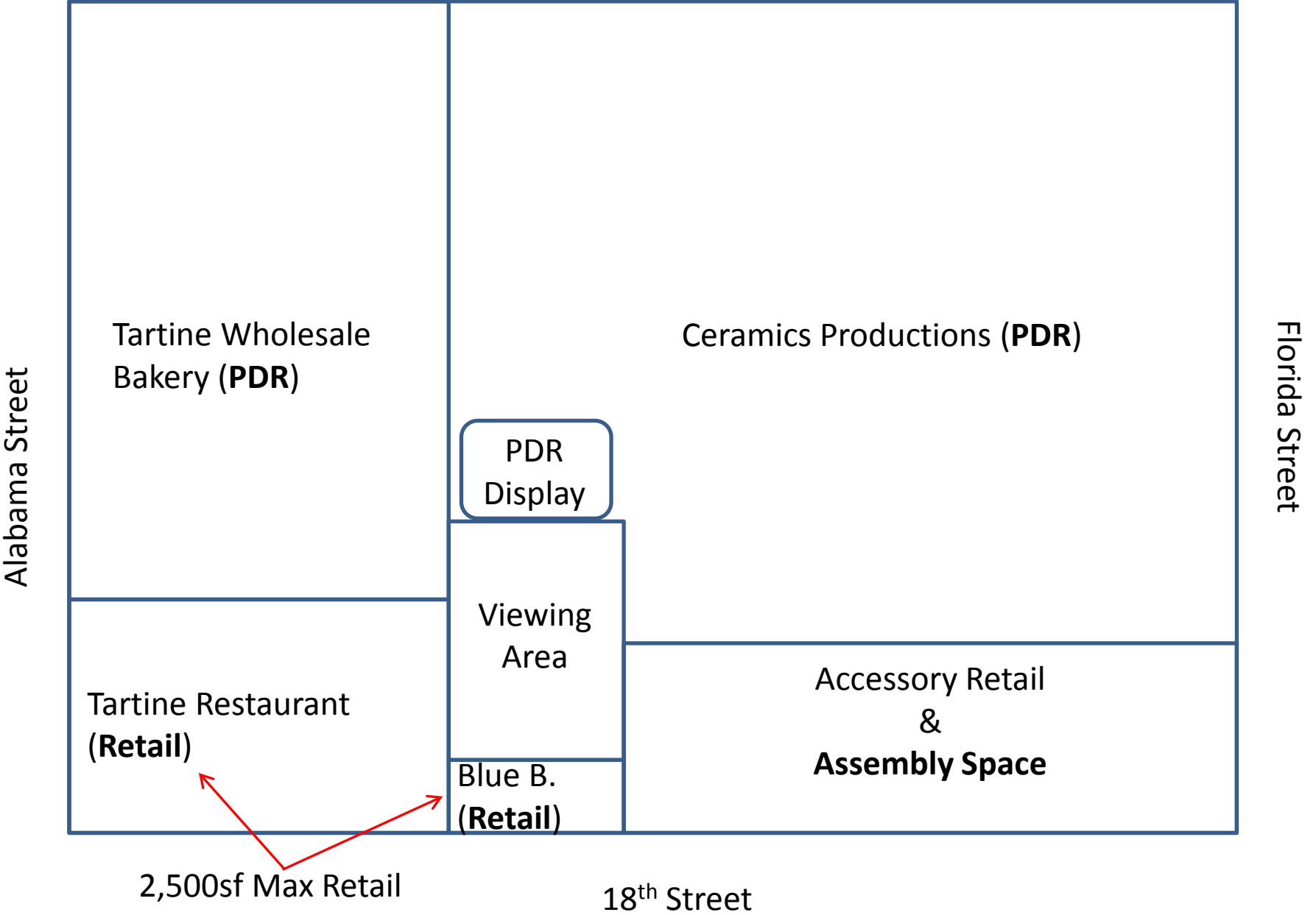- Code amended to allow grouping of accessory PDR retail on the same property

CASE STUDY:

HEATH CERAMICS

Source: DesignSponge.com

San Francisco Planning

PDR + Retail + Assembly + Accessory Retail = Heath Ceramics/Tartine

Tartine Wholesale Bakery (**PDR**)

Ceramics Productions (**PDR**)

Florida Street

Alabama Street

PDR Display

Viewing Area

Tartine Restaurant (**Retail**)

Blue B. (**Retail**)

Accessory Retail & **Assembly Space**

2,500sf Max Retail

18th Street

MISSION LAUNDRY

Source: Journeys in Light, Steve Carver

CONVERSION TO HEATH CERAMICS

Source: Journeys in Light, Steve Carver

HEATH CERAMICS KILNS

Source: Journeys in Light, Steve Carver
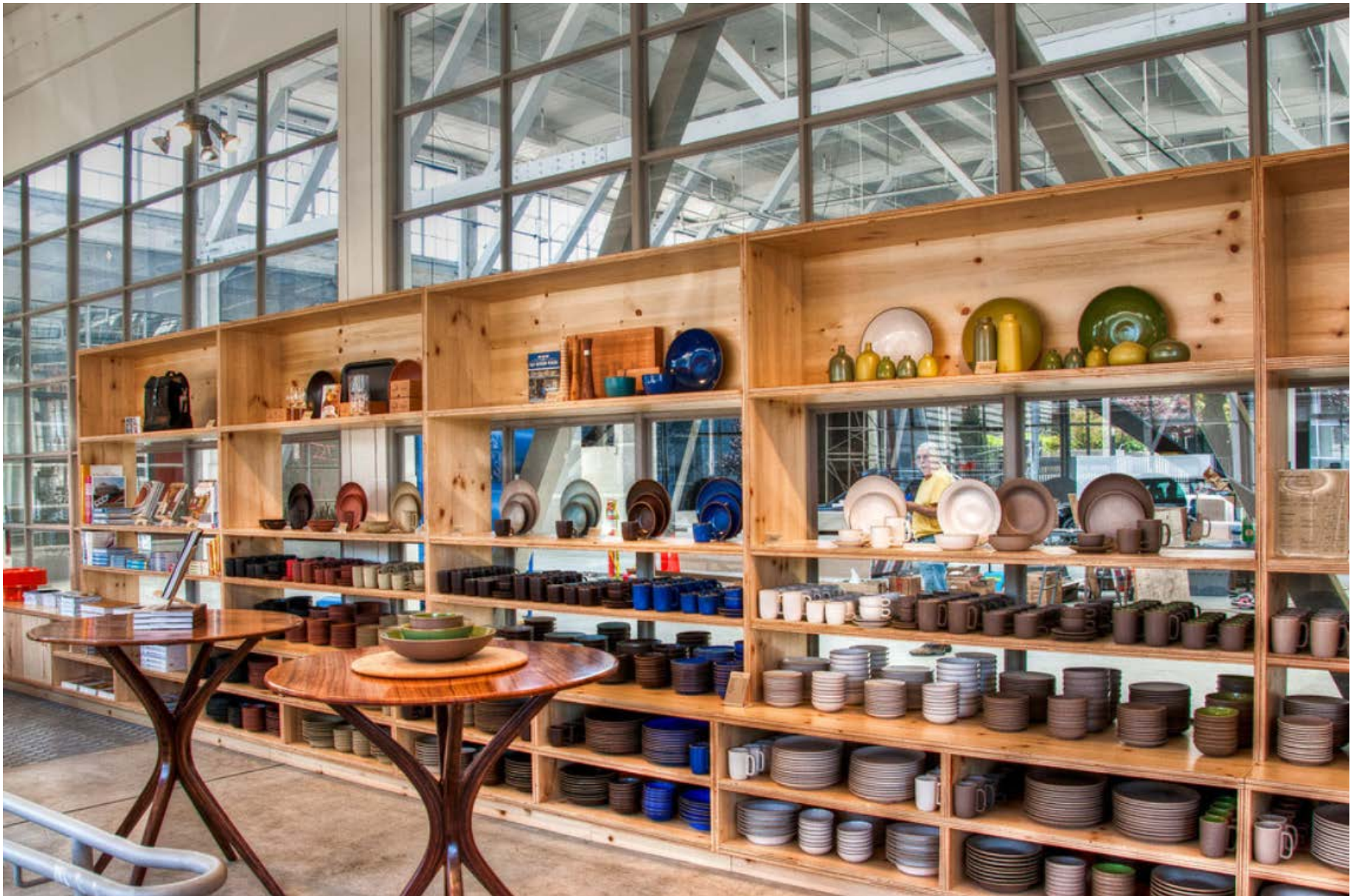
HEATH CERAMICS KILNS

Source: Journeys in Light, Steve Carver

RETAIL BLUE BOTTLE SPACE

Source: Journeys in Light, Steve Carver

HEATH CERAMIC RETAIL SPACE

Source: Journeys in Light, Steve Carver

HEATH CERAMIC RETAIL/ASSEMBLY

Source: Journeys in Light, Steve Carver