INTRODUCTION TO PLANNING
FOCUS ON SMALL BUSINESSES

Bridget Hicks
Senior Planner
12.12.22
Small Business Commission
A comprehensive document guiding decisions by every city agency and affecting all aspects of everyday life.
The Planning Department: Divisions

Current Planning
Development assessment, including architectural review, code compliance, interpretation, and enforcement, and aspects of historic preservation.

Citywide Planning
Policy development for neighborhoods and the City at-large on topics including transportation, design, land use, and sustainability.

Environmental Planning
Analysis of plans and projects regarding potential environmental impacts on the City and its residents, as required under CEQA.

Community Equity
Addressing racial and social inequities; engaging with vulnerable communities.

Administration
Finance, human resources, operations, and information technology.

Office of Commission Affairs
Supports the core functions of the Planning Commission and the Historic Preservation Commission.
PLANNING TOOLS: PLANNING CODE

- Specific, objective regulations derived from the General Plan
- 2,000 pages of controls, including:
  - Land Use
  - Density
  - Height & Bulk
  - Building Mass & Sculpting
  - Signage
  - Fees & Procedures
PLANNING TOOLS: ZONING MAPS

ZONING DISTRICTS
There are over 100 zoning districts in the City.

SPECIAL USE DISTRICTS
Overlays that place special restrictions or allowances on specific parcels.

HEIGHT
Most of the City is zoned for 40 feet in height.

OTHER MAPS
- Preservation Districts
- Coastal Zones
- Special Sign Districts
ZONING CATEGORIES

- Neighborhood Commercial (NC-1)
- Commercial (C-2)
- Residential (RH-1)
- LCU / NCU
- Public (P)
- Mixed Use (WMUG)
Special Use Districts (SUD)

Taraval Street
Restaurant count limits

Mission
Alcoholic Beverage Sale Limitations

Hayes Valley
Formula Retail prohibitions

North Beach
Size of storefronts
What we regulate

- Size
- Formula Retail
- Hours of Operation
- Use type
- Location (floor)
- Accessory uses
- Storefront Transparency
- Signage
FORMULA RETAIL

11 or more locations worldwide

Standardized Features

• Array of Merchandise
• Trademark
• Servicemark
• Décor
• Color Scheme
• Façade
• Uniform Apparel
• Signage
Definitions
Planning Code Section 102

Gas Station. A Retail Automotive Use that provides motor fuels, lubricating oils, air, and water directly into motor vehicles and without providing use is subject to the controls in Sections 202.2(b) and 187.1.

(Amended by Ord. 188-15; see Sec. 102 history note.)

General Entertainment. See Entertainment, General.

General Grocery. See Grocery, General.

Gift Store Tourist Oriented. A Retail Sales and Service Use that involves the marketing of small art goods, gifts, souvenirs, curios, or novelties.

Grain Elevator. An Industrial Use defined as a storage facility for grain that contains a bucket elevator or a pneumatic conveyor that scoops up and transports grains to storage.

Grocery, General. A Retail Sales and Services Use that:

(a) Offers a diverse variety of unrelated, non-complementary food and non-food commodities, such as beverages, dairy, dry goods, fresh prod
(b) May provide beer, wine, and/or liquor sales for consumption off the premises with a California Alcoholic Beverage Control Board License; Floor Area of the establishment (including all areas devoted to the display and sale of alcoholic beverages);
(c) May prepare minor amounts of food on site for immediate consumption;
(d) Markets the majority of its merchandise at retail prices; and
(e) Shall operate with the specified conditions in Section 202.2(a).
(f) Such businesses require Conditional Use authorization for conversion of a General Grocery use greater than 5,000 square feet, pursuant to

(Amended by Ord. 188-15; Ord. 126-17, see Sec. 102 history note.)

Grocery, Specialty. A Retail Sales and Services Use that:

(a) Offers specialty food products such as baked goods, pasta, cheese, confections, coffee, meat, seafood, produce, artisanal goods, and other complementary to the specialty food products;
(b) May provide beer, wine, and/or liquor sales for consumption off the premises with a California Alcoholic Beverage Control Board License; Floor Area of the establishment (including all areas devoted to the display and sale of alcoholic beverages);
(c) May prepare minor amounts of food on site for immediate consumption off-site with no seating permitted; and
(d) Markets the majority of its merchandise at retail prices.
(e) Such businesses that provide food or drink per subsections (b) and (c) above shall operate with the specified conditions in Section 202.2(a).

(Amended by Ord. 188-15; Ord. 126-17, see Sec. 102 history note.)
Use Permissions

NOT PERMITTED

PRINCIPALLY PERMITTED

CONDITIONAL USE {CUA}
# Zoning Table

## Non-Residential Uses

<table>
<thead>
<tr>
<th>Sales and Service Use Category</th>
<th>Controls by Story</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1st</td>
</tr>
<tr>
<td><strong>Retail Sales and Service Uses</strong></td>
<td>§§ <a href="a">102, 202.2</a>, <a href="a">202.3</a></td>
</tr>
<tr>
<td><strong>Adult Business</strong></td>
<td>§§ <a href="a">102</a></td>
</tr>
<tr>
<td><strong>Adult Sex Venue</strong></td>
<td>§§ <a href="a">102</a></td>
</tr>
<tr>
<td><strong>Animal Hospital</strong></td>
<td>§§ <a href="a">102</a></td>
</tr>
<tr>
<td><strong>Bar</strong></td>
<td>§§ <a href="a">102, 202.2</a></td>
</tr>
<tr>
<td><strong>Cannabis Retail</strong></td>
<td>§§ <a href="a">102, 202.2</a></td>
</tr>
<tr>
<td><strong>Flexible Retail</strong></td>
<td>§§ <a href="a">102</a></td>
</tr>
<tr>
<td><strong>Gym</strong></td>
<td>§§ <a href="a">102</a></td>
</tr>
</tbody>
</table>
PERMITS IN MY NEIGHBORHOOD

Find out about projects happening in your neighborhood.

Use this map if you received a Neighborhood Notification, Notice of Public Hearing, or to follow other permit activity.

Quick Lookup
1. enter the project or notification address in the "Address, Neighborhood or Zip" field
2. select the address as it appears in the dropdown
3. click the dots to view more details *

Login or Sign Up
- Want to know when new permits are filed in your neighborhood, or receive automated alerts?
  Login or sign up for a free account here.

* Dots are placed in the center of each parcel affected by the application. For larger or area parcels, e.g. Golden Gate Park or the Presidio, move the map to the center of the parcel to see the dot. View larger map here.
<table>
<thead>
<tr>
<th>Criteria</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-Application Meeting</td>
<td>The applicant has conducted a Pre-Application Meeting.</td>
</tr>
<tr>
<td>Formula Retail</td>
<td>The application does not seek to establish a new Formula Retail use, unless the Formula Retail use has fewer than 20 other establishments.</td>
</tr>
<tr>
<td>Hours of Operation</td>
<td>The application does not seek to establish or expand hours of operation beyond those permitted on an as-of-right basis in the subject zoning district.</td>
</tr>
<tr>
<td>Storefront Consolidation</td>
<td>The application does not seek to consolidate multiple tenant spaces (e.g. storefronts), regardless of any vacancy, into a lesser number of tenant spaces.</td>
</tr>
<tr>
<td>Loss of Dwellings</td>
<td>The application does not seek to remove any dwelling units.</td>
</tr>
<tr>
<td>Alcohol Beverages</td>
<td>The application does not seek to sell any alcoholic beverages excepting beer and/or wine sold on or off site in conjunction with the operation of a Bona Fide Eating Place.</td>
</tr>
<tr>
<td>Nature of Work</td>
<td>The proposed work involves only a change of use, tenant, improvement or similar improvement to an storefront work. No building expansion or new construction is involved.</td>
</tr>
</tbody>
</table>
| Nature of Use                  | The application involves only non-residential uses and does not seek to establish or expand any of the following:  
  - Tobacco Paraphernalia Establishment  
  - Adult Entertainment Establishment  
  - Fringe Financial Service  
  - Drive-up Facility  
  - Wireless Telecommunications Site ("WTS")  
  - Bar  
  - Nighttime Entertainment  
  - Off-Street parking in excess of that allowed on an as-of-right basis  
  - Non-retail sales and services that is not open to the general public  
  - Is not located within the Calle 24 Special Use District. |
THE PLANNING DEPARTMENT VOLUME OF WORK

- Planning Cases
- Enforcement Cases
- Permit Referrals
- Building Permits
Serving the Public: The Planning Counter @ The Permit Center

The Planning Counter is the Department’s public face, where staff answer zoning questions, intake applications, and approve over-the-counter permits.

49 South Van Ness
Centralized one-stop permit center for all building and construction activities. Opened Summer 2020.
Serving the Public: 49 South Van Ness Avenue

A “One-Stop Shop” for permits to provide a better permitting experience to City residents and business owners.

39,000 feet on the 2nd level: the City’s new consolidated Permit Center

DBI, Planning, Fire, Public Works, Public Utilities, Public Health, the Entertainment Commission, the Office of Small Business and seven other City agencies working together under one roof.
THE IMPORTANCE OF SMALL BUSINESS

Small business is the backbone of our economy.

They make up 90% of San Francisco businesses.

They employ more than half our workforce.
SMALL PROCESS INTERVENTIONS

We’ve made lots of small efforts:

- Expanded the Community Business Priority Processing Program (CB3P)
- Flex retail
- Pop up retail
- Removed 311 for principally permitted uses
- Reduced buffers
- Allowed restaurants to have outdoor dining areas
- Removed restroom requirements for to go only
- Eliminated duplicative inspections
PROPOSITION H/SBRA GOALS

Streamline permitting process

Fill vacant storefronts

Support arts and non-profit uses
311 NEIGHBORHOOD NOTIFICATION

Where principally permitted uses never required 311 notice

Where principally permitted uses no longer require 311 notice (Prop H)

Disclaimer: Please use this map as an estimate
FIRST YEAR FREE AND SBRA

SBRA
- All principally permitted storefront commercial permits
- Ground floor commercial permits
- New businesses
- Existing businesses going into new locations with less than $5M in gross receipts

FYF
- Permits that need additional approvals (i.e. Conditional Use Authorization from Planning)
- Business registration fees
- License fees
TRADITIONAL PERMITTING PROCESS
SOLUTION: ONE SYSTEM
NEW SERVICE

NEW SERVICE

Your building permit forms

- Download and fill out the building permit application form (PDF).
- A filled out copy of Attachment NRB (building) from the inspection checklist (M-04).
- Title 24 NRCC Form (Nonresidential Certificates of Compliance): NRCC-MCH-E Mechanical. You will need to download and open this file on Adobe Acrobat.
- Title 24 NRCC Form (Nonresidential Certificates of Compliance): NRCC-PRC-E Process systems. You will need to download and open this file on Adobe Acrobat.
- Your project requires architectural plans. Follow these instructions to create your building project plans.
  - With architectural plans include:
    - Disability Checklist for ADA compliance (PDF)
    - Title 24 Green Energy form
    - Plan check application for the Department of Public Health (PDF)
- If you own the property, fill out and sign the property owner’s package. Upload it with your forms.
- If you are working with a contractor, they must fill out and sign the licensed contractor’s statement. Upload it with your forms.
- Download and fill out the sign permit form (PDF). You will need to upload plans that include dimensions and location of sign and signage text.
A Look at the Numbers

300+ applicants have used the portal

39% identify as women or LGBTQ+ business owners

14 days vs. months

Approvals take 14 days on average vs. previously 6-9 months at Planning then another 2 months with other departments

100% of permits in the program are approved within 30 days

1200+ Businesses have obtained building permits this year
THANK YOU