Introduction

This study is an update to MAC’s 2000 Barrio Uses Mapping Project (the “BUMP” study), and is based on street-level surveys of all the existing businesses in the NEMIZ, including a photographic survey of existing businesses and displaced uses, as well as reviewing the existing zoning conditions. The study is meant to lay the groundwork for MAC’s People’s Plan rezoning recommendations for the Mission’s industrial areas.

We Plan for People

The Mission Anti-Displacement Coalition came together in the year 2000 in response to the hyper-gentrification affecting the Mission District. In the past ten years, hundreds of residents, artists, seniors, children, youth and families, as well as small locally-owned businesses and non-profits, have been impacted by displacement. Much of the displacement was a result of private development that did not take into consideration the broader social, economic and cultural impact on the Mission District community. Market forces and city-driven development policies disproportionately affected lower income working-class, immigrant, and Latina/o families and community-serving businesses. Given the economic downturn, many of the proposed and implemented development projects sit empty or uncompleted while the necessity for sustainable, well paying jobs and affordable housing needs go unmet. Instead, there is a glut of unaffordable live/work lofts, high end condominiums and office space which drove out existing businesses and vulnerable residents.

The Mission District community responded by organizing an anti-displacement movement which brought about the demand for justice and community participation in planning and development policies. One key demand was for the City to agree to a community planning process to rezone the neighborhood. Over 1,000 Mission District residents came together in a community planning process to articulate the goals which should inform all new development proposals in the neighborhood. These include the promotion of more affordable housing, family-sized housing, community serving uses, and public open spaces, and, especially in the Northeast Industrial Zone, protection and creation of living wage jobs. The Mission community believes that affordability and jobs should be key in any discussion about new development. Neighborhood impacts, particularly cumulative impacts that displace residents and jobs, should be central in any discussion about new development. New development should prioritize the goals that have emerged from the community planning process and respect local organizing on land-use issues.

This is a process about reclaiming the community to preserve affordable housing and community serving businesses and jobs, and to improve living conditions for the neighborhood’s diverse community: working class people, Latino families, immigrants, seniors and youth. In this process, the community has come together to envision and ensure community development based on equity, justice, and democratic participation.
The NEMIZ

The area currently designated by city planners as the Northeast Mission Industrial Zone (the “NEMIZ”), was zoned in the 1950s with the designations M-1 (Industrial) and C-M (Heavy-Commercial). The NEMIZ consists of a broad industrial area, roughly north of 20th Street, east of South Van Ness and west of Potrero. It also extends into a “tail,” extending south along Harrison and then turning to the west at 23rd Street, following the industrial uses that lined the path of the railroad; it is along this “tail” that many of the live-work projects and upscale condo projects are located. The NEMIZ also extends west to the North Mission, following the auto-oriented uses and sausage factories along the onramps to the Central Freeway, where several other significant new upscale projects are located.

The NEMIZ grew as an important industrial center from the 1860s well into the 1950s, with warehousing, metalworks, woodworking, food processing, breweries, textiles, construction contractors and building supplies as major industries. In the 1960s, in addition to food processing, apparel, auto repair, and printing gained in prominence.

With the global restructuring of capital markets, the 1970s to the early 90s saw the gradual closure of many of the larger industrial plants in the NEMIZ, with the Koret clothing company, which once employed 700 people, closing in 1990, Best Foods mayonnaise factory, which by 1990 still employed 145 people, moving to Guatemala, and the Lilli Ann clothing company, which had employed 360 people, closing in 1995.

But these plant closures did not mean a loss of manufacturing jobs: from 1970 to 1990 the citywide proportion of manufacturing remained constant at 9% of total jobs. Many new industries were moving in, including printers, photography studios, small garment makers, catering services, auto repair shops, building contractors, arts production, scene shops, bakeries and confectioners, such as Joseph Schmidt, which brought 100 jobs to the NEMIZ, and “niche manufacturers,” such as custom messenger bag makers Timbuk 2. Service businesses, like auto-repair shops, increased from 13 in 1970 to 98 in 1988. In the 80s the Mission became known as the “transmission,” due to the many body shops, brake shops, and other auto services in areas such as the 14th Street and South Van Ness node. A 1991 study showed that 70% of the jobs in the NEMIZ were held by San Francisco residents. These industrial businesses were attracted to the NEMIZ for its proximity to downtown markets, access to freeways, and relative affordability. In the early 90s, local activists fought off a downtown plan to rezone the area for a UCSF biotech campus (now located in Mission Bay) and related “biotech” industries, and created a relatively weak “Industrial Protection Overlay Zone” to promote local businesses in the area.

The economic boom of the late 90s shook the Mission like an earthquake. California's high-tech boom, centered in the Silicon Valley, attracted not only venture capital, but a wave of dot-coms to the Mission, as well as crowds of upscale young workers associated with the dot-coms. Dot-com offices began moving into the NEMIZ and displacing industrial businesses, calling themselves “business-service industry” to get around the ban on office buildings in industrial areas. One of the most visible of these projects was Bryant Square, which evicted a number of small industries, including a furniture manufacturer, a sweater factory employing 30 mostly Asian and Latino men from the Mission, and some 50 artists, photographers and videographers in an artists’ warehouse. The Mission’s people and culture was slowly being eroded and in some cases, literally erased, as with the famous Chuy Campasano mural that once graced the Lilly Ann factory building, whitewashed to make way for a dot-com advertisement. Even where dot-coms did not directly displace businesses, the rising rents effectively did the same, as traditional industries, like garment shops, had to find new space, or move out of the city. Many eventually went out of business.
Colored parcels represent all parcels within the NEMIZ as defined by the SF Planning Department, 1996-1999. The boundaries are generally the boundaries of all M and CM (industrial and heavy commercial) zones located within the Mission District, plus some residential enclaves (R-zones).
NEMIZ Loss of PDR 1994-2004

- PDR and commercial in CM & M zones
- Auto-Service PDR in CM & M zones
- Large Retail & Big Box in M-1 zone
- Office & Retail Conversion (since 1994) in CM & M
- Res. & Live-Work Conversion (since 1994) in CM & M
- Nonconforming Residential & Mixed on CM & M zones
- Public Uses in CM zone

Colored parcels represent all parcels within the NEMIZ, as defined by the SF Planning Department, 1996-1999. The boundaries are generally the boundaries of all M and CM (industrial and heavy commercial) zones located within the Mission District, plus some residential enclaves (R-zones). Uses are based on the Barrio Uses Mapping Project (BUMP) Study by MAC, 2000, updated and ground verified by Fernando Marti and Sue Hestor, November 2004.
**NEMIZ Existing Uses 2004**

- PDR Industrial & Small Commercial
- PDR Auto Service
- Community Service / Arts / Religious on CM & M zones
- Large Retail & Big Box on CM & M zones
- Office, Retail & Entertainment (since 1994) on CM & M zones
- New & Prop. Res. / Live-Work (since 1994) on CM & M zones
- Nonconforming Res. & Mixed-Use on CM & M zones
- Residential Enclaves (R-Zones) within NEMIZ
- Public (UCSF, Muni, PG&E, PUC, Fire Dept., Schools)
- Vacant, Parking & CarLots on CM & M Zones
- Open Space
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NEMIZ Current PDR Uses – Food Processing & Catering

Joseph Schmidt, 16th btwn Shotwell & Folsom

Hostess Bakery, Potrero & Alameda

NEMIZ Current PDR Uses – Production

Timbuk 2, Treat btwn 16th & 17th

Schoenstein Pianos, 20th & Alabama

Lion Building: 16th btwn Alabama & Florida

Cushion Works, 3320 18th Street
NEMIZ Current PDR Uses – Construction, Furniture

Ocean Sash & Door Company

Pascual's, Potrero btwn 16th & 17th

22nd & Harrison, plywood distribution

22nd & Harrison, Atlas Stair Builder

NEMIZ Current PDR Uses – Garment, Janitorial

Mission Linens, Alabama & 18th

Pleating, Alabama & 20th
NEMIZ Current PDR Uses – Artist Spaces

Project Artaud, 17th btwn Alabama & Florida

Developing Environments, Mariposa btwn Harrison & Alabama

Art Explosion Studios, 17th btwn Potrero & Hampshire

21st & Alabama southwest corner, artists live-work
NEMIZ Current PDR Uses – Auto Service & Repair

Werkstaat, Capp & 17th

Popular Mechanix, 252 14th

Kevin’s Auto Mechanics, 155 14th Street

Sasha’s Automotive, 430 South Van Ness

NEMIZ Current PDR Uses – Printing, Photography, Sign-making

Mission Creek Printing, 16th btwn Treat & Alabama

Calumet Photographic, Bryant and 18th
NEMIZ Current PDR Uses – Public Utilities

Displaced PDR – To Dot-Com, Office, or Restaurants
These pictures represent former PDR buildings now vacant or occupied by non-PDR uses other than residential

Muni Barn, 16th btwn Folsom & Harrison

PUC Parking, 17th & Folsom

Former Lilli-Ann Garment Factory, 16th & Treat, displaced for dot-com office, now becoming self-storage (10/04)

Former PDR use, 17th btwn Alabama & Florida; displaced by Spinner.Com, now to be temporary City College Mission Campus
Former Best Foods Factory South, Mariposa & Bryant; Starbucks on Bryant, Pan-Asian on Florida, Crate & Barrel offices on 18th

Former Best Foods Factory North, Mariposa btwn Florida & Bryant; Became Potrero Brewery, now Vinfolio (10/04)

Harrison at 18th, now “Mission Cliffs”

Harrison at 14th Street, “for lease” (8/04)

Mariposa & 18th, Slow Club 17th & Treat, former Mission Police Station. Was DotCom, now empty.


Displaced PDR – to Upper Income Live-Work Lofts & Market-Rate Condos

Harrison btwn 16th & 17th, Joe Emboloni, and the former Lonestar Cement Batch Plant at the same site, 1970s

Harrison & 18th, Joe Emboloni, and same site (mural in background was painted over in red), 1970s
3118 18th Street (at Harrison), door sign announcing fake “Artists”

591 Hampshire & 18th, NW corner, Sternberg-Benjamin Arch, 24 units

2407 Harrison & 20th, east side, the little house to the left is next…

2412 Harrison & 20th, west side

2501 Harrison & 21st, southeast corner, “The Lofts at 21,” Steinberg-Benjamin Architects, 32 units. Signs of fortress mentality: “Why don’t they like us?” Advertised resales in 2004 $450s – $700s
20th & Harrison, one of the first live-work lofts in the Mission, and the people’s reaction to it…

17th btwn Florida & Bryant, RAM Development, 48 units illegally converted to Zing.com office, now gallery and live-work above Top floor lofts currently listed on LoftStyle.com for $585,000 and $775,000 (10/04)

730 Florida btwn 19th & 20th, west, Sternberg-Benjamin Arch, 24 units Florida btwn 19th & 20th, east side
Alabama & 19th

728 Alabama & 18th, forced vocational school to stop fundraisers

Harrison & 22nd, northwest corner

Harrison & 23rd, Milton Gaines/Joe Cassidy, southwest corner

Harrison & 23rd, Milton Gains, northwest side

Valencia & 14th, displaced auto-service
Displaced PDR – Proposed for new Market Rate Condos

633 Hampshire, RAM Development
20th & Shotwell, RAM, displaced local-serving Mi Rancho market
17th & Hoff, an inviting presence
Louis Roesch Printing, now Armax condo proposal, Mission & 15th
Mission btwn 14th & 15th, proposed for condos
Bryant Square, Bryant & 20th. Former Pacific Felt Company on left, now 35 market-rate “York Street Lofts.”

Former sweater factory at right, evicted for Dot-Coms, and bakery (still in use, building owned by bakery but currently “for sale” (8/04).

Bryant Square, Bryant & 20th, Destroyed building which held affordable artists spaces, and original Dot Com proposal.

Bryant Square: three-story deep hole in the ground, proposed to be market-rate condominiums.
Mission Armory, Mission & 14th, proposed as Dot Com, then server farm, then condos

Proposed for Industrial Mixed-Use with Affordable Housing Above

Former Penske Truck site, 18th & Alabama, Citizens Housing’s proposal, designed by Solomon ETC, would feature ground-floor PDR