

Environmental Planning Style Guide

INTRODUCTION

This document is a style and word usage guide for the preparation of environmental review documents for the San Francisco Planning Department. The guide contains specific writing tips and rules on grammar, punctuation, and sentence construction; commonly used terms; and citations, footnotes and references.

The basic objective of this style guide is to improve the readability and clarity of the planning department's environmental review documents. By establishing consistent style and usage rules, this guide also seeks to simplify document preparation and editing. While not strictly required, the planning department strongly encourages staff and consultants to adhere to this guide for all environmental review documents. Use of this guide is also encouraged for technical background studies and reports prepared in support of environmental review documents.

The rules listed in this guide are generally based on the [Government Printing Office Style Manual \(2008\)](#), the [EPA Communications Stylebook \(2009\)](#), [The Associated Press Stylebook and Briefing on Media Law \(2015\)](#), and the [Publication Manual of the American Psychological Association](#) (sixth edition). Although these are useful references, no style guide can cover every situation, and these guides do not agree on all topics. Moreover, none of these guides were developed with CEQA documents in mind; thus exceptions to the rules below are inevitable and acceptable. Where a rule is absent, unclear or contradictory, choose the style that best promotes clarity, readability, and consistency.

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CONVENTIONS USED IN THIS GUIDE

This guide uses **bold type** to highlight examples of correct and incorrect usage.

Italics indicate terms that should be italicized in planning department environmental documents. This guide does not use italics for emphasis.

[Brackets] indicate notes to the reader.

1.0 ABBREVIATIONS, ACRONYMS, AND JARGON

- 1.1 Abbreviations and acronyms should be used to enhance the readability of a document, not for the convenience of the writer. Technical and legal jargon should generally be avoided and replaced with plain English whenever possible. Excessive use of abbreviations, acronyms, and jargon makes documents harder rather than easier to understand and should be avoided. Acronyms may be used for common terms used throughout environmental documents, such as CEQA, EIR, MND, and CPE after spelling out on the first mention. In most cases, however, it's preferable to use shortened names after the first use rather than acronyms. See **Table 3** below for common acronyms and abbreviations used in planning department environmental documents.
- 1.2 Italicize technical and uncommon key terms the first time such terms are used in a document (and the first time used in each subchapter for EIRs) and then use lowercase short names (not acronyms) thereafter. Unless the meaning of technical terms and jargon is either self-evident or can be readily discerned from the context, provide definitions for such terms either in the text or in a footnote the first time such terms are used in a document. For EIRs, provide definitions for such terms the first time used in each section. (The following examples use bold text to highlight correct usage. Do not use bold format in actual documents.)

The Bay Area Regional Water Quality Control Board oversaw soil and groundwater remediation for the project site. The **board** [or] **regional board** [not RWQCB] issued a *site closure letter* on August 2, 2015, stating that hazardous material remediation is completed and that no further site cleanup is required. [The meaning of site closure letter is clear in this sentence. No further definition is needed.]

Archeological data recovery shall be conducted in accordance with an *archeological data recovery plan*. The project archeological consultant, project sponsor, and department archeologist shall meet and consult on the scope of the **plan** [or] **data recovery plan** [not ADRP]. The data recovery plan shall provide...[Describe the purpose of the plan in the text.]

The proposed alterations to the rectory were evaluated using the criteria set forth by the *Secretary of Interior's Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring, and Reconstructing Historic Buildings*. [The following sentence defines the secretary's standards.] The **secretary's standards** outline four categories of evaluation criteria: preservation standards, rehabilitation standards, restoration standards, and reconstruction standards.

Pursuant to article 38 of the San Francisco Health Code, the project sponsor is required to submit an *enhanced ventilation proposal*¹ [Provide definition of enhanced ventilation proposal in footnote.] to the San Francisco Department of Public Health. The project sponsor has submitted an initial application to the **health department** [not DPH or SFDPH] as required by the **health code**.

In accordance with article 22A of the San Francisco Health Code, the project sponsor submitted a *phase I environmental site assessment*¹ [Provide definition of phase I in footnote.] to the San Francisco Department of Public Health. Based on this **site assessment** [not Phase I or ESA], the **health department** determined that

no further soil or groundwater remediation is required for the project site under the **health code**.

- 1.3 Spell out all generic parts of street names.

Correct: Mission **Street**
 Geary **Avenue**

Incorrect: Mission **St.**
 Geary **Ave.**

- 1.4 Spell out percent except in tables. Use the symbol “%” in tables.

- 1.5 Avoid using ampersand (&) unless it is part of a proper noun (AT&T).

2.0 CAPITALIZATION

- 2.1 As a general rule, use lowercase except for proper names and proper nouns. See additional rules, exceptions, and examples below.

- 2.2 Capitalize common nouns such as department, commission, and street when they are part of a proper name for place, person or thing.

San Francisco **Planning Department**

San Francisco **Public Utilities Commission**

Mission **Street**

San Francisco **Bay**

- 2.3 Use lowercase for common nouns when they stand alone or in subsequent references.

The **department** determined that the proposed project qualifies as an urban infill project under CEQA Guidelines section 15183.3.

The **commission** approved the water supply assessment on August 4, 2014.

Stormwater runoff from the site discharges into the **bay**.

- 2.4 Use lowercase for all plural uses of common nouns.

Market and Fifth **streets**

San Francisco and Alameda **counties**

- 2.5 Capitalize state when used as part of an agency’s proper name and use lowercase short names in subsequent uses.

The project sponsor must prepare a project-specific stormwater pollution prevention plan for submittal to the **State** Water Resources Control Board. The **state board** [or **state water board**] will review the plan for compliance with the **statewide** general construction stormwater permit (Water Quality Order 99-08-DWQ).

- 2.6 Use lowercase for **section, article, and chapter** when referencing codes, statutes, regulations, etc.

CEQA Guidelines **section** 15183

San Francisco Planning Code **section** 298

San Francisco Health Code **article** 38

chapter 31 of the administrative code

- 2.7 Use lowercase (and italics) for technical jargon.

class 1 bicycle parking spaces

The project sponsor submitted a *phase II environmental site assessment*. [Capitalize only if using the full title of a specific document, such as in a reference. See references and footnotes below.]

Thus, the project sponsor retained a qualified historic resources consultant to prepare a *historic resource evaluation* of the property. The **evaluation** [not HRE]...

The proposed project will require *preliminary archeological review* by a **planning department archeologist**. To aid this review the **department archeologist** may request a *preliminary archeological sensitivity assessment* by a **department qualified archeological consultant**.

- 2.8 Use lowercase for formal titles that appear on their own or follow a name (in the latter case, they should be set off by commas). Capitalize formal titles that come directly before a name. Do not capitalize job descriptions: archeologist, biologist, project sponsor, engineer, planner, preservation specialist, staff, etc

Mayor Lee

Supervisor Tang

Commissioner Fong

Following adoption by the board of **supervisors**, the legislation will be submitted to the **mayor** for signature.

The **department archeologist** determined that the proposed project site is not located in an archeologically sensitive area.

Prior to construction, a qualified **biologist** shall survey the site for nesting birds.

- 2.9 Capitalize the full names of specific environmental documents. Use lowercase for general references to CEQA documents.

As discussed below in this **initial study**, the proposed project would not result in new, significant environmental effects, or effects of greater severity than were already analyzed and disclosed in the **Eastern Neighborhoods Rezoning and Area Plans Program EIR**.

Such impacts, if any, will be evaluated in a project-specific **mitigated negative declaration** or **environmental impact report**.

- 2.10 Use lowercase for the names of the seasons unless they are used in a proper name.

The **summer** solstice

The **Spring Valley Water Company**

2.11 Use lowercase for directional indicators except when they refer to specific geographic regions or popularized names for those regions.

southern waterfront

western shoreline

South of Market

Western SoMa

East Bay

The table below lists common term used in planning department environmental documents and some general rules regarding their capitalization.

Table 1 – Capitalization Examples	
<i>Capitalize</i>	<i>Don't Capitalize</i>
Proper Names:	
San Francisco County, San Francisco Bay Area, the Bay Area West Coast, the City (the governmental entity City of San Francisco)	internet, the web, website, webpage, email
Plans, Policies, Programs:	
Names of documents: National Register of Historic Places, the San Francisco General Plan Housing Element	Don't capitalize most plans, policies, and programs, unless the full, proper name is used: watershed management plan, the national register, housing element
Federal, State, County, City, etc.:	
Federal Highways Administration	federal agency, federal government
Federal Endangered Species Act	federal regulations, the act (don't capitalize unless part of the accepted proper name)
U.S. Army Corps of Engineers	the NEPA lead agency
The City and County of San Francisco	the city
Document Titles in Text:	
For published works, use full title on the first occurrence, capitalize major words: the San Francisco General Plan For unpublished works, capitalize the title.	Don't capitalize or italicize short titles or general references: use the general plan not the General Plan or the <i>general plan</i> .

3.0 NUMBERS AND NUMERALS

- 3.1 In general, spell out numbers one through nine and use Arabic numerals for numbers 10 and greater. There are many exceptions that always take numerals, however. Most, but not all, involve units of measurement. Common exceptions include:

Addresses: 7 Natoma Street.

Ages, but not for inanimate objects: The 4-year-old cat, the four-year-old car.

Dates: March 4. Notice that dates take cardinal numbers, not ordinal numbers (don't use 4th).

Dimensions: 8-foot-wide sidewalk.

Highways: Route 7.

Millions, billions: 6 billion people.

Percentages: 1 percent.

Speed: 8 mph.

Temperatures: 2 degrees.

Time: 8:33 p.m., 4 p.m. (Do not include a colon and two zeroes when referring to an even hour.)

Units of measure: 9 acres, 10 degrees, 2 miles, 6 inches, 8 centimeters (but four seconds, two minutes, three hours, eight years)

- 3.2 Spell out numbers used at the beginning of a sentence.

Ten thousand cubic yards of contaminated soil would be removed from the site.

- 3.3 Never spell out years, even when the first word in a sentence.

1906 was an uneventful year in San Francisco.

- 3.4 Use commas to set off each group of three digits in numerals higher than 999 (except for years and addresses).

12,650 square feet

1001 Van Ness

- 3.5 Use decimals (up to two places) for amounts in the millions and billions that do not require a precise figure.

\$3.74 billion

- 3.6 Round numbers to an appropriate level of precision for the subject matter and to allow flexibility where appropriate.

Correct: The project would require excavation of approximately **3,500** cubic yards of soil.

Incorrect: The project would require excavation of **3,545** cubic yards of soil.

- 3.7 Add an s but no apostrophe to a number to make it plural.

the 1980s

3.8 Do not spell out numbers followed by the numeral in parentheses.

Correct: The project site totals **two** acres in area.

Incorrect: The project site totals **two (2)** acres in area.

4.0 GENERAL GRAMMAR, PUNCTUATION, AND USAGE

4.1 Use **active**, rather than passive, voice.

Active voice: The proposed project **would generate** 10 p.m. peak-hour transit trips.

The commission **would adopt** CEQA findings and a statement of overriding considerations as part of its project approval action.

Passive voice: Ten p.m. peak-hour transit trips **would be generated by** the proposed project.

CEQA findings and a statement of overriding considerations **would be adopted by** the commission as part of its project approval action.

4.2 **Affect** is typically a verb and **effect** is typically a noun.

Examples: This section analyzes the potential for the proposed project to **affect** existing site character and views.

As discussed above, the project would not result in significant impacts related to light and glare **effects**.

4.3 **Assure** means to inform or to tell positively. **Ensure** means to secure or guarantee. **Insure** means to issue or obtain insurance on or for.

4.4 **Bullet** lists do not require ending punctuation, unless the entries are full sentences (then use periods).

4.5 Colons

4.5.1 The most frequent use of a colon is at the end of a sentence to introduce lists, tabulations, texts, etc.

4.5.2 Capitalize the first word after a colon only if it is a proper noun or start of a complete sentence.

He promised this: The company will make good on all loses.

There were three considerations: expense, time, and feasibility.

4.5.3 Use a colon to introduce long quotations within a paragraph and to end all paragraphs that introduce a paragraph of quoted material.

This section of the EIR evaluates impacts on the San Francisco Bay Area Air Basin, including: San Francisco, Alameda, Contra Costa, Marin, San Mateo, and Napa counties, and parts of Solano and Sonoma counties.

4.6 Commas

4.6.1 Use the serial comma (or Oxford comma) to separate three or more elements in a series, including immediately before the conjunction in a simple series:

The state and federal clean air acts specify *criteria air pollutant standards* for ozone, carbon monoxide, particulate matter, nitrogen dioxide, sulfur dioxide, and lead.

- 4.6.2 Use commas to separate a series of adjectives equal in rank. If the commas could be replaced by the word and without changing the sense, the adjectives are equal:

The EIR includes a complete, thorough analysis of transportation impacts.

high speed, hazardous wind conditions

- 4.6.3 When using commas to set off a clause or a phrase in a sentence, you should be able to remove the set-off clause or phrase, and the remainder of the sentence should still have a subject and a verb and be an independent sentence:

The SFPUC, based on the water demand analysis, determined that adequate water supply and delivery capacity is available to serve the project.

4.7 Semicolons

- 4.7.1 Use a semicolon to clarify a series that includes a number of commas. Include a semicolon before the conjunction:

The proposed project includes 20,000 square feet of residential uses made up of four two-bedroom units, five one-bedroom units, and six studios; approximately 5,000 square feet of retail space; 15 class 1 and five class 2 bicycle spaces; and 2,000 square feet of open space.

- 4.7.2 Use to indicate a greater separation of thought and information than a comma can convey but less than the separation that a period implies.

- 4.7.3 Use to separate elements of a series when the items in the series are long or when individual segments contain material that also must be set off by commas.

- 4.7.4 He is survived by a son, John Smith, of Chicago; three daughters, Jane Smith, of Wichita, Kansas, Mary Smith of Denver, and Susan, of Boston; and a sister, Martha, of Omaha, Nebraska.

- 4.7.5 Use when a coordinating conjunction such as and, but, or for is not present.

- 4.7.6 The package was due last week; it arrived today. (The better approach would be to separate this into two sentences.)

- 4.7.7 For placement with quotes, place semicolons outside quotation marks.

4.8 Comparatives

- 4.8.1 When using modifiers such as greater, bigger, lesser, smaller, etc., or comparative words such as **greater than, less than, etc.**, always remember that you are comparing two things. Therefore, if it is bigger than something, state in the sentence what the comparative object is.

Incorrect: The project variant would result in increased shade impacts on public open spaces. (The question remaining is increased shade impacts compared to what?)

Correct: The project variant would have a greater shadow impact on public open spaces than the proposed project.

4.8.2 Comparative conclusions in environmental documents should be based on quantified analysis, measurements, or projections presented or summarized in the text or tables.

4.9 Compose and Comprise. Individual items comprise a set. A set is composed of individual items.

Correct: Residential and commercial land uses **comprise** the primary land uses in the project vicinity.

Correct: The project vicinity is a mixed-use area **composed** primarily of residential and commercial land uses.

Incorrect: The project vicinity is a mixed-use area **comprised** primarily of residential and commercial land uses.

4.10 Hyphenation

4.10.1 Do not use hyphens in adverb phrases.

Incorrect: highly-probable

4.10.2 (-) “n” dash. Use when related to noun phrases: **Regional Transportation Plan – Transportation 2030**. Note the spaces.

4.10.3 Use a hyphen to avoid ambiguity.

Correct: He recovered his health.

Correct: He re-covered the leaky roof.

4.10.4 Use hyphens to link all the words in a compound adjective.

Correct: The five-volume report called for cleaning up the area over a 10-year period.

Correct: The 5,000-square-foot site is in the Mission District.

Correct: The project site is 5,000 square feet and is in the Mission District.

Incorrect: The 5,000 square foot site is located in the Mission District.

4.10.5 Hyphenate **less than significant** if it comes before **effect, impact**, or another noun, but leave the hyphens out if it follows the noun.

Correct: The proposed project would have a **less-than-significant** impact.

Correct: The impact from the proposed project would be **less than significant**.

The table below presents common examples of when a hyphen should and should not be used.

Table 2 – Hyphenation Examples	
<i>Hyphenate</i>	<i>Don't Hyphenate</i>
80-foot tall building, 2,500-square foot parcel, 10-mile limit, 11-inch margin, 6-inch-diameter pipe, 100-foot-long segment	10 feet wide, 80 feet tall, 5 miles long
chlorine-boosting facilities county-specific designation stationary-source requirements	
project-level analysis	analyzed at a project level
by-product	
well-organized program	the program is well organized
long-term program	employed in the long term
water-oriented uses	the uses were water oriented
mid-1970s, mid-August, mid-2000 transit-dependent, flood-prone, cost-effective, time-consuming, open-ended, one-third	aboveground bookkeeping breakdown, breakthrough cleanup (but clean up the mess) down: downgrade, downstream; drawdown decision maker, floodplain -line: centerline, fence line, phone line, pipeline, powerline, shoreline multi: multiagency, multidimensional, multipurpose, multiuse non: nonemployees, nonexistent, nonfederal, nonhazardous, nonnative, nonprofit, nonrenewable off-, -off: offshore, runoff, shutoff, takeoff on: ongoing, onshore over, -over: overpopulate, overnight, re: reevaluate, repopulate -water: freshwater, groundwater, rainwater, saltwater, stormwater, wastewater -wide: countywide, statewide, area wide, system wide, industrywide

4.11 Italics

4.11.1 Italicize names of legal cases both in text and in footnote references.

Example: As the court in *Save Cuyama Valley*¹ explained, “CEQA only requires that a threshold be formally adopted if it is for ‘general use’ — that is, for use in evaluating significance in all future projects.”

¹ *Save Cuyama Valley v. County of Santa Barbara* (2013) 213 Cal.App.4th 1059, 1068.

4.11.2 Italicize scientific names (and capitalize genus but not species).

The California red-legged frog, *Rana draytonii*, is federally listed as a threatened species and is a California species of special concern.

4.12 Use **shall** not **will** or **should** as the verb in mitigation measures.

4.13 Use **will** not **shall** or **should** as the verb in improvement measures.

4.14 Parallel Construction. Parallel construction is important for clarity. Parallel construction is most commonly an issue when using commas or semicolons to set off lists of thoughts within a single sentence. The primary issue involves having a single verb act on a number of nouns in a common manner. Parallel construction applies to verb form, tense, and number (singular/plural).

Parallel: Topics addressed at the scoping meeting included: an overview of the environmental review process, a brief description of the proposed project, and a discussion of public review and comment procedures.

Non-parallel: Topics addressed at the scoping meeting included: an overview of the environmental review process, the project sponsor briefly described the project, and that commenters need to submit comments either verbally or in writing.

4.15 Percent. Spell out percent (one word) in text rather than using the percent sign. However, use the percent sign (%) in tables.

4.16 Pronouns and Antecedents. The antecedent is a word, phrase, or clause to which a pronoun refers. When using a pronoun to refer to a noun in a previous sentence, be sure that the antecedent is clear.

Unclear antecedents:

The project site contains a one-story warehouse. It is 2,350 square feet in area. (It's unclear whether *it* refers to the project site or the warehouse.)

The project site is located in a fault zone, and the right dam abutment would be constructed on an active landslide. This would require excavation of an additional 300,000 cubic yards of alluvium to meet geotechnical design and dam safety requirements. (It's unclear whether *this* refers to the fault zone, the landslide or both.)

The two following examples clarify the antecedent:

The project site contains a one-story warehouse. The building is 2,350 square feet in area.

The project site is located in a fault zone, and the right dam abutment would be constructed on an active landslide. An additional 300,000 cubic yards of unstable material would be excavated to remediate the landslide hazard in accordance with geotechnical design and dam safety requirements.

In these examples, the antecedents referenced by the pronouns are clear.

Prior alterations of the building have substantially impaired its significance as a historical resource.

In its adoption of the CEQA findings for the proposed project, the Planning Commission rejected the offsite alternative as infeasible.

- 4.17 Use singular pronouns for departments, agencies, and businesses (e.g., **it** and **its** not **they** or **their**):
- Correct: The Regional Water Quality Control Board based **its** determination on the phase II environmental site assessment prepared for the project site.
- The project sponsor revised the design of the proposed building based on comments **it** received from the neighboring property owner.
- Incorrect: The SFPUC would include **their** standard construction measures in the construction contract.
- 4.18 Write in short, simple sentences. The objective is to arrive at the point quickly and focus on impacts and mitigation measures.
- 4.19 Use short simple words instead of multiple or long words and omit unnecessary words.
- use not utilize**
- birds not avian species**
- storm not precipitation event**
- earthquake not seismic event**
- to not in order to**
- See [Federal Plain Language Guidelines](#) for more examples and suggestions.
- 4.20 Use specific rather than general terms.
- EIR not CEQA document**
- CEQA not Public Resources Code or PRC**
- 4.21 Break up text into easily understood pieces of information, and create headings to help the reader understand the logic and structure of the section.
- 4.22 State the important points as soon as possible. Do not obscure the point by discussing too many points or unrelated items.
- 4.23 Avoid technical jargon – write for laypersons:
- Correct: The project site is located in an area with known or suspected hazardous materials contamination.
- Incorrect: The project site is in a Maher area.
- If the document contains a large number of technical terms and/or acronyms, include a glossary of terms and/or list of acronyms at the beginning of the document.
- 4.24 Avoid using colloquial expressions and contractions.
- Correct: Therefore, the proposed project would not have a significant impact on air quality.
- Incorrect: That being said, the project doesn't have any impacts on air quality.
- 4.25 When referring to documents, use present tense.
- Correct: The geotechnical report **states** that soils on the site contain...

Incorrect: The geotechnical report **stated** that soils on the site contain...

4.26 Slashes. Do not use a space before or after slash.

Correct: tower/structure

Incorrect: tower / structure

4.27 Use one space between sentences.

4.28 Tables

4.28.1 Provide information in tables, when appropriate, to avoid long text. Provide text to interpret the table, describing the purpose of the table including the rows and columns. The text should also provide discussion of the information provided in the table.

4.28.2 Tables should cite only a source and date for the information provided, not the full reference.

4.28.3 Avoid using abbreviations in tables unless defined in the table notes.

4.29 That and which. Use **that** and **which** in referring to inanimate objects and to animals. Use **that** for essential clauses, important to the meaning of a sentence, and without commas. If you can drop the clause and not lose the meaning of the sentence, use **which**; otherwise, use **that**.

Examples: Municipal separate storm sewer systems in San Francisco are stormwater systems **that** carry stormwater in a separate set of pipes from the SFPUC's combined sewer system.

The historic resources evaluation report, **which** was published in 2011, concludes that the building is not a historic resource.

4.30 Time.

4.30.1 Use Arabic numerals except for noon and midnight. Use a colon to separate hours from minutes.

Examples: 11 a.m.

3:30 p.m.

9-11 a.m.

9 a.m. to 5:30 p.m.

4.30.2 Use lower case with periods for **a.m.** and **p.m.**

4.31 Units. Use U.S. Customary Units only (e.g., inches, feet, miles, acres, pounds, gallons, degrees Fahrenheit). Do not use metric units (e.g., centimeter, meters, kilometers, hectares, grams, liters, degrees Celsius). An exception to this rule is allowed for PM_{2.5} standards because these are taken directly from U.S. EPA standards that use metric units (e.g., 10 µg/m³). Other similar exceptions may be allowed.

5.0 REFERENCES AND FOOTNOTES

5.1 References to cited sources and documents shall be formatted as footnotes, not in-text citations or chapter endnotes. Use the footnote formats described below.

- 5.1.1 Contact person, title, agency, form of communication [telephone conversation with, e-mail correspondence with, memorandum to], person doing contacting, title, agency.
3. Cushing, Stephanie, Environmental Health Specialist, San Francisco Department of Public Health -Environmental Health Unit-Hazardous Waste Section, e-mail correspondence with Patty Jones, Associate Environmental Planner, San Francisco Planning Department, June 13, 2008.
- 5.1.2 Title of webpage, *hyperlinked url*, date accessed.
1. Bay Area Air Quality Management District, Source Inventory of Bay Area Greenhouse Gas Emissions: Base Year 2002, *http://www.baaqmd.gov/pln/ghg_emission_inventory.pdf*, accessed November 5, 2006.
- 5.1.3 Availability of the source in the project file, as needed.
2. AEI Consultants, *Phase I Environmental Site Assessment, 345 6th Street, San Francisco, CA*, July 1, 2005. This document (and all other documents cited in this report, unless otherwise noted), is available for review at the San Francisco Planning Department, 1650 Mission Street, Suite 400 as part of Case File No. 2013.1234E. (The second sentence should be added to the first project-specific reference footnote and omitted from all subsequent project-specific reference footnotes.)
- 5.1.4 Use footnotes also to provide technical information or definitions not needed in the main text:
1. It should be noted that in the South of Market area, streets that run in the northwest/southeast direction, such as Fifth and Sixth streets are generally considered north-south streets, whereas streets that run in the southwest/northeast direction, such as Folsom and Shipley streets are generally considered east-west streets.
 2. Production, distribution and repair (PDR) uses are, generally, light industrial in nature. Resolution 16727 grouped PDR uses into 11 broad categories: publishing, audio/visual, arts, fashion (garment manufacture/wholesale), transport (people/goods), food/event (catering/wholesale, processing/distribution), interior design (furniture manufacture/wholesale/trade/showrooms), construction, equipment (manufacture/wholesale/repair), and motor vehicles.
- 5.2 Cross-References. Use the following styles for cross-references in the EIR:
- 5.2.1 Tables and Figures. Table or figure references must include a page reference, unless the table or figure is on the same page or the immediately following page.
- Example for figure on same or immediately following page:
- Figure 1** depicts the proposed site plan.
- Examples for figure not on same or immediately following page:
- Figure 4**, p. 5, depicts the proposed site plan.
- The proposed seismic upgrade alternative would preserve the unreinforced masonry building (see **Figures 31 to 34**, pp. 120-125). [Note the parentheses format within the sentence, lower case *see*, and the *p.* and *pp.* convention for page and pages.]
- 5.3 Text References. Within a chapter or main topic section, cite the subheading in the reference.

Examples: See “Regional Plans,” p. 105, for a discussion of the San Francisco Bay Plan.
 “Environmental Plans and Policies” discusses potential conflicts with applicable land use plans and policies.

5.4 References to other chapters or topics use the following forms. The reference must cite the main chapter or topic title, and then may note several levels of detail.

Example: Topic 14, Hydrology and Water Quality, Effects on San Francisco Bay, p. 268, discusses potential groundwater impacts.

Page references are always preferred. However, citations only to topics headings are acceptable when practical.

Table 3 – Common Terms and Examples	
<i>Do</i>	<i>Don't/Comments</i>
One space between sentences	Two spaces between sentences
1–10 feet, percent, etc. (use Arabic numerals for dimensions, even 9 and under)	one–ten feet, percent, etc.
1970s (reference to years)	1970's
1992–1999, May–June (use en dash to indicate a range)	1992-99, 1992-1999, May-June
20th Century	Twentieth Century
22.5-million-gallon storage reservoir	22.5 million gallon storage reservoir
4,200-foot-long tunnel	4,200-foot long tunnel
a historic	an historic
aboveground parking (but “the parking is above ground)	above-ground parking
air district or district	BAAQMD
area plan, Eastern Neighborhoods Rezoning and Area Plans (only capitalize full name)	the Area Plan
average-day demand	average day demand
Caltrans	CalTrans
CEQA alternatives	CEQA Alternatives
corps or army corps	ACOE or USACOE
cross-section	cross section
cubic feet per second (cfs)	Use acronym after first mention if the term appears frequently.

Table 3 – Common Terms and Examples

<i>Do</i>	<i>Don't/Comments</i>
elevation of 810 feet	El. 810 ft.
environmental impact report (EIR)	Environmental Impact Report (EIR) unless using the full name of a project- or plan-specific EIR, e.g., 1979 Mission Street Mixed-Use Project Draft Environmental Impact Report (EIR)
et al.	et. al. (and not <i>et al.</i>)
feet	ft. (spell out, even in tables)
The general plan	The General Plan unless using the name of the general plan of a specific governmental body, e.g., San Francisco General Plan or San Mateo County General Plan
San Francisco General Plan or general plan, San Francisco Planning Code or planning code (and similar items) – do not italicize	<i>San Francisco General Plan</i> or <i>general plan</i>
groundshaking	ground shaking
groundwater	ground water
gross square feet = gsf	
U.S. 101, I-280, I-80, S.R. 1	Not US 101, U.S. Highway 101, or State Highway. “Interstate 280” is not necessary even at the first reference.
i.e., e.g.,	(use commas after each)
impact (use as noun only)	impact (do not use as verb; instead, use “affect”)
impacts <i>on</i>	impacts <i>to</i>
less-than-significant impacts (but, impacts are less than significant)	less than significant impacts (impacts are less-than-significant)
level of service (LOS)	Use the acronym LOS when referring to traffic levels of service only, not in reference to other types of service levels.
man-made	manmade
master plan	Master Plan (unless using the full title of a specific master plan)
memorandum of understanding (MOU)	Memorandum of Understanding
mg/L	mg/l

Table 3 – Common Terms and Examples

<i>Do</i>	<i>Don't/Comments</i>
mid-January	mid January
million gallons per day (mgd)	million gallons daily (MGD)
multipurpose	multi-purpose
multi-regional	multiregional
multi-use	multiuse
naturally occurring	naturally-occurring
et seq. (no italics)	<i>et seq.</i>
No Project Alternative	No Project alternative
non-native	nonnative
nonresidential	non-residential
nontoxic	non-toxic
offsite	off site
one-third / one-half	one third / one half
ongoing	on-going
online	on-line
onsite	on site
p. and pp. for page and pages.	Pg.
percent	% (except in tables, equations)
Plan Bay Area	<i>Plan Bay Area</i>
Planning Code section ### San Francisco Planning Code the planning code	Planning Code Section ### <i>Planning Code</i> the Planning Code
Eastern Neighborhoods Rezoning and Area Plans Program EIR (<i>program</i> is uppercase when using full title of document) the program EIR (<i>program</i> is lowercase when using in a short name) the PEIR	the Program EIR FEIR (when referencing a final program EIR)
program-level elements, analysis, etc.	program level elements, analysis, etc.
program-wide	programwide
project-level elements, analysis, etc.	project level elements, analysis, etc.

Table 3 – Common Terms and Examples	
<i>Do</i>	<i>Don't/Comments</i>
reestablish	re-establish
regionwide	region-wide
right-of-way (pl. rights-of-way)	right of way (right-of-ways or right of ways)
Scientific vs. common names for species	Put scientific name at the first mention per section
SFPUC	PUC
section, as in Planning Code section 295 or CEQA Guidelines section 15186	Not uppercase Section Not § symbol
square feet and square-foot	sq. ft. (spell out, even in tables if space allows)
state and federal agencies	State and Federal agencies
state threatened species	federal threatened species
stormwater	storm water
U.S. EPA	USEPA
unusual, rare, extraordinary	Unique, very unique (The definition of <i>unique</i> is being the only one of its kind; unlike anything else, e.g., a person's DNA or social security number. Don't use this term unless in reference to something that is actually one of a kind. <i>Very</i> unique is redundant/nonsensical. There are no degrees of uniqueness.)
website	Web site, web site, web-site
year-round	year round
ZIP code	zip code, zipcode