



SAN FRANCISCO PLANNING DEPARTMENT

Planning Commission Motion No. 19796

Potrero - Design Standards and Guidelines

HEARING DATE: NOVEMBER 17, 2016

Case No.: 2010.0515 E GPA PCT PCM DEV GEN SHD
Project Address: **Potrero Hope SF Master Plan Project**
Zoning: RM-2 (Residential – Mixed, Moderate Density)
 40-X Height and Bulk Districts
 Showplace Square/Potrero Area Plan
Block/Lot: Assessor’s Block 4167/ 004 and 004A; 4220A/ 001; 4222A/, 001; 4285B/ 001,
 4223/ 001; 4287/001A and 007
Project Sponsor: BRIDGE Housing Corporation
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APPROVING THE POTRERO HOPE SF DESIGN STANDARDS AND GUIDELINES DOCUMENT, AND MAKING VARIOUS FINDINGS, INCLUDING CEQA FINDINGS AND FINDINGS OF CONSISTENCY WITH THE GENERAL PLAN AND PLANNING CODE SECTION 101.1.

WHEREAS, Section 4.105 of the Charter of the City and County of San Francisco provides to the Planning Commission the opportunity to periodically recommend General Plan Amendments to the Board of Supervisors; and

Pursuant to Planning Code Section 302(b), on October 25, 2016, the San Francisco Board of Supervisors initiated Planning Code Amendments that would add Planning Code Section 249.76, “The Potrero HOPE SF Special Use District” and Planning Code Section 263.31, “Potrero HOPE SF Special Use District and the 40/65-X Height and Bulk District”.

The Planning Code Text Amendments establish the Potrero HOPE SF Special Use District. The Special Use District, in turn, refers to the Potrero HOPE SF Design Standards and Guidelines (herein “DSGs”) for further controls and guidelines specific to the site, providing development requirements for both infrastructure and community facilities as well as private development of buildings. The Design Standards and Guidelines document would therefore be an extension of the Special Use District.

As an extension of the Planning Code Text amendments, the Design Standards and Guidelines document would enable the Potrero Hope SF Project. HOPE SF is the nation’s first large-scale public housing transformation collaborative aimed at disrupting intergenerational poverty, reducing social isolation, and creating vibrant mixed-income communities without mass displacement of current residents. Launched in 2007, HOPE SF is a twenty-year human and real estate capital commitment by the City. HOPE SF, the City’s signature anti-poverty and equity initiative, is committed to breaking

intergenerational patterns related to the insidious impacts of trauma and poverty, and to creating economic and social opportunities for current public housing residents through deep investment in education, economic mobility, health and safety.

The Potrero HOPE SF Master Plan Project ("The Project") is located on the southern and eastern slopes of Potrero Hill and is generally bounded by 22nd Street and the Potrero Recreation Center to the north, Wisconsin Street to the west, 25th and 26th Streets to the South and Texas and Missouri Streets to the east. The San Francisco Housing Authority currently owns and operates 600 units on approximately 38 acres (including streets) site.

The Project includes demolition of all existing units, vacation of portions of the right-of-way that currently cross the site diagonally, and building new streets that would better continue the existing street grid. The site would feature a new "Main Street" along a newly established segment of 24th Street. This new segment of 24th Street would be aligned with commercial and community uses, and parks and open space.

The Project is a mixed use, mixed income development with several components: (1) construction of public infrastructure to support the Project; (2) development of privately owned low-income affordable housing on affordable parcels including Housing Authority replacement units and in accordance with an affordable housing plan; (3) development of private market rate residential projects on market rate parcels; and (4) development of community improvements (e.g. 3.5 acres of open space areas, community facilities) throughout the Project. At completion, the Project would include up to 1,700 units, including low-income affordable housing (a minimum of 774 units including at least 619 Housing Authority replacement units) and market rate units (approximately 800 units). The Project also includes approximately 15,000 gross square feet of retail, and 30,000 gross square feet of community serving uses.

This Motion approving this Design Standards and Guidelines document is a companion to other legislative and other approvals relating to the Potrero HOPE SF Project, including General Plan amendments, Planning Code Text amendments, Planning Code Map amendments, the approval of a Development Agreement, and Shadow Impact Findings pursuant to Planning Code section 295.

The subject Design Standards and Guidelines Document would be the key source for development controls for buildings and the public realm. Unlike the Planning Code, which largely assumes an established block, lot, and street pattern the DSGs also address street layout, open space and blocks, and establish overarching strategies for placement of uses and buildings relative to street and open space typologies. The DSGs would be incorporated into the Planning Code by reference.

On December 10, 2015, the Planning Commission reviewed and considered the Final EIR/EIS for the Potrero HOPE SF Project and found the Final EIR/EIS was adequate, accurate and objective, reflected the independent analysis and judgment of the Department and the Commission, and that the summary of comments and responses contained no significant revisions to the Draft EIR/EIS, and approved the Final EIR/EIS for the Project in compliance with CEQA, the CEQA Guidelines and Chapter 31.

On December 10, 2015, by Motion No. 19529, the Commission certified the Final Environmental Impact Report ("FEIR") as accurate, complete and in compliance with the California Environmental Quality Act ("CEQA"); and

On December 10, 2015, by Motion No. 19530, the Commission adopted findings in connection with its consideration of, among other things, the adoption of amendments to the General Plan and related zoning text and map amendments, under CEQA, the State CEQA Guidelines and Chapter 31 of

the San Francisco Administrative Code and made certain findings in connection therewith, which findings are hereby incorporated herein by this reference as if fully set forth; and

On December 10, 2015, by Motion No. 19531, the Commission adopted findings regarding the Project's consistency with the General Plan and Planning Code Section 101.1; and


NOW THEREFORE BE IN RESOLVED, That the Planning Commission approves the Potrero HOPE SF Standards and Guidelines for the following reasons:

1. The Design Standards and Guidelines document would help implement the City's HOPE SF Program, thereby addressing intergenerational poverty, social isolation of underserved communities and providing a framework for ongoing community building at the HOPE SF sites.
2. The Design Standards and Guidelines document would help implement the City's HOPE SF Program, which in turn will provide employment opportunities for current public housing residents, and provide community facilities, including space for on-site services and programs.
3. The Design Standards and Guidelines document would help implement the City's HOPE SF by enabling the creation of a mixed-use predominately residential neighborhood that would feature fully rebuilt infrastructure and community facilities. The new neighborhood would greatly improve the site's connectivity to and integration with the surrounding City fabric.
4. The Design Standards and Guidelines document would enable the construction of a new vibrant, safe, and connected neighborhood including new parks and open spaces. The Design Standards and Guidelines document would help assure a dynamic urban form through setting forth specific design requirements to address use activation along streets, the modulation and shape of buildings, and relationship between buildings and their surrounding streets and open spaces.

AND BE IT FURTHER RESOLVED, That the Planning Commission finds the Design Standards and Guidelines are in general conformity with the General Plan as set forth in Planning Commission Motion 19531:

AND BE IT FURTHER RESOLVED, That the Planning Commission finds the Design Standards and Guidelines are in general conformity with Planning Code Section 101.1 as set forth in Planning Commission Motion 19531:

I hereby certify that the foregoing Motion was ADOPTED by the San Francisco Planning Commission on November 17, 2016.


Jonas P. Ionin
Commission Secretary

AYES: Richards, Hillis, Johnson, Koppel, Melgar, Moore

NOES: None

ABSENT: Fong

ADOPTED: November

