

1 [Rincon Hill Area Plan Amendments.]

2

3 **Ordinance amending the San Francisco General Plan by amending the Rincon Hill Area**  
4 **Plan, the Urban Design Element, the Recreation and Open Space Element, the**  
5 **Downtown Plan, the South of Market Area Plan, and the Land Use Index to conform**  
6 **them with proposed Rincon Hill Downtown Residential District; adopting environmental**  
7 **findings that the proposed amendments are consistent with the General Plan and the**  
8 **eight priority policies of Planning Code Section 101.1.**

9 Note: Additions are *single-underline italics Times New Roman*;  
10 deletions are *strikethrough italics Times New Roman*.  
11 Board amendment additions are double underlined.  
Board amendment deletions are ~~strikethrough normal~~.

12 Be it ordained by the People of the City and County of San Francisco:

13 Section 1. Findings. The Board of Supervisors of the City and County of San  
14 Francisco hereby finds and determines that:

15 (a) The Planning Department has determined that the actions contemplated in this  
16 Ordinance are in compliance with the California Environmental Quality Act (California Public  
17 Resources Code sections 21000 et seq.). Said determination is on file with the Clerk of the  
18 Board of Supervisors in File No. \_\_\_\_\_ and is incorporated herein  
19 by reference.

20 (b) San Francisco Charter Section 4.105 provides that the Planning Commission  
21 shall periodically recommend to the Board of Supervisors for approval or rejection proposed  
22 amendments to the General Plan. Section 4.105 further provides that the Planning  
23 Department shall periodically prepare special area, neighborhood and other plans designed to  
24 carry out the General Plan.

25

1 (c) San Francisco Planning Code Section 340 provides that an amendment to the  
2 General Plan may be initiated by a resolution of intention by the Planning Commission which  
3 refers to, and incorporates by reference, the proposed General Plan amendment. Section  
4 340 further provides that Planning Commission shall adopt the proposed General Plan  
5 amendment after a public hearing if it finds from the facts presented that the public necessity,  
6 convenience and general welfare require the proposed amendment or any part thereof. If  
7 adopted by the Commission in whole or in part, the proposed amendment shall be presented  
8 to the Board of Supervisors, which may approve or reject the amendment by a majority vote.

9 (d) On March 24, 2005, the Planning Commission initiated amendments to the  
10 Rincon Hill Area Plan, an Area Plan of the San Francisco General Plan, at a duly noticed  
11 public hearing.

12 (e) On May 5, 2005, the Planning Commission approved the proposed amendments  
13 to the Rincon Hill Area Plan after a duly noticed public hearing at which the Commission found  
14 that the public necessity, convenience and general welfare required the proposed  
15 amendments..

16 (f) The text amendments to the Rincon Hill Area Plan approved by the Planning  
17 Commission are contained in this Ordinance. The accompanying Maps are attached to this  
18 Ordinance and incorporated herein by reference. Copies of said maps are on file with the  
19 Clerk of the Board of Supervisors in File No. \_\_\_\_\_.

20 (g) This Board of Supervisors finds, pursuant to Planning Code Section 340, that  
21 the amendments to the Rincon Hill Area Plan set forth in this Ordinance will serve the public  
22 necessity, convenience and general welfare for the reasons set forth in Planning Commission  
23 Resolution No. 17009 and incorporates those reasons herein by reference. A copy of  
24 Planning Commission Resolution No. 17009 is on file with the Clerk of the Board of  
25 Supervisors in File No. \_\_\_\_\_.

1 (h) The Board of Supervisors finds that the amendments to the Rincon Hill Area  
2 Plan set forth in this Ordinance are in conformity with the General Plan, as it is amended  
3 herein, and with the eight priority policies of Planning Code Section 101.1 for the reasons set  
4 forth in Planning Commission Resolution No. 17009. The Board hereby adopts the findings  
5 set forth in Planning Commission Resolution No. 17009 and incorporates those findings  
6 herein by reference.

7 Section 2. The Rincon Hill Area Plan, an Area Plan of the San Francisco General  
8 Plan, is hereby amended, to read as follows:

9 INTRODUCTION

10 This is a Plan for the emergence of a new mixed-use neighborhood on Rincon Hill, a  
11 twelve-block area close to downtown. Rincon Hill is south of the Financial District and Transbay  
12 District, and north of the South Beach neighborhood. It is bounded generally by Folsom Street, the  
13 Embarcadero, Bryant Street, Beale Street, the Bay Bridge approach and Essex Street.

14 The area is defined by the hill itself, which crests near First and Harrison Streets; the Bay  
15 Bridge, near the southern edge of the district between Harrison and Bryant Streets; and the waterfront,  
16 which curves around the base of the hill. This area is highly visible because it ~~is framed by~~ forms a  
17 gateway to the City as seen from the Bay Bridge and the ramps leading to the Embarcadero Freeway  
18 is prominently located adjacent to Downtown and the waterfront. The district currently houses many  
19 parking lots, older industrial lots, as well as a few recently built residential buildings.

20 The Rincon Hill Plan aims to transform Rincon Hill into a mixed-use downtown neighborhood  
21 with a significant housing presence, while providing the full range of services and amenities that  
22 support urban living. This plan will set the stage for Rincon Hill to become home to as many as 10,000  
23 new residents.

24 The need for new housing in San Francisco is great. Rincon Hill is a high priority  
25 housing site for the following reasons:

1           1.       ~~It is a large area and one in which some high-rise buildings and many podium buildings~~  
2 ~~would be appropriate. A~~ The area contains a number of large vacant or underutilized parcels that  
3 could accommodate a large number of housing units in mid-rise and high-rise development ~~could be~~  
4 ~~accommodated here.~~ Few locations in the city represent such a major opportunity.

5           2.       The land is presently underused. Thus, introduction of major new housing  
6 development will not cause many disruptive dislocations or harm the physical quality of an  
7 existing neighborhood. ~~Accordingly, opposition to new development is significantly less here than~~  
8 ~~elsewhere in the city.~~

9           3.       Rincon Hill is a five minute walk from the financial district. It has easy access to  
10 public transit, ~~and will~~ has benefited from the Rincon Point-South Beach redevelopment project  
11 on the southeastern waterfront, particularly the construction of the Waterfront Promenade  
12 along the Embarcadero, and will benefit from the Transbay redevelopment project to the north of  
13 Folsom Street.

14           4.       ~~Highrise and midrise buildings on Rincon Hill can enjoy some of the best vistas in the~~  
15 ~~city of downtown, the Bay, and particularly, of the Bay Bridge which looms dramatically over the area.~~  
16 ~~Capturing these potential views is an important element of the Plan.~~

17           4.       With the removal of the Embarcadero Freeway and the proposal for a new Transbay  
18 Terminal, there is an opportunity to plan comprehensively for the Transbay district and Rincon Hill  
19 together as one neighborhood centered on Folsom Street.

20           Before such new development can occur, however, several distinctly negative features  
21 of ~~the~~ Rincon Hill ~~site~~ must be addressed. The Rincon Hill Area Plan sets forth a process by  
22 which presently underused industrial land now devoid of ~~all~~ the intimate qualities of  
23 neighborhood life, can be transformed into a desirable new place to live in San Francisco.

24           The existing industrial character of Rincon Hill is reinforced by the geometry of its street  
25 grid. Rincon Hill has very wide streets and long, uninterrupted blocks, in contrast ~~When compared to~~

1 the complex, *fine-grained* pattern of streets in *older downtown neighborhoods such as* North  
2 Beach *and Russian Hill* ~~Rincon Hill's streets are quite wide.~~ *Rincon Hill's streets are unsafe and*  
3 *unpleasant for pedestrians—sidewalks are narrow, intersection crossings dangerous, and few active*  
4 *uses line the sidewalk edge.* Creation of a more residentially scaled street pattern on Rincon Hill  
5 is a major *goal* ~~intent~~ of this Plan.

6 *Rincon Hill is also lacking in open space, community facilities and neighborhood commercial*  
7 *uses that allow people to walk to take care of their daily recreation, shopping and other needs. This*  
8 *plan calls for creating these elements as part of a comprehensive neighborhood plan.*

9 *Finally, recent development has done little to enhance the neighborhood environment. In recent*  
10 *years, Rincon Hill has seen the construction of bulky, closely-spaced residential towers, which block*  
11 *public views, crowd streets, and contribute to a flat, unappealing skyline. These developments have*  
12 *also contributed little to the pedestrian environment, with multiple levels of above-ground parking, and*  
13 *garage entries and featureless walls facing the street. This plan sets clear development standards and*  
14 *design guidelines that will result in buildings that positively contribute to the neighborhood and the*  
15 *cityscape.*

16 The Rincon Hill Plan incorporates a strategy through which public policy can induce  
17 private capital to transform an unattractive and underused environment into an ~~urbane, new~~  
18 *attractive, mixed-use* residential neighborhood. This is a Plan to be acted upon by the infusion  
19 of private capital ~~without public acquisition of land.~~ Public investments *that have been added* in the  
20 form of adjacent residential and waterfront amenities as part of the South Beach-Rincon Point  
21 redevelopment project ~~and potential construction of intercept parking facilities as part of the I-280~~  
22 ~~reprogramming of highway funding will~~ *and the remaking of the Embarcadero as a grand boulevard*  
23 *and recreational promenade* provide an added stimulus *for private development.* *It is expected that*  
24 *private development will provide the capital funding for the neighborhood improvements called for as*  
25

1 part of this plan, through a variety of funding mechanisms, independent of direct public funding  
2 sources.

3 ~~The Plan calls for a balanced system of incentives and controls to induce collective action by~~  
4 ~~individual developers to overcome the obstacles to development presented by the existing conditions.~~  
5 ~~The proposed Mixed Use District calls for a mutually supportive mix of uses and will encourage~~  
6 ~~private developers to remake important parts of the public infrastructure of the Hill.~~

7 ~~As it now stands, Rincon Hill will neither attract nor support housing development. The streets~~  
8 ~~are unattractively wide and barren. There are no places to eat and drink or to shop or walk. Housing~~  
9 ~~will need services, and these services will need both daytime and nighttime patronage.~~

10 ~~Therefore, the area is to be zoned for mixed development — offices, recreation, service retail,~~  
11 ~~and housing. Some new office construction is permitted in the district for two reason — first, to help~~  
12 ~~provide daytime support for the services and stores which new housing will require; and secondly, to~~  
13 ~~provide a buffer between the Bridge and the freeways, and the new housing sites. Office buildings will~~  
14 ~~be relatively low in height to prevent the blocking of views, but will contain large floors appropriate to~~  
15 ~~"back office" uses.~~

16 ~~This modest office component of the Plan will help to trigger the growth of housing. There is a~~  
17 ~~demand for office space of this type. These new buildings can help to underwrite the street and~~  
18 ~~sidewalk improvements which are necessary to make Rincon Hill a desirable place to live.~~

19 ~~The Plan also calls for some important changes to the street pattern. Main, Beale and Spear~~  
20 ~~Streets are proposed to be reduced in width to establish a more residential scale in the area. The Plan~~  
21 ~~also provides for the creation of an interior circulation and open space system to enhance residential~~  
22 ~~character, and link the top of the hill to the Bay.~~

23 [SIDEBAR]

24 VISION FOR A NEW NEIGHBORHOOD IN RINCON HILL

25

1           The new Rincon Hill neighborhood is envisioned with buildings from 45 to 85 feet in height,  
2           punctuated by slender high-rise residential towers, spaced to allow light and air to streets and maintain  
3           an airy feeling to the skyline. A variety of open spaces, ranging from public parks, plazas and  
4           pedestrian pathways to private roofdecks, terraces and porches, will be ample and interspersed  
5           throughout the district. Building service functions, loading, and parking will be set away from the street  
6           or underground.

7           Neighborhood-serving retail will be concentrated along Folsom Street as the heart of the  
8           Rincon Hill and Transbay neighborhoods and the district's north/south streets will be lined with  
9           individual townhouse units with front stoops and landscaped setbacks. Main, Beale and Spear Streets,  
10          extending all the way through Rincon Hill and Transbay, will be improved as "living streets," with  
11          reduced traffic lanes and significantly widened sidewalks featuring usable open spaces and areas for  
12          both passive and active recreation. The open space network will feature a new large open space at the  
13          corner of Harrison and Fremont Streets, and community recreation uses included as part of a  
14          rehabilitated Sailor's Union of the Pacific building.

15 [END SIDEBAR]

16 [MAP AND GRAPHICS CHANGES]

17 1)       Replace "Vicinity Map" with new "Figure 1: Vicinity Map," provided in Attachment A.

18 2)       Insert "Figure 2: Development Concept for Rincon Hill" in the sidebar.

19 [END MAP AND GRAPHICS CHANGES]

20 Rincon Hill: Past and Present

21 Rincon Hill History

22           European settlement of San Francisco first occurred in 1769. By the mid 1830s, areas  
23 of habitation included the Presidio, Mission and the pueblo of Yerba Buena at Yerba Buena  
24 Cove. The first expansion of San Francisco southward into Rincon Hill did not take place until  
25 the American Occupation in 1846. A further impetus was the Gold Rush in 1849. Prior to

1 1846, hunting and picnicking were the main activities on the Hill. With the advent of the  
2 American Occupation, however, Rincon Hill became the location of a government military  
3 reserve with a battery of 32 lb. cannons.

4 The influx of gold seekers of 1849 brought forth the development of much of Rincon Hill  
5 and the surrounding waterfront. During the mid 1800s Rincon Hill roughly included the area  
6 between present day Third, Spear, Folsom and Bryant Streets. The shoreline before 1850 is  
7 estimated to have been 300 feet to the east of Rincon Hill. Construction in the area occurred  
8 concurrently with the filling of the tide shores beginning in the 1850s and continuing for 30  
9 years.

10 Due to its sunny climate, views and topography, during the 1850s and 1860s Rincon  
11 Hill was particularly attractive as a residential area for the merchant and professional class.  
12 Mansions, carriage houses and stables dominated Rincon Hill. Rincon Hill was considered  
13 quite fashionable. Families of sea captains and shipping merchants as well as foreign nobility  
14 lived on the Hill. The area was said to have had a similar feeling and flavor as such eastern  
15 seaboard villages as Nantucket and Martha's Vineyard.

16 At the same time housing was being constructed, the maritime industry was also  
17 developing along the area's waterfront, resulting in the construction of wharves, commercial  
18 rows, seafarers services, retail centers and industrial development on and around the Hill.

19 One of the buildings noted as significant of that time was the Sailor's Home, a very  
20 early landmark of the area. This building was located on the tip of old Rincon Point between  
21 Spear and Main facing Harrison and the Bay. It was built in 1852, first serving San Francisco  
22 as the United States Marine Hospital, then as a seamen's home, and finally as a home for the  
23 poor. In the 1870s it was a place for the "indigent or sick", and as the turn of the century  
24 passed, Captain Jack Shickell recalled, "The old Sailor's Home stood on Rincon Hill, but was  
25 run by the City and no longer for the exclusive use of seamen." The 1919 Sanborn Maps



1 indicate that the former Sailor's Home successively became a Cooperative Employment  
2 Bureau, a woodyard, and again a home for the poor. ~~Today, Block 3745 is shared by Golden Gate~~  
3 ~~Transit and an empty federal office building.~~

4 In 1869, to provide better access to the wharves and industries along Mission Bay, a  
5 major street reconstruction, the Second Street Cut, was undertaken by the city. This public  
6 works project literally divided Rincon Hill and created raw edges which led to the eclipse of  
7 Rincon Hill as a fashionable site for the homes of San Francisco's middle and upper classes.  
8 The final blow to Rincon Hill as a residential neighborhood, however, was not to come until  
9 the tumult of April 18, 1906.

10 The 1906 San Francisco earthquake and fire leveled the neighborhood. As the city was  
11 reconstructed, new building methods and cable cars enabled people to live in the hills above  
12 Market Street and in other parts of the city. After 1906, Rincon Hill was slow to rebuild. The  
13 only people who made their homes in Rincon Hill immediately after the earthquake were  
14 workers and seamen. Their self-built shacks made of refuse lumber, packing boxes and sheet  
15 iron dotted the slopes of Rincon Hill. Authorities debated for years whether the rest of the Hill  
16 should be leveled to provide for better access to the docks, warehouses, and industrial sites.

17 When the San Francisco-Oakland Bay Bridge was completed in 1936, the squatter  
18 shacks disappeared. The South of Market area (including Rincon Hill) became an important  
19 regional distributing center. Many wholesalers and warehousemen took advantage of its location  
20 which was close to the port, the rail network and the central district of the Bay Region's largest  
21 city and next to a bridge connection with the growing East Bay area.

22 South of Market (including Rincon Hill) grew in importance as a distribution center until  
23 after World War II, when shipping modes went from rail to truck. Break-bulk operations  
24 became less important as cargoes were containerized. Competition from Oakland and other  
25 ports further reduced San Francisco's ship trade. As transportation-related activities left,

1 vacancies were filled by warehouses, storage, distributors, government services and other  
2 uses not as dependent on the port.

3 Rincon Hill Existing Land Use

4 Rincon Hill contains approximately 55 acres of land, including streets and other rights-of-  
5 way. The area is subdivided into over 70 parcels, which are both publicly and privately-owned.

6 At the time this plan is adopted, industrial buildings and surface parking areas predominate  
7 Rincon Hill, like many South of Market Districts, is undergoing major transitions. These  
8 neighborhoods need comprehensive attention and land use guidance to transform them from a largely  
9 haphazard assortment of vacant lots, warehouses, back offices, and unrelated residential developments  
10 into a real urban place: supportive of urban living and with a safe and attractive public realm of  
11 streets, open spaces and pedestrian ways. With the removal of the Embarcadero Freeway and planning  
12 for the Transbay Redevelopment Plan, this plan and new controls can help to create substantial new  
13 housing and to transform the district into a full-service neighborhood.

14 The brickfaced Hills Brothers Coffee building and the associated residential tower  
15 dominates the lower portion of the Hill. Rising westward up the hill, between Folsom and  
16 Harrison are some modern residential towers, some state and federal office/warehouse facilities,  
17 a formerly federally-owned office warehouse, and a number of few paved spaces surface parking  
18 lots.

19 As the hill crests, there are several buildings operated exclusively for seamen, a living  
20 remnant of the Hill's history. These include two unions, a union hiring hall, a health and welfare  
21 fund office, an outpatient medical clinic and a residence and dining hall that once provided  
22 temporary shelter for seamen and is now a homeless shelter. Interspersed are light manufacturing,  
23 parking, and office uses. A number of residential tower developments have been recently constructed in  
24 the district. Between First and Essex Streets the area is divided by two smaller streets, Guy

25

1 Place and Lansing Street. This area contains residences *along Guy Place, and a variety of*  
2 *seafaring related and office uses of a more traditional San Francisco neighborhood style and scale.*

3 The blocks to the south of Harrison Street, nesting under the Bay Bridge, contain a  
4 mixture of *new residential development*, parking, *commercial light* industrial uses, and vacant lots,  
5 *including many state-owned lots.*

6 [MAP AND GRAPHICS CHANGES]

7 1) Replace *Map 1: Assessor's Block and Lot Numbers* with new "Map 1: Assessor's Block and  
8 Lot Numbers."

9 2) Replace *Map 2: Existing Land Use Map*, with new "Map 2: Existing Land Uses."

10 [END MAP AND GRAPHICS CHANGES]

## 11 OBJECTIVES AND POLICIES FOR NEW DEVELOPMENT AND CONSERVATION

12 The following objectives and policies apply to all future development *and public*  
13 *improvements* in Rincon Hill.

### 14 1. Land Use

15 Objective 1.1: ~~To~~ Encourage the development of ~~create~~ a *unique dynamic, mixed-use* residential  
16 neighborhood close to downtown which will contribute significantly to the city's housing  
17 supply.

18 Objective 1.2: *Maximize housing in Rincon Hill to capitalize on Rincon Hill's central location*  
19 *adjacent to downtown employment and transit service, while still retaining the district's livability.*

20 Objective ~~2~~ 1.3: ~~To~~ Create space for additional uses ~~which will~~ to provide needed services for  
21 the resident population *by transforming Folsom Street into a walkable neighborhood center to serve*  
22 *the Rincon Hill and Transbay neighborhoods.*

23 Objective ~~3~~ 1.4: ~~To allow~~ Allow existing industrial, service and office uses to remain *but require*  
24 *any major redevelopment to incorporate housing. -and create new such uses in designated locations*

25

1 ~~including new service and office uses in the bases of primarily residential buildings in the~~  
2 ~~“Residential/Commercial” subdistrict.~~

3 Objective 1.5: Add life and activity to the district’s public spaces by providing active uses on street-  
4 facing ground floors.

## 5 Policies

6 ~~Rincon Hill should be divided into three subareas: residential, commercial/industrial, and~~  
7 ~~residential/commercial. The subarea boundaries are shown on Map 3.~~

## 8 Residential

9 ~~A limited area at the top of the hill should be designated for development of up to four tall~~  
10 ~~residential buildings. Various bulk and set back rules should be applied to prevent the buildings from~~  
11 ~~becoming too massive and overwhelming the area. Service retail uses at some locations and low rise~~  
12 ~~row housing along a pedestrian street running southwest to northeast from the top of the hill to the Bay~~  
13 ~~should be provided. A limited amount of commercial use (one square foot for every 6 square feet of~~  
14 ~~residential space) should also be permitted at the base of the residential structures to screen the~~  
15 ~~parking and create daytime activity in the area. New development should be required to provide some~~  
16 ~~open space available to the general public.~~

17 ~~The area generally east and west of the higher height district should be developed~~  
18 ~~predominantly with midrise residential structures.~~

19 Rincon Hill will become a primarily residential neighborhood. The basic vision for  
20 development in Rincon Hill is of mid-rise podium buildings of 45 to 85 feet in height with ground-level  
21 townhouses opening directly onto the street, punctuated by slender residential towers. This  
22 development form would create a range of unit types to serve all family sizes and incomes. A limited  
23 amount of office use would also be permitted. In order to encourage the maximum amount of housing  
24 to contribute to the city’s housing supply, while still creating a livable neighborhood, the following  
25 policies apply:

1 Policy 1.1: Allow housing as a principal permitted use throughout the district.

2 Policy 1.2: Require six net square feet of housing for every one net square foot of non-residential use,  
3 and permit only residential uses above 85 feet in height.

4 Policy 1.3: Eliminate the residential density limit to encourage the maximum amount of housing  
5 possible within the allowable building envelope.

6 Policy 1.4: Require parking to be located primarily underground so that the allowable above-ground  
7 building envelope can be used for housing.

8 Policy 1.5: Require street-facing residential units on the ground-floor on Spear, Main, Beale, Fremont,  
9 First, Guy and Lansing Streets, and encourage them on Harrison and Bryant Streets.

10 Policy 1.6: Retain a zoning designation that allows for multiple uses for parcel 3769/001, owned by the  
11 Port of San Francisco.

12 It is not possible presently to develop housing on Port lands because of a restriction established as part  
13 of the State Public Trust that governs the use of Port lands.

14 Neighborhood Commercial

15 Folsom Street will become the neighborhood commercial heart for the Rincon Hill and Transbay  
16 neighborhoods. Folsom Street is envisioned to be a grand civic boulevard, with a consistent 45 to 85-  
17 foot streetwall, and ground-floor neighborhood retail along its length on both sides of the street.

18 Policy 1.7: Require ground-floor retail use along Folsom Street for no less than 75 percent of all  
19 frontages.

20 Commercial/Industrial

21 This designation should apply to the properties which roughly encircle the residential areas. (See Map  
22 3.) Controls should be essentially those of the existing light industrial (M-1) use district with some  
23 lowering of density allowances and parking requirements and imposition of open space requirements.  
24 This area includes a number of older structures which should be retained and adaptively reused.  
25 Height, bulk and FAR requirements should be set to encourage infill with new buildings of modest

1 ~~height with large floor areas and simple shapes. Intercept commuter parking facilities could be~~  
2 ~~developed on several sites in this subarea.~~

### 3 ~~Residential/Commercial~~

4 ~~This designation applies to those properties that previously were zoned "P" but which have been or~~  
5 ~~are in the process of being sold to private entities for private development. Most of this area, including~~  
6 ~~the northern half of Blocks 3745 and 3746, currently is used only for parking. The controls represent a~~  
7 ~~combination of the residential-district controls for RC-4 districts (with the exception that all~~  
8 ~~institutional and community facilities uses would be permitted as of right) and certain uses~~  
9 ~~permitted in the adjacent C-3 districts, which are believed compatible with the high-intensity residential~~  
10 ~~uses in this new subdistrict.~~

11 ~~This area, consisting primarily of two very large vacant sites, should be developed predominantly with~~  
12 ~~high-rise residential structures built over bases, which could provide a combination of residential,~~  
13 ~~retail, office and other commercial uses.~~

### 14 ~~Nonconforming Uses~~

15 ~~In the two subareas existing nonconforming uses should be allowed to remain indefinitely, but should~~  
16 ~~be permitted to be changed to uses other than their current use only if such uses are permitted under~~  
17 ~~the provisions of this Plan.~~

18 [MAP AND GRAPHICS CHANGES]

19 1) Replace ~~Map 3: Land Use Plan~~, with new "Map 3: Land Use Plan."

20 2) Add new "Map 4: Required Ground-Floor Uses."

21 [END MAP AND GRAPHICS CHANGES]

## 22 2. Housing

23 Objective 4 2.1: To Provide quality housing in a pleasant environment that has adequate  
24 access to light, air, and open space and neighborhood amenities, and that is buffered from  
25 excessive noise.

1 ~~Objective 5: To lower the cost of housing to make it more affordable.~~

2 Objective 2.2: Encourage new housing production that meets a variety of housing needs, especially  
3 affordable housing.

4 Objective 2.3: Encourage new housing production of an adequate size and configuration to serve  
5 families.

6 Objective 6 2.4: Preserve existing housing units on Guy Place and Lansing Street.

7 Policies

8 This plan seeks to maximize the amount of housing that can be built in the district, to help  
9 relieve the City's chronic housing shortage and to capitalize on Rincon Hill's central location with  
10 regards to employment centers and transit service.

11 The desire to maximize housing must be balanced with the desire to create a livable  
12 neighborhood. Creation of the amenities of a pleasant housing environment should be the  
13 central feature of new development in the area. The open space and streetscape improvements  
14 plan, the pedestrian street, and the various controls on building form and design proposed as a  
15 part of this in the plan are necessary intended to provide ~~an attractive~~ neighborhood ambience scale  
16 and character appropriate for a residential district.

17 One existing environmental characteristic — noise — requires special attention.  
18 Portions of Rincon Hill are quite noisy. Sound levels near the Bridge and freeways exceed  
19 State and City land use compatibility standards for housing. These regulatory standards are  
20 based on average noise exposure in a 24-hour period. In such a setting, occasional noises  
21 such as trucks ascending on-ramps at night, become even more irritating and can become a  
22 public health hazard.

23 To address the problem of high noise levels, noise reduction measures for individual  
24 buildings should be established and evaluated through the environmental evaluation process,  
25 and mitigated through appropriate building technologies.

1 *There are a variety of ways in which the sound coming from the Bridge and freeways can be*  
2 *mitigated for dwellings. Noise control for interior spaces can be provided through sound rated*  
3 *windows. Other sound attenuation measures such as deep balconies and solid balcony rails will also be*  
4 *necessary. Bedrooms or whole units can be insulated from noise by solarium which provide not only*  
5 *sound insulation but also usable garden space, and on the south, solar heating. To encourage their use,*  
6 *solarium should be permitted to be counted as required private, usable open space.*

### 7 Housing Affordability

8 *Because Rincon Hill has little existing and older housing stock, there is little to no affordable*  
9 *housing currently within the district. In order to create a mixed-income district in the manner of*  
10 *traditional San Francisco neighborhoods, the following policies regarding housing affordability apply:*

11 *The allowable development envelope should accommodate a large number of units. Maximum*  
12 *design flexibility for unit size should be allowed, permitting the creation of smaller, compact units for*  
13 *smaller households as a means of lowering unit cost.*

14 *Developments should combine higher density and smaller unit size with the use of governmental*  
15 *housing finance programs in order to lower unit costs and to make housing more affordable. Tax*  
16 *increment financing or other legal mechanisms might be used so that a portion of the increased taxes*  
17 *from the area could be used to lower housing costs.*

18 *Mixed-use and flexible parking provisions should be incorporated into zoning controls to*  
19 *provide additional incentives for more affordable housing. Allowing one square foot of commercial use*  
20 *for each six square feet of residential use in the Residential Midrise and Highrise areas can help*  
21 *support lower cost units. Parking requirements can be reduced because of the proximity of the area to*  
22 *Downtown and to transit service and the cost savings translated into lower housing costs.*

23 *Policy 2.1: Require all new developments of 10 or more units in the Rincon Hill district to meet the*  
24 *city's affordable housing requirement of at least 12 percent on-site or 17 percent off-site, regardless of*  
25 *whether a Conditional Use permit is required.*



1 Policy 2.2: Require that inclusionary housing be built within the South of Market district, in areas  
2 designated for the encouragement of new housing. See Map 5.

3 Policy 2.3: Develop publicly owned lands with 100 percent affordable housing.

4 Several parcels in the district are owned by public agencies. In the event that these agencies  
5 deem them excess to their needs or otherwise choose to dispose of them, the City should partner with  
6 non-profit housing developers in acquiring these sites and providing new residential development that  
7 is 100 percent affordable, per the Mayor's Office of Housing and Affordable Housing Guidelines. See  
8 Map 6.

9 This plan's development model will lead to a substantial number of units located in podiums  
10 and in street-fronting townhomes. These podium and townhome units afford greater access to both  
11 private and public open spaces and to the life of the street, making them appropriate for families with  
12 children. As they are cheaper to construct than tower units, they can also be more affordable.  
13 Affordable and family units must also be integrated into towers with market-rate units.

14 Policy 2.4: Require 40% of all units in new development to be two or more bedroom units.

15 Policy 2.5: Establish a target that 10% of all units in new development be three or more bedroom units.

16 Guy Place and Lansing Street

17 Guy Place and Lansing Street contain a number of housing units in the more traditional San  
18 Francisco walk-up style. These units ~~The existing residential units on Guy Place and Lansing Street~~  
19 should be retained for their special character and potential for greater affordability. These two  
20 streets contain examples of the residential character which the Plan seeks to enhance and  
21 extend in the townhome portions of new development along Pedestrian Streets.

22 [MAP AND GRAPHICS CHANGES]

23 1) Add "Map 5: Inclusionary Housing Boundary."

24 2) Add "Map 6: Publicly-Owned Parcels Appropriate for 100% Affordable Housing."

25 3) Add photo of the Guy/Lansing neighborhood.

1 [END MAP AND GRAPHICS CHANGES]

2 3. Urban Design

3 Objectives

4 Objective ~~7~~ 3.1: ~~To a~~Achieve an aesthetically pleasing residential community.

5 ~~Objective 8: To capitalize on the unique qualities of Rincon Hill, specifically its sweeping views of the~~  
6 ~~bay, its proximity to Downtown, and its relationship to the waterfront and bay.~~

7 Objective 3.2: Develop a distinctive skyline form for Rincon Hill that compliments the larger form of  
8 downtown, the natural landform, and the waterfront and the Bay, and responds to existing policies in  
9 the Urban Design Element.

10 Objective ~~9~~ 3.3: ~~To r~~Respect the natural topography of the hill and follow the policies already  
11 established in the Urban Design Element which restrict height near the water and allow  
12 increased height on the top of hills.

13 Objective ~~10~~ 3.4: ~~To p~~Preserve views of the bay and the Bay Bridge, from within the district and  
14 through the district from distant locations, which are among the most impressive in the region.

15 ~~Objective 14: To keep wind speeds at a comfortable level.~~

16 Objective ~~11~~ 3.5: ~~To m~~Maintain view corridors through the area by means of height and bulk  
17 controls which insure carefully spaced slender towers rather than bulky, massive buildings.

18 Objective 3.6: Ensure adequate light and air to the district and minimize wind and shadow on public  
19 streets and open spaces.

20 Objective ~~12~~ 3.7: ~~Where feasible, to r~~Reduce the present industrial scale of the streets by  
21 creating a circulation network through the interior blocks, creating a street scale comparable  
22 to those in existing residential areas elsewhere in the city.

23 ~~Objective 13 To reduce the widths of Main, Spear, and Beale streets to create additional developable~~  
24 ~~area as well as new pedestrian space.~~

25 ~~Objective 14 To keep wind speeds at a comfortable level.~~

1 Objective ~~15-3.8: To~~Encourage a human scale streetscape with activities and design features  
2 at pedestrian eye level, and an engaging physical transition between private development and the  
3 public realm.

4 Objective 3.9: Minimize the visual impacts of residential parking, loading, utilities and services on the  
5 neighborhood.

6 Objective 3.10: Relate the height and bulk of podium buildings to the width of the street, to define a  
7 consistent streetwall and ensure adequate sun and sky access to streets and alleys.

8 Objective 3.11: Preserve and enhance the character and scale of finely-grained residential areas  
9 within the Rincon Hill area.

## 10 Policies

11 In guiding the character of a new high-density neighborhood on Rincon Hill, there are two  
12 different scales of urban form which affect the experience of the district for a pedestrian or resident:

- 13 • Towers, which influence the immediate experience for a pedestrian in the district  
14 through their arrangement and form, and affect the city's skyline and views of and  
15 through the district; and
- 16 • Podium and ground-floor treatments, which define the immediate place for pedestrians  
17 and create activity and interest at the street level.

### 18 Towers

19 Height, ~~and~~ bulk, and tower spacing controls are ~~a~~ primary essential means of meeting the  
20 design objectives relating to towers. ~~The controls should resolve potentially conflicting needs~~  
21 ~~between creation of views within and from the area and protection of views through the area from~~  
22 ~~other vantage points~~. The number, arrangement and form of towers in the district determine the amount  
23 of light and air that reach residential units, streets, and open spaces, and the sense of crowding at  
24 street level. Rincon Hill will be a primarily residential district, not an office district, and the presence  
25 of towers must be tailored to support a living environment.

1            Additionally, Rincon Hill serves as a gateway to the city from the Bay Bridge and will  
2 have a prominent place on the skyline as viewed from many public vantages. Development on the Hill  
3 will affect views from the Bridge and the freeways, and views of the Bridge. ~~from many places.~~  
4 ~~While protection of these views is necessary, it is the panorama of the Bridge, the Bay and downtown~~  
5 ~~from the Hill that makes it attractive as a housing site. It is not necessary or desirable for the entire~~  
6 ~~Hill to be developed at very high densities or to great height, but there is a need for some special~~  
7 ~~development opportunities to establish Rincon Hill as a residential district.~~

8            ~~Accordingly, Rincon Hill should be divided into height districts which follow the design~~  
9 ~~principles applied elsewhere in the city, with lower buildings along the freeways and the~~  
10 ~~waterfront stepping up toward downtown and the hilltops.~~

11            ~~Bulk controls should be applied which make the tops of buildings slender, their silhouettes~~  
12 ~~stepped and tapered.~~

13            The height and bulk of specific development projects should conform to the following  
14 design policies:

15 Policy 3.1: Cluster ~~the~~ highest towers ~~should be clustered~~ near the top of the hill with heights  
16 stepping down as elevation decreases. The overall form should identify ~~the~~ Rincon Hill as a  
17 distinctive geographic feature ~~of on~~ the city skyline, distinct from the Downtown high-rise office  
18 core.

19 Policy 3.2: Vary tower heights ~~Heights of towers should be varied~~ to avoid the visual benching  
20 created by a number of buildings whose tops are at the same elevation.

21 Policy 3.3: Minimize tower bulk to the dimensions shown in Figure 4, to ensure a feasible tower  
22 floorplate, to create elegant, slender towers and to preserve views and exposure to light and air.

23 Policy 3.4: Require towers to be spaced no less than 115 feet apart, the maximum plan dimension per  
24 Figure 4 for towers over 85 feet in height, to minimize shadowing of streets and open space, and to  
25 preserve at least as much sky plane as tower bulk.

1 In recognition of pipeline housing projects at 375 and 399 Fremont Street, tower spacing less  
2 than 115 feet to a minimum of 80 feet may be permitted to encourage the provision of housing on these  
3 sites in keeping with the overall goals of this plan, provided that the other urban design and planning  
4 policies of the plan are met.

5 ~~Towers should be sited in a way that avoids excessive screening of downtown views from the~~  
6 ~~bridge and minimizes shadowing of open space. Therefore, distances between towers in the same~~  
7 ~~height district above 105' should not be less than approximately 150 feet. In the~~  
8 ~~Residential/Commercial Subdistrict, within a particular project site there shall be a minimum~~  
9 ~~separation of 82 ½ feet between towers above a height of 85 feet.~~

10 ~~Additional height should be allowed in the Residential/Commercial Subdistrict in order to take~~  
11 ~~full advantage of the potential of the large vacant sites to make a major contribution to meeting the~~  
12 ~~city's housing needs, while meeting urban design goals of providing slender towers which do not~~  
13 ~~unduly screen views from the Bay Bridge.~~

14 Policy 3.5: Allow no more than three towers per block, to optimize exposure to light and air from  
15 residential units, streets and open spaces.

16 In recognition of pipeline housing projects at 375 and 399 Fremont Street, up to four towers on  
17 Assessor's Block 3747 may be permitted, to encourage the provision of housing on these sites in  
18 keeping with the overall goals of this plan, provided that the other urban design and planning policies  
19 of the plan are met.

20 Policy 3.6: Sculpt tower tops to allow for architectural elements and to screen mechanical equipment.

21 Policy 3.7: Maintain and reinforce views of the Bay Bridge Structures near or adjacent to the Bay  
22 Bridge should clearly maintain, and where possible reinforce, the physical integrity of the Bridge's  
23 main span as seen from a distance and views of Downtown as seen from the Bay Bridge.

24 Policy 3.8: Step the height of buildings down Structures approaching the Embarcadero should step  
25 down in height so as to acknowledge the meeting of land and water.

1 Policy 3.9: Building forms should minimize shadows on streets, open spaces and residential units,  
2 and the creation of surface winds near the base of buildings.

3 Podium and Ground Floor

4 The podium and ground-floor portions of new development create the most immediate  
5 experience of a building for a pedestrian, and create activity and interest at street level. Podiums and  
6 ground floors should be designed in such a way as to encourage pedestrian use and neighborhood  
7 safety through greater activity on sidewalks and on front stoops, and to minimize blank or blind  
8 frontages. To this end, the following policies apply to the podium and ground-floor portions of Rincon  
9 Hill development.

10 Policy 3.10: Provide a consistent 45 to 85 foot streetwall to clearly define the street. See Map 7 for  
11 appropriate podium heights for each location within the district.

12 Policy 3.11: Require building setbacks at upper-stories for podiums above 65 feet on Spear, Main,  
13 Beale, Fremont and First Streets, and above 45 feet on Guy and Lansing Streets and mid-block  
14 pedestrian pathways, per Figure 5, to preserve an appropriate scale and sun access to streets.

15 Policy 3.12: Preserve lower podium heights in the Guy/Lansing area where there is an established  
16 pattern of four- to six-story buildings.

17 Policy 3.13: Require ground-floor retail use along Folsom Street for at least 75 percent of the street  
18 frontage.

19 Policy 3.14: Require street-facing ground floor residential units articulated at intervals of no more  
20 than 25 feet on Spear, Main, Beale, Fremont, First, and Lansing Streets and Guy Place, except at tower  
21 lobbies or where parking access and utilities are necessary. Encourage them on Harrison and Bryant  
22 Streets.

23 Policy 3.15: Require front setbacks of at least five feet on average in new development to allow for  
24 front porches, stoops, terraces and landscaping for ground floor units, and to establish a transition  
25 from public to private space.

1 Policy 3.16: Restrict parking access to new buildings to two lanes (one egress, one ingress) of no more  
2 than 11 feet each, and loading access to one lane of no more than 15 feet. Parking and loading should  
3 share access lanes wherever possible.

4 Policy 3.17: Require that all parking must be located below street grade. For sloping sites with a grade  
5 change of greater than ten feet, require that no less than 50% of the parking must be below grade, and  
6 any portions not below grade must be lined by active uses.

7 Policy 3.18: Prohibit parking and loading access off of Folsom Street.

8 Policy 3.19: To encourage the provision of housing on smaller sites in keeping with the overall goals of  
9 this Plan, the Planning Commission may find the two pipeline housing projects at 375 and 399 Fremont  
10 Street that have filed conditional use application prior to March 1, 2003 consistent on balance with the  
11 General Plan without complying with Policies 3.1 through 3.18, provided that the other planning  
12 policies of the Plan are met.

13 [MAP AND GRAPHICS CHANGES]

14 1) Replace Map 4: Height Limits with new "Map 7: Height Limits."

15 2) Add diagram "Figure 3: Rincon Hill on the San Francisco Skyline," between Objectives 11  
16 and 12

17 3) Add diagram "Figure 4: Bulk Controls," under Towers Policies.

18 4) Add diagram "Figure 5: Required Stepbacks on Streets, Alleys and Mid-Block Passageways,"  
19 under Podium and Ground-Floor Policies.

20 [END MAP AND GRAPHICS CHANGES]

21 4. Recreation, ~~and~~ Open Space, ~~and~~ Community Facilities

22 Objective 16: Develop facilities for passive and active recreation serving residents, employees and  
23 visitors.

24 Objective 4.1: Create a variety of new open spaces and community facilities for active and passive  
25 recreation to meet the needs of a significant new residential population.

1 Objective 4.2: Create a new neighborhood park to serve the district.

2 ~~Objective 17~~ 4.3: To Link the area via pedestrian improvements to the major other public open  
3 spaces such as the waterfront promenade at the foot of the hill and planned open spaces in the  
4 Transbay district.

5 ~~Objective 18: To coordinate parks and pedestrian pathways with projects encompassed in the~~  
6 ~~Northeastern Waterfront Plan and the South Beach/Rincon Point Redevelopment Plan~~

7 Objective 4.4: Ensure adequate sunlight and minimize wind and shadow on public streets and open  
8 spaces.

9 ~~Objective 19: To create publicly accessible scenic overlooks and viewing areas.~~

10 Objective 4.5: Use excess street space on Spear, Main, and Beale Streets for sidewalk widenings that  
11 provide usable open spaces and recreational amenities.

12 ~~Objective 20~~ 4.6: To Create an inviting and pleasant mid-block pedestrian corridor to the  
13 waterfront financial district.

14 Objective 4.7: Require private development to contribute to the creation and on-going maintenance  
15 and operations of public open spaces and community facilities through in-kind contribution, a  
16 community facilities district, and/or developer fees.

17 Objective 4.8: Ensure that there are adequate school facilities to serve existing and future residents of  
18 the Rincon Hill and Transbay neighborhoods.

19 Policies

20 Public Open Space System

21 The open space network for Rincon Hill will feature a variety of new open spaces, including a  
22 new two-acre park at the corner of Harrison and Fremont Streets, recreational 'Living Streets' that  
23 connect to the district's other open spaces, and community facilities in a rehabilitated Sailor's Union of  
24 the Pacific building.

25



1 By bringing several thousand new residents to the district, new development will create a need  
2 for greater open space in the district that must be offset by the creation of new public open space and  
3 community facilities. Private development must contribute funding to create public open spaces and  
4 community recreation facilities.

5 ~~Each development should provide publicly accessible open space in an amount equal to 20% of~~  
6 ~~the site area. Pedestrian streets, sidewalk widening are encouraged and reservations of open space (by~~  
7 ~~specifying maximum lot coverage) are mandated in the Plan for Blocks 3744, 3747-3748. These spaces~~  
8 ~~can count in meeting a portion of each development's public open space requirement provided the~~  
9 ~~areas are publicly accessible and are beautified with lighting, decorative paving, seating and~~  
10 ~~landscaping. In addition to these open spaces on the designated blocks, public open space should be~~  
11 ~~permitted to be provided in a variety of outdoor forms, on ground floor or above, subject to review and~~  
12 ~~approval by the City Planning Commission.~~

13 ~~For the Residential/Commercial Subdistrict, each development should provide publicly~~  
14 ~~accessible open space in an amount equal to one net square foot of open space per 50 square feet of~~  
15 ~~gross floor area for non-residential uses.~~

16 ~~The open spaces should facilitate pedestrian movement as well as provide areas for people to sit~~  
17 ~~and relax. Such spaces may include plazas, garden parks, galleries, and sidewalk arcades on the~~  
18 ~~development parcel. If individual parcels are too small to provide quality public open space through~~  
19 ~~such requirements as pedestrian streets, the public open space requirements should be permitted to be~~  
20 ~~satisfied by joining with other developers to create larger recreational spaces on designated sites~~  
21 ~~within the district, if approved by the Planning Commission.~~

22 Map 5-8 illustrates opportunities for an shows the proposed Rincon Hill Open Space System,  
23 described in the following policies. They include the following features and locations:

24 Policy 4.1: Purchase parcels of adequate size for a neighborhood park. Parcels that should be  
25 prioritized for acquisition include 009, 010, 011, and 018 of Block 3766, at the southeast corner of

1 Harrison and Fremont Streets, currently owned by CalTrans, and Parcel 005 of Block 3749, on Guy  
2 Place, currently a privately-owned vacant lot. Other parcels within the district may also be considered  
3 for a neighborhood park if a park of adequate size that is useable for Rincon Hill residents would be  
4 feasible on those sites.

5 The CalTrans parcels may also be suitable for joint development, with housing on the southern  
6 portion of the site and public open space in the northern portion, if the design results in improved  
7 public open space of a useable size for a neighborhood park.

8 Policy 4.2: Significantly widen sidewalks by removing a lane of traffic on Spear, Main and Beale  
9 Streets between Folsom and Bryant Streets per the Rincon Hill Streetscape Plan in order to create new  
10 “Living Streets,” with pocket park and plaza spaces for active and passive recreational use, decorative  
11 paving, lighting, seating, trees and other landscaping.

12 The Transbay Redevelopment Plan will continue the Living Street concept north of Rincon Hill,  
13 providing a continuous pedestrian promenade from the Financial District south to the Embarcadero.

14 Policy 4.3: Create publicly accessible open space along Essex Street, including the hillside and useable  
15 space at the top of the hill.

16 Essex Street should receive similar treatment to the district’s other “Living Streets,” with a  
17 widened and landscaped east sidewalk and pocket parks, as per the Rincon Hill Streetscape Plan and  
18 the Transbay Redevelopment Plan. This 25-35 foot-wide linear open space should be conjoined with  
19 landscape and stairway improvements on the Essex Street hillside, space for dogs, an overlook and  
20 sitting area at the top of the hill along Guy Place, and streetscape improvements on Guy Place and  
21 Lansing Street.

22 Policy 4.4: Include community recreation, arts and educational facilities as part of a rehabilitated  
23 Sailor’s Union of the Pacific building.

24 The Sailor’s Union will retain ownership of the building and use of space it currently needs.  
25 However, there is approximately 20,000 square feet of existing vacant space not being used by the

1 Sailor's Union, including an auditorium, gymnasium space, and some offices and workshops. The City  
2 should make arrangements such that currently vacant space be improved and made available for  
3 community use.

4 ~~1. — Widening of sidewalks, decorative paving, lighting, seating and trees along Beale, Main and~~  
5 ~~Spear Streets between Harrison and Folsom Streets. The widened portion of the sidewalks may be~~  
6 ~~credited against the open space requirement. The other sidewalk improvements would be required but~~  
7 ~~not counted in meeting the 20% requirement.~~

8 ~~2. — Widening of sidewalks, decorative paving, lighting, seating and trees along Beale Street north~~  
9 ~~of Rincon Hill to Howard Street, to provide a pleasant walk to and from the Financial District.~~

10 ~~3. — Creation of publicly accessible open space and a scenic overlook adjoining the Bay Bridge~~  
11 ~~anchorage on Beale Street south of Harrison Street~~

12 ~~4. — Creation of a wide pedestrian overpass over Fremont Street, linking the residential uses on~~  
13 ~~either side of the street. The overpass could be as wide as 70 feet and developed as open space and~~  
14 ~~could include minor low structures incidental to open space use.~~

15 ~~5. — Creation of recreation facilities on the roofs of intercept parking garages on Beale and Main~~  
16 ~~Streets should they be constructed~~

17 ~~6. — Creation of a pedestrian/open space circulation network through Assessors Blocks 3744-3748.~~

18 Policy 4.5: Continue to look for additional sites for acquisition and development of open space in the  
19 Rincon Hill district.

20 Developer Contributions to Public Open Space

21 New development should help fund additional new services and amenities, including parks and  
22 community facilities, in proportion to the need for these services and amenities generated by new  
23 development. A variety of funding and implementation mechanisms will help to create these new public  
24 spaces, and to maintain and operate them over time independent of direct public funding sources.

25

1 Policy 4.6: Create a community facilities district to fund capital improvements, operation and  
2 maintenance of new public spaces, including the Living Streets, the Harrison/Fremont park, and  
3 community spaces in the Sailor's Union of the Pacific building.

4 Policy 4.7: Require new development to implement portions of the streetscape plan adjacent to their  
5 development, and additional relevant in-kind contributions, as a condition of approval.

#### 6 Private Residential Open Space

7 In addition to public open space, residential open space should also be provided to serve  
8 residents of new development. in relation to a development's residential area at a ratio of one square  
9 foot per 13 square feet of residentially occupied space.

10 In the Residential/Commercial Subdistrict, residential open space should be provided in  
11 relation to the number of residential units at a ratio of 36 (thirty six) net square feet of open space for  
12 each dwelling unit if all private, with a ratio of 1.33 of common open space that may be substituted for  
13 private open space.

14 Most of the residential open space should be in common areas for the residents of the  
15 development; however, up to 40% could be private in that it is for the use only of the residents to which  
16 it is attached. Common residential open space may be in the form of inner courts, on site recreational  
17 facilities, roof decks, patios, sun and view terraces or congregate solariums. Some of the public open  
18 space should be counted as residential common open space if provided on the ground floor in the form  
19 of an urban park, community garden or other open space conducive to residential activity.

20 Policy 4.8: Require new development to provide private open space in relation to a development's  
21 residential area at a ratio of 75 square feet of open space per unit.

22 Policy 4.9: Allow up to 50 percent of private open space requirements to be provided off-site, provided  
23 that this space is publicly-accessible. Off-site open spaces should adhere to and implement the Rincon  
24 Hill Streetscape Plan.

25 [MAP AND GRAPHICS CHANGES]

1 1) Replace ~~Map 5: Publicly Accessible Open Space Opportunities~~ with new “Map 8: Rincon Hill  
2 Public Open Space System.”

3 [END MAP AND GRAPHICS CHANGES]

4 5. Streets and Transportation Circulation

5 Objective ~~21~~ 5.1: Create safe and pleasant pedestrian networks within the Rincon Hill  
6 area, to Downtown, and to the Bay.

7 Objective ~~22~~ 5.2: Widen sidewalks, reduce street widths, and make other pedestrian and street  
8 improvements, while retaining the necessary space for traffic movements, per the Rincon Hill

9 Streetscape Plan. of selected streets to those meet circulation needs and complement residential use.

10 Objective 5.3: Prioritize pedestrian safety through street and intersection improvements, especially at  
11 intersections adjacent to freeway ramps, and intersections with a history of vehicle/pedestrian

12 collisions.

13 Objective ~~23~~ 5.4: Improve transit service to and from Rincon Hill.

14 Objective 24: To provide sufficient off street parking space for residents.

15 Objective 5.5: Manage parking supply and pricing to encourage travel by foot, public transportation,  
16 and bicycle.

17 Objective 25: To encourage joint use of parking structures.

18 Objective 26: To reduce congestion at bridge ramps by improving loading patterns

19 Objective 5.6: Improve local and regional traffic flows and transit movements by separating bridge-  
20 bound traffic from local lanes in appropriate locations.

21 Objective 5.7: Maintain the potential for a Bay Bridge bicycle/pedestrian/maintenance path, and  
22 ensure that all options for the path touchdown and alignment are kept open.

23 Objective 5.8: Encourage state agencies to allow the re-opening of Beale Street under the Bay Bridge  
24 as soon as security concerns can be met.

25

1 Objective 5.9: Require private development to contribute to the creation and on-going maintenance  
2 and operations of special streetscapes through in-kind contribution, a community facilities district,  
3 and/or developer fees.

4

5 Policies

6 Policy 5.1: Implement the Rincon Hill Streetscape Plan.

7 A comprehensive streetscape plan is proposed for Rincon Hill. This plan calls for extensive sidewalk  
8 widenings, tree plantings, street furniture and the creation of new public spaces along streets  
9 throughout the district. The plan will describe specific curb and sidewalk changes and roadway lane  
10 configurations. New development will be required to implement portions of the streetscape plan as a  
11 condition of approval, and to pay into a community facilities district that will enable the city to  
12 implement and maintain those portions of the streetscape plan not put in place by new projects. The  
13 proposed Streetscape Plan will be separately approved by the Municipal Transportation Authority, the  
14 Department of Public Works, the Planning Commission, and the Board of Supervisors.

15 The Streetscape Plan contains the following changes to the existing Rincon Hill street system.  
16 Map 9 shows the streetscape concept, but not specific curb, sidewalk and roadway changes.

17 Living ~~Vehicular~~ Streets

18 Main, Beale and Spear Streets have low volumes of traffic most of the day and are needlessly  
19 wide. Creation of more intimate, residentially-scaled streets will help change the industrial  
20 character of the Hill and will serve the needs of the new residential population.

21 Policy 5.2: Significantly widen sidewalks by removing a lane of traffic on Spear, Main and Beale  
22 Streets between Folsom and Bryant Streets per the Rincon Hill Streetscape Plan in order to create new  
23 “Living Streets,” with pocket park and plaza spaces for active and passive recreational use, decorative  
24 paving, lighting, seating, trees and other landscaping. See Figure 6.

25

1 Living Streets prioritize streets for pedestrian activity and open space over auto traffic,  
2 providing a variety of open spaces in significantly widened sidewalks, up to 32 feet on one side. The  
3 Transbay Redevelopment Plan will continue the Living Street concept north of Rincon Hill, providing a  
4 pleasant walk from the Financial District south to the Embarcadero.  
5 The darker hatchings on Map 5 represent portions of publicly owned street right of way which could  
6 be sold to abutting property owners and incorporated into adjacent development.

7 Folsom Street

8 Policy 5.3: Transform Folsom Street into a grand civic boulevard, per this plan and the Transbay  
9 Redevelopment Plan.

10 Lined with neighborhood-serving retail, restaurants, and services, Folsom Street will be the  
11 commercial heart of the Transbay and Rincon Hill neighborhoods, and the civic and transportation  
12 spine linking the neighborhood to the rest of the South of Market and the waterfront. Folsom Street is  
13 not within the boundaries of the Rincon Hill Plan and changes to it will not be incorporated into the  
14 Rincon Hill Streetscape Plan; however, this plan supports the recommendations for Folsom Street  
15 contained in the Transbay Redevelopment Plan.

16 Harrison, First and Fremont Streets

17 Policy 5.4: Widen sidewalks, narrow lanes and remove lanes, where feasible, on Harrison, First and  
18 Fremont Streets.

19 Policy 5.5: Separate bridge-bound traffic from local traffic and transit through physical design  
20 strategies such as planted medians.

21 Harrison, First and Fremont Streets all carry heavy traffic connecting to the Bay Bridge. At the  
22 same time, there are opportunities to widen sidewalks and narrow overly wide lanes, and on Fremont  
23 Street, to take out a northbound lane. Medians and other physical design strategies should be used to  
24 separate bridge-bound traffic from local traffic and transit.

25 Guy Place and Lansing Pedestrian Street

1 Policy 5.6: Implement streetscape improvements on Guy Place and Lansing Street that prioritize  
2 pedestrian use for the entire right-of-way.

3 Traffic volumes are very low on Guy Place and Lansing Street, largely because they form a  
4 closed loop. Because of the low traffic volumes, the “Shared Street” is an appropriate model for Guy  
5 Place and Lansing Street. The concept of the pedestrian street is based on the Dutch woonerf, where  
6 The Shared Street prioritizes residential and pedestrian functions clearly predominate over regular  
7 provision for traffic. Such a facility provides a meandering streetscape which appeals to  
8 pedestrians with special landscaping and street furniture. It is intended to provide vehicular  
9 and pedestrian access to residences in the immediate vicinity and to serve as a place where  
10 residents can enjoy open space.

11 The physical design of Guy and Lansing Streets should reinforce the very slow speed of the  
12 street, at which mingling of people and vehicles is safe, and encourage open space use by residents.  
13 The design will signal to drivers that they should expect to encounter people in the street. Existing on-  
14 street parking and driveway access should be maintained. It may also contain small shops. Over 800  
15 such woonerven have been created in the Netherlands, and the beginnings of such street use patterns  
16 exist in parts of San Francisco, as well.

17 Mid-Block Pedestrian Pathways

18 Policy 5.7: Ensure the creation of a safe, inviting, and pleasant publicly-accessible pedestrian/open  
19 space mid-block pathway through Assessors Blocks  
20 3744-3748 from First Street to the Embarcadero by requiring new developments along the alignment of  
21 the proposed path to provide a publicly-accessible easement through their property.

22 Harrison and Folsom Streets, the Hill’s two east west streets, which are unpleasant for  
23 pedestrians, will remain as major vehicular traffic corridors. Therefore, as a key organizing feature of  
24 the Rincon Hill Plan, a A new east-west pedestrian circulation system should be created in the  
25 middle of the long blocks between Folsom and Harrison Streets. These pathways ~~accessways~~



1 ~~will establish a domestic scale reminiscent of the city's established residential neighborhoods, and~~  
2 ~~when completed, will provide a pedestrian route from First Street near the top of the Hill to the~~  
3 ~~Embarcadero Promenade on the waterfront, and break up the scale of large blocks. The pathways~~  
4 ~~would be connected by mid-block crossings on Spear, Main, and Beale Streets. Many of these~~  
5 ~~pathways are already built or approved as part of development projects. In some cases the pedestrian~~  
6 ~~street will also provide limited vehicular access.~~

7 Map 6-9 shows the approximate location of the pedestrian pathway network ~~street. The specific~~  
8 ~~proposals for each segment of the system are as follows:~~

9 ~~Assessor's Block 3748: (First, Folsom, Fremont, Harrison) Public access across this block may occur~~  
10 ~~at grade between First and Fremont or may begin at grade at First Street and link to a pedestrian~~  
11 ~~bridge across Fremont Street.~~

12 ~~Assessor's Block 3747: (Fremont, Folsom, Beale, Harrison) Pedestrian access should be provided~~  
13 ~~across this block at grade, but vehicular access is optional. Developers of the site should provide a~~  
14 ~~stairway linking the upper Fremont Street section with lower Beale Street. A major opportunity for a~~  
15 ~~small open space node exists at Fremont Street.~~

16 ~~Assessor's Block 3746: (Beale, Folsom, Main, Harrison) Access should be provided across this block~~  
17 ~~at or near grade. Service retail should be provided at or near the Main and Beale Street corners of the~~  
18 ~~pedestrian street.~~

19 ~~Assessor's Block 3745: (Main, Folsom, Spear, Harrison) Access should be provided across this block~~  
20 ~~at or near grade. Service retail should be provided at the Spear and Main Street entrances to the~~  
21 ~~walkway. Access need not be provided at mid-block if another location would result in an overall~~  
22 ~~better design.~~

23 ~~Assessor's Block 3744: (Spear, Folsom, Embarcadero, Harrison) Public access through a pedestrian~~  
24 ~~street should be provided across this block, making use of the existing courtyard and arcade. Service~~  
25 ~~retail should be provided on the north side of the pedestrian street.~~

1 Transit

2 There is limited intra-city transit service that currently serves Rincon Hill. As daytime and evening  
3 population increases, transit services will need to be established and enhanced to serve  
4 Rincon Hill. Walking will be the primary way that people living in Rincon Hill will move about for  
5 daily needs due to the immediate proximity of the downtown core, regional transit hubs at the Transbay  
6 Terminal, Market Street, and the Ferry Building, and the development of a neighborhood retail center  
7 focused on Folsom Street. However, better transit service is needed for Rincon Hill residents,  
8 employees, and visitors to access other San Francisco neighborhoods and for other San Franciscans to  
9 access Rincon Hill.

10 ~~Residential areas need all day local service, and with this neighborhood's proximity to~~  
11 ~~downtown, limited or express service is not necessary. Several lines, including the 1 CALIFORNIA or~~  
12 ~~41 UNION or some other Muni line, could all be extended to Rincon Hill. Any of the routes would use~~  
13 ~~Beale Street in both directions, using a northbound transit only contraflow lane, between~~  
14 ~~Howard and Bryant.~~

15 Policy 5.8: Explore the feasibility of and implement if feasible the following transit improvements for  
16 Rincon Hill.

17 Short-term

18 Extend the existing #1 California and/or the #41 Union bus at least one block south to Folsom  
19 Street

20 Increase service on the existing #12 Folsom and #10 Townsend

21 Add late night (owl) service to the area.

22 Long-term

23 These proposals are recommended for long-term consideration as part of a broader effort for the  
24 growing downtown neighborhoods South of Market, and to serve the dense Rincon Hill/Transbay area.

25

1 Create Bus Rapid Transit in the Folsom Street corridor, including dedicated transit lanes,  
2 special stops, and traffic signal priority.

3 Ensure a Rincon Hill/Transbay subway stop on Folsom Street for the proposed Geary  
4 Boulevard subway, should that potential subway line extend south of Market Street and under Folsom  
5 Street.

## 6 Parking

7 ~~Row Houses and Parking Camouflage: Residential highrises will generate the need for large~~  
8 ~~amounts of parking. It is important to prevent large parking structures from exacerbating the harsh~~  
9 ~~street scene on the Hill. To create an urban setting like that of the city's residential neighborhoods, the~~  
10 ~~circulation system should be lined with row houses which conceal large parking structures behind~~  
11 ~~them. The facing drawings show one way to accommodate walkup units on the pedestrian streets. The~~  
12 ~~design of these row houses should be subject to regulations similar to the residential design rules~~  
13 ~~applied elsewhere in the city, but should be adapted to this special circumstance.~~

14 ~~Accessory Parking: The parking requirements take into account the potential for joint use of~~  
15 ~~parking space made possible by mixed use development. The proximity to downtown and proposed new~~  
16 ~~transit make it possible to limit residential parking to one space per unit. Similarly, the parking~~  
17 ~~requirement for offices can be reduced to one space per 1,500 square feet of office space. However, in~~  
18 ~~order to encourage viable retail uses, including, if possible, a grocery store, parking for retail uses~~  
19 ~~shall be permitted at one space per 500 square feet for the first 60,000 square feet of retail uses on any~~  
20 ~~project site.~~

21 ~~Furthermore, additional parking shall be allowed as of right for any project that submitted an~~  
22 ~~application for environmental review prior to December 31, 2001, where such parking is necessary to~~  
23 ~~replace parking for any agency or department of the United States Federal Government that is located~~  
24 ~~on, or immediately adjacent to, a development site.~~

1 ~~*In Lieu Parking Fees: Instead of providing required parking on site, a developer should be able to*~~  
2 ~~*make an in lieu fee contribution to a nearby off site facility.*~~

3 ~~*Intercept Commuter Parking: Those portions of two blocks bounded by the Bridge on the south, and by*~~  
4 ~~*Fremont, Beale, Main and Harrison, including also those portions inside the midrise residential district*~~  
5 ~~*would be appropriate for parking facilities for downtown commuters because of their proximity to*~~  
6 ~~*freeways and to projected transit along the Embarcadero.*~~

7 ~~*The top levels of intercept parking facilities that would otherwise be exposed should be covered with a*~~  
8 ~~*roof to be used for recreation and open space purposes and/or should be effectively screened from view*~~  
9 ~~*from above with such devices as boxed trees, landscaped trellises, and decks.*~~

10 *In accordance with the City Charter's Transit-First Policy, the parking and loading*  
11 *requirements described below manage the siting and provision of parking to encourage travel by foot,*  
12 *bicycle and transit, while meeting the on-site parking and loading needs of new development. By*  
13 *managing supply and access, the parking and loading requirements described below support the*  
14 *creation of an active, walkable, and affordable neighborhood in Rincon Hill that capitalizes on its*  
15 *proximity to downtown and to nearby transit. These controls minimize curb cuts and blank frontages*  
16 *on important pedestrian streets, encourage viable alternatives to driving, and ensure that above-*  
17 *ground space is used for housing and other neighborhood-serving uses, rather than for parking. The*  
18 *controls also encourage the storing of cars for occasional or weekend use, rather than for daily*  
19 *commuting.*

20 *Policy 5.9: Eliminate the minimum off-street parking requirement for all uses.*

21 *Policy 5.10: Permit parking up to one space per two units by right, and up to one car per unit, provided*  
22 *that any parking spaces above one space per two units are not independently accessible.*

23 *Policy 5.11: Permit parking for office use up to 7 percent of the gross leasable area, and for retail uses*  
24 *greater than 5,000 square feet up to one space per 1,500 square feet of occupiable floor area.*

25

1 Policy 5.12: Require that parking be sold or rented separately from residential units and commercial  
2 spaces in perpetuity.

3 Policy 5.13: Require that parking will only serve those uses for which it is accessory in perpetuity, and  
4 under no circumstances will be sold, rented or otherwise made available as commuter parking.

5 Policy 5.14: Prohibit parking as a principal use.

6 Policy 5.15: Require new development over 50 units to offer at least one parking space to a car-sharing  
7 organization for the right of first refusal.

8 Policy 5.16: Require parking for bicycles at a ratio of one space per two units for buildings with 50  
9 units or fewer, and one space per four units for buildings with greater than 50 units.

10 *Improving Bridge Ramp Flow*

11 *The present congestion at the First and Harrison intersection and vicinity is not due to the*  
12 *capacity of the intersection itself, but rather to the confluence of a number of entry points to the Bay*  
13 *Bridge, including the A/C Transit buses ramp in one segment of the Bridge. Ramps for buses and*  
14 *carpools on the north side of the bridge should be combined to alleviate stacking which congests First*  
15 *and Harrison at peak commute times.*

16 [MAP AND GRAPHICS CHANGES]

17 1) Add “Map 9: Rincon Hill Streetscape Concept.”

18 2) Replace *Figure 1: Proposed Street Treatment* with new “Figure 6: Proposed Living Street  
19 Section (Spear, Main and Beale Streets).”

20 3) Delete *Map 6: Pedestrian Street Location*

21 4) Delete *Figure 2: Row House Design*

22 5) Delete *Figure 3: Rooftop Open Space Over Intercept Parking*

23 [END MAP AND GRAPHICS CHANGES]

24 6. Preservation

25

1 Objective ~~27~~ 6.1: ~~To p~~Preserve and adaptively reuse those buildings in the area which have  
2 particular architectural or historical merit or which provide a scale and character of  
3 development consistent with the plan.

4 Objective 6.2: Rehabilitate the Sailor's Union of the Pacific building so that it may be used for  
5 publicly-accessible community recreation, arts and educational facilities.

6 The existing architecture of Rincon Hill is predominantly industrial in character,  
7 encompassing a wide spectrum of styles and building types. As was the case in  
8 manufacturing districts throughout the city, buildings were set on large lots with little regard for  
9 their neighbors. In the 1930s, the construction of the Bay Bridge and James Lick Freeway  
10 contributed to the further fracturing of the industrial area.

11 Despite the apparent randomness of the existing streetscapes, several buildings  
12 command particular interest. The great facades with their large window expanses — the result  
13 of a need for ambient light — and innovative massing plans illustrate a series of developments  
14 in industrial architecture. From the calm severity of the Hathaway Warehouse, one of the  
15 oldest of such structures in San Francisco, to the bold polychromatic lines of the Union 76  
16 Building, a wide variety of architecture is represented. While factories and warehouses  
17 originated as severely utilitarian buildings, those of the late nineteenth and early twentieth  
18 centuries show a more deliberate attempt at a stylistic treatment. In some cases, the facades  
19 are as formal as those of office buildings in their articulation by a strict order of piers and  
20 symmetrical compositions. The use of reinforced concrete structural systems also permitted  
21 greater freedom in the choice of cladding material as well as in the application of decorative  
22 detail.

## 23 Policies

24 While most of the land within the Rincon Hill area is suitable for new development,  
25 there are a number of buildings which have been rated to be Significant Buildings based on

1 their architectural and historical attributes and their preservation should be encouraged. (See  
2 Map 10 7 for location of specific sites.)

3 Since 1985, a number of these buildings have been rehabilitated and adapted for new uses,  
4 including the Hills Brothers Coffee Building, the Joseph Magnin Warehouse, the Hathaway  
5 Warehouse, the Coffin-Reddington Building, and the Gimbel Brothers Candy Factory. This plan  
6 further calls for the creation of funding to rehabilitate the Sailor's Union of the Pacific Building.

7 The following guidelines should be applied in reviewing development on the sites of  
8 these buildings.

9 Site 1 — Sailors Union of the Pacific: 450 Harrison Street. The Sailors Union of the Pacific is a  
10 monumental granite block with two separate compositional sections. While the building's two  
11 wings are characterized by long horizontal window bands, the central section is essentially a  
12 great concrete block with an enframed window wall entrance. A series of six concave piers,  
13 connected by wave panels and banded tubing, frames the tall vertical windows of the  
14 entrance. The grey facade walls surrounding this design are blank. The facade, designed by  
15 William Gladstone Merchant, bears a marked resemblance to his "Pacific House", the theme  
16 building of the 1939-40 exposition on Treasure Island. Its "streamlined-moderne" idiom  
17 exhibits a monumentality rare for this style in the Bay Area. ~~The rear portions of the lot, currently~~  
18 ~~used for parking, should be used as a housing site.~~ A building which both obscured the blank  
19 northern sidewalls and continued the horizontal window bands of the western facade could  
20 improve the quality of the streetscape along First Street.

21 This plan proposes that the Sailor's Union of the Pacific building be rehabilitated using funds  
22 from private development or from a community facilities district. The building would then continue to  
23 be used by the Sailor's Union, along with housing new community-serving arts, recreation, and  
24 educational activities that could use existing vacant spaces within the building.

25

1 Site 2 — Klockar's Blacksmith Shop: 443-7 Folsom Street. This landmark building houses one  
2 of two known extant blacksmith operations in San Francisco — a far cry from the days when  
3 forges blazed and anvils rang from scores of smiths throughout the city. Once essential as  
4 mechanics in everyday operations of the city, many of the smiths also ranked among the  
5 finest craftsmen and artists. The two-story Blacksmith shop is a wood frame structure  
6 concluded by a parapet roof, whose profile is characteristic of the Mission Revival style. A  
7 very fine example of western vernacular architecture, the building's "western style" frame  
8 facade would have been at home in any of hundreds of late 19th Century towns and villages  
9 in the American West. The rest of the lot also contains two auxiliary structures. Because of its  
10 uniqueness, the existing use should be retained *if possible even though relocation might be*  
11 *necessary to achieve the housing goals of this Plan.*

12 Site 3 — Hills Brothers Coffee Company: 2-30 Harrison Street. Hills Brothers is the largest  
13 and most impressive of all coffee buildings along the waterfront. It was built in 1924 having  
14 been designed by George Kelham, whose other work includes the Standard Oil and Shell  
15 Buildings, the Hills Brothers packing and roasting building is a red brick block with a 175-foot  
16 tall square tower. Romanesque arches on the ground and fifth stories and a cornice  
17 composed of smaller arches are used to articulate the massive facade. The building is also  
18 decorated with pattern brickwork and elaborately crafted bronze grillwork doors. The great  
19 tower, generally without fenestration, contains a series of round arches on its upper section  
20 and is capped by a pyramidal red tile roof. It was designated a local landmark in 1982. It  
21 should remain essentially intact. *In 1990, the 1950s addition to the north ~~should be was~~*  
22 *replaced with a residential tower, ground-floor retail space and a central plaza in a style compatible*  
23 *with the landmark building. ~~structure more compatible with the landmark building.~~*

24 Site 4 — Joseph Magnin Warehouse: 29-35 Harrison Street. This five-story reinforced  
25 concrete warehouse was designed by George Applegarth in 1918 for the A.B. Spreckels



1 Securities Co. The five-story block is faced in white concrete, relieved by a rusticated stucco  
2 base. The three-part composition is divided by giant pilasters into a series of great horizontal  
3 windows whose six-lite pivotal windows are divided by industrial sash. Decorative elements  
4 include ashlar scoring of the exterior walls, and brick spandrel panels below each window bay.  
5 A restrained classical cornice concludes the powerful industrial design. Due to its massive  
6 floor plates, a penthouse addition set back from the site lines on the street could be permitted.  
7 Site 5 — Hathaway Warehouse: 400 Spear Street. One of the oldest extant warehouses in the  
8 city, the ground story of this splendid brick structure has its origins in the third quarter of the  
9 19th Century, possibly as early as 1856. Additions to the Harrison Street facade were  
10 completed in 1875 and the upper sections of the building were completed by about 1900. The  
11 two-story brick building, now painted a cream color, is distinguished by projecting brick hood  
12 moldings on the ground floor along Spear Street. Brick pilasters with corbelled capitals divide  
13 the facade into a series of paired window bays. A projecting belt course separates the two  
14 stories on the building's facades. As late as 1919, its length was virtually double that of today.  
15 Around the turn of the century, another portion of it may have been demolished. Because of  
16 its small size it would be difficult to alter or add to the building without significantly harming its  
17 integrity and therefore it should be retained intact.

18 Site 6 — Union Oil Co. Building: 425 First Street. The Union Oil Company Oil Building (1954)  
19 is a two-part Art Moderne office block with adjoining tower. The vertical tower — in the shape  
20 of a pylon — provides an excellent counterpoint to the office block, characterized by horizontal  
21 window bands on a glazed white tile facade. Blue belt courses and glass block windows  
22 accentuate the streamlined office design. Its architect, Lewis Hobart, took advantage of an  
23 elevated site to design a 138-foot triangular tower, whose white cladding ~~is~~was relieved by a  
24 vertical blue strip and orange triangle bearing the name of the company. In 1995, the Union Oil  
25 Company logo was replaced with a logo for the Bank of America, and the blue strip was removed. The

1 tower is not only an advertisement ~~for the company~~, but also the most prominent point of  
2 reference for Rincon Hill. A great digital clock also displays the time to travelers enroute to the  
3 Bay Bridge or nearby freeways. Since portions of the site are used for parking and vehicular  
4 movement, the site could accommodate additional development consistent with the scale and  
5 character of the existing building.

6 The Union 76 Clock Tower has been identified as a historic resource in several existing  
7 surveys, including this Plan. A new residential development is currently proposed at this location that  
8 would remove this resource if built. Given this Plan's policies to encourage housing in Rincon Hill,  
9 and the housing potential at this location, residential development on the site may be appropriate if  
10 findings of overriding considerations are made.

11 Site 7 — Coffin-Reddington Building: 301 Folsom Street. In the design of this 1937  
12 office/warehouse building for a local firm dealing in wholesale drugs, chemicals, drug sundries  
13 and liquors, Frederick H. Meyer, founder of the California College of Arts and Crafts,  
14 employed a restrained Moderne idiom. The Coffin-Reddington Building is a two-part  
15 reinforced concrete block whose stucco facade has been painted a beige color. The building's  
16 great mass is articulated by differentiating its end bays through the modulation of their width in  
17 respect to the central bays. Moderne elements include decorative chevrons and half circles at  
18 the frieze and fluted piers, dividing the facade into a series of horizontal window bays with  
19 industrial sash. A dentilated lintel, fluted piers, and decorative floral patterns and chevrons  
20 decorate the two entrances. The building could accommodate a penthouse set back from the  
21 site lines along the street and otherwise should remain essentially intact.

22 Site 8 — Gimbel Brothers Candy Factory: 501 Folsom Street. The Gimbel Brothers Building  
23 was constructed in 1916 according to the designs of Alfred Kuhn. The building was used for  
24 the production and storage of candy. The four-story block is divided into two sections by an  
25 elaborate stringcourse and faced in a red English Garden Wall brick bond. The ground story

1 contains large square windows, some of whose sash has been replaced over the years. Brick  
2 pilasters, with stepped capitals, divide the facade into a series of recessed single window  
3 bays while differentiated end bays contain paired windows flush with the facade. All windows  
4 are concluded by segmental arches whose voussoirs blend well with the orthogonal surface.  
5 The building is concluded by a coping above its restrained cornice. The building could  
6 accommodate a penthouse set back from the site lines along the street but otherwise should  
7 remain essentially intact.

8 [MAP AND GRAPHICS CHANGES]

9 1) Re-title ~~Map 7: Location Map for Specific Preservation~~ as “Map 10: Buildings of Historic or  
10 Architectural Significance.”

11 2) Add photograph of Union Oil Co. Building, illustrating alterations to historic logo.

12 [END MAP AND GRAPHICS CHANGES]

### 13 7. Implementation

14 A key goal of this plan is to create a full-service urban neighborhood to support the substantial  
15 new housing development anticipated in Rincon Hill. If the plan is realized, new residents will create  
16 significant new needs, which the area’s dated infrastructure cannot meet. While new development will  
17 generate real estate transfer taxes and annual property tax increases and pay citywide school fees and  
18 meet inclusionary housing requirements, additional investments in parks, streets, and community  
19 facilities and services—beyond what can be provided through property tax revenue—is essential to  
20 meeting the needs of new residents and fulfilling the city’s goal of creating a residential neighborhood  
21 on Rincon Hill supported by the necessary investments in parks, streets and other facilities. To this end,  
22 this plan proposes the following implementation strategies:

23 Objective 7.1: Ensure that private development provides funding for public improvements, and their  
24 on-going maintenance and operations, in proportion to the need for those improvements that it  
25 generates.

1 Objective 7.2: Minimize the amount of direct public funding that must be used to fund and maintain  
2 public improvements

3 Policies

4 Objective 7.3. Use local South of Market residents and First Source employees and provide adequate  
5 job training, especially for South of Market residents, for new construction and post-construction jobs  
6 created from new development to the maximum extent feasible.

7 Policy 7.1: Require new development to implement portions of the streetscape plan adjacent to their  
8 development, and additional relevant in-kind contributions, as a condition of approval.

9 Policy 7.2: Create a community facilities district to fund capital improvements, operation and  
10 maintenance of new public spaces, including the Living Streets, the Harrison/Fremont park, and  
11 community spaces in the Sailor's Union of the Pacific building.

12 Policy 7.3: Require new development fee to pay an additional per square foot fee to cover features of  
13 the public realm plan, based on the need for the public improvements created by new development, that  
14 cannot be paid for through the community facilities district.

15 Policy 7.4: Pursue the adoption of the Rincon Hill Streetscape Plan by all necessary agencies and the  
16 Board of Supervisors consistent with this plan.

17 Objective 7.3: Use local and First Source employees for new construction and post-construction jobs  
18 created from new development to the maximum extent feasible.

19 Policy 7.5: Ensure that new residential development projects in Rincon Hill comply with First Source  
20 Hiring requirements for construction and post-construction employment pursuant to San Francisco  
21 Administrative Code Chapter 83.

22 Policy 7.6: Encourage new development to make good faith efforts to hire San Francisco residents  
23 comprising at least 50 percent of the total construction workforce measured in labor work hours.

24 8. Pipeline Projects. Notwithstanding any other provisions of the Rincon Hill Area Plan, in  
25 recognition of pipeline housing projects at 375 and 399 Fremont Street, all provisions of this Plan shall

1 be considered in connection with the approval of such pipeline projects but are not requirements;  
2 provided, however, that the pipeline projects are compatible with the objectives of this Plan taken as a  
3 whole.

4 Section 3. The Urban Design Element of the San Francisco General Plan is hereby  
5 amended, to read as follows:

6 Policy 4.11: Make use of street space and other unused public areas for recreation,  
7 particularly in dense neighborhoods, such as those close to downtown, where land for traditional open  
8 spaces is more difficult to assemble.

9 Walking along neighborhood streets is the common form of recreation. The usefulness  
10 of streets for this purpose can, in many cases, be improved by widening ~~of~~ sidewalks and  
11 ~~installation~~ installing ~~of~~ simple improvements such as benches and landscaping. Such  
12 improvements can often be put in place without narrowing ~~of~~ traffic lanes by the use of parking  
13 bays with ~~widening~~ widened ~~of~~ sidewalks at ~~the~~ intersections and at other points unsuitable for  
14 parking.

15 Streets that have roadways wider than necessary, and streets that are not developed  
16 for traffic because of their steepness, provide exceptional opportunities for recreation. This is  
17 particularly applicable in new neighborhoods like Transbay and Rincon Hill, where traditional open  
18 spaces are more difficult to assemble because of higher densities and lack of available sites to acquire  
19 for parks. ~~These areas~~ This excess street space can be developed with playgrounds, sitting areas,  
20 viewpoints and landscaping that make them neighborhood assets and increase the  
21 opportunities for recreation close to the residents' homes.

22 [MAP AND GRAPHICS CHANGES]

23 1) Streets Area Important to Perception of the City:  
24  
25

1 Amend the network of “Streets that Extend the Effect of Public Open Space” to include Spear  
2 Street from Folsom to The Embarcadero and Main and Beale Streets from Folsom to Bryant  
3 Street.

4 Remove Embarcadero Freeway and Ramp.

5 2) Streets Important for their Quality of Views:

6 Amend to include Folsom and Harrison as streets with excellent views.

7 3) Map 3: Where Streets are Most Important as Sources of Light, Air and Open  
8 Space

9 Amend the residential density and block coverage coloring to reflect changes that will result  
10 from the implementation of the Rincon Hill Plan.

11 Remove Embarcadero Freeway and Ramp.

12 [END MAP AND GRAPHICS CHANGES]

13 Section 4. The Recreation and Open Space Element of the General Plan is hereby  
14 amended, to read as follows:

15 [MAP AND GRAPHICS CHANGES]

16 1) Map 4: Citywide Recreation and Open Space Plan

17 Amend to include the proposed open space in Rincon Hill located at Harrison and Fremont  
18 Streets (Block 3766, Lot 009) as “Acquire for or convert to public open space”.

19 [END MAP AND GRAPHICS CHANGES]

20 Section 5. The Downtown Plan, an Area Plan of the San Francisco General Plan, is  
21 hereby amended, to read as follows:

22 A 4.8-acre Park-Rincon Point Park will be added next to the shoreline promenade between  
23 the Agriculture Building and Pier 24. To the north are Sidney Walton Park and the parks on  
24 Maritime Plaza. On the west are Portsmouth Square, St. Mary’s Square, and Union Square,  
25 as well as the sunny streets of the retail district. Major new open space will be added in the

1 Yerba Buena Center project on the central blocks, centered on six acres of park and plaza in  
2 the block bounded by Third, Fourth, Mission and Howard Streets. In Rincon Hill, the  
3 neighborhood directly adjacent to Transbay, an additional site should be acquired for use as open  
4 space.

5 [MAP AND GRAPHICS CHANGES]

6 1) Map 2: Areas for New Housing Near Downtown:

7 Expand the shading of Areas for New Housing Near Downtown to the east and to the south to  
8 reflect the changes proposed in the Rincon Hill plan.

9 2) Map 3: Major Open Spaces

10 Amend map to include the proposed open space at Harrison and Fremont Streets (Block 3766,  
11 Lot 009) as "open space in the planning stage."

12 Section 6. The South of Market Plan, an Area Plan of the San Francisco General  
13 Plan, is hereby amended to read as follows:

14 1) Map 1: South of Market Planning Areas

15 Amend so that the boundaries of Rincon Hill are accurate.

16 2) Map 7: Open Space and Pedestrian Network

17 Amend to include the proposed open spaces at Harrison and Fremont Streets (Block 3766, Lot  
18 009) and Guy and First Streets (Block 3749, Lot 005) as "proposed open space."

19 Section 7. The Land Use Index of the San Francisco General Plan is hereby  
20 amended, to read as follows:

21 1) Rincon Hill Land Use Plan Map (Rincon Hill Area Plan):

22 Replace with updated Land Use map.

23 2) Rincon Hill Height Limits Map (Rincon Hill Area Plan):

24 Replace with updated Height Limits map.

25

1 3) Citywide Recreation and Open Space Plan Map (Recreation and Open Space  
2 Element):

3 Replace with updated Citywide Recreation and Open Space Plan map.

4  
5 APPROVED AS TO FORM:  
6 DENNIS J. HERRERA, City Attorney

7 By: \_\_\_\_\_  
8 JUDITH A. BOYAJIAN  
9 Deputy City Attorney

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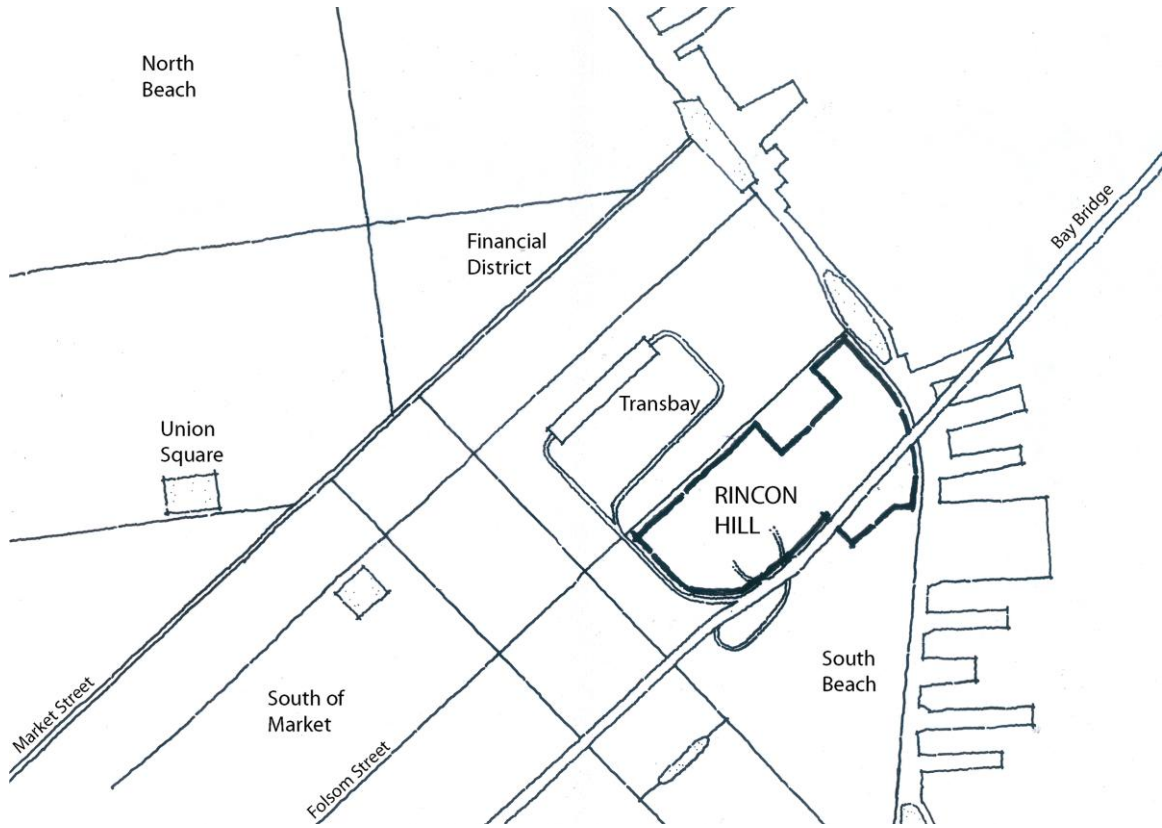


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**ATTACHMENT A**  
to the  
**RINCON HILL GENERAL PLAN AMENDMENTS**

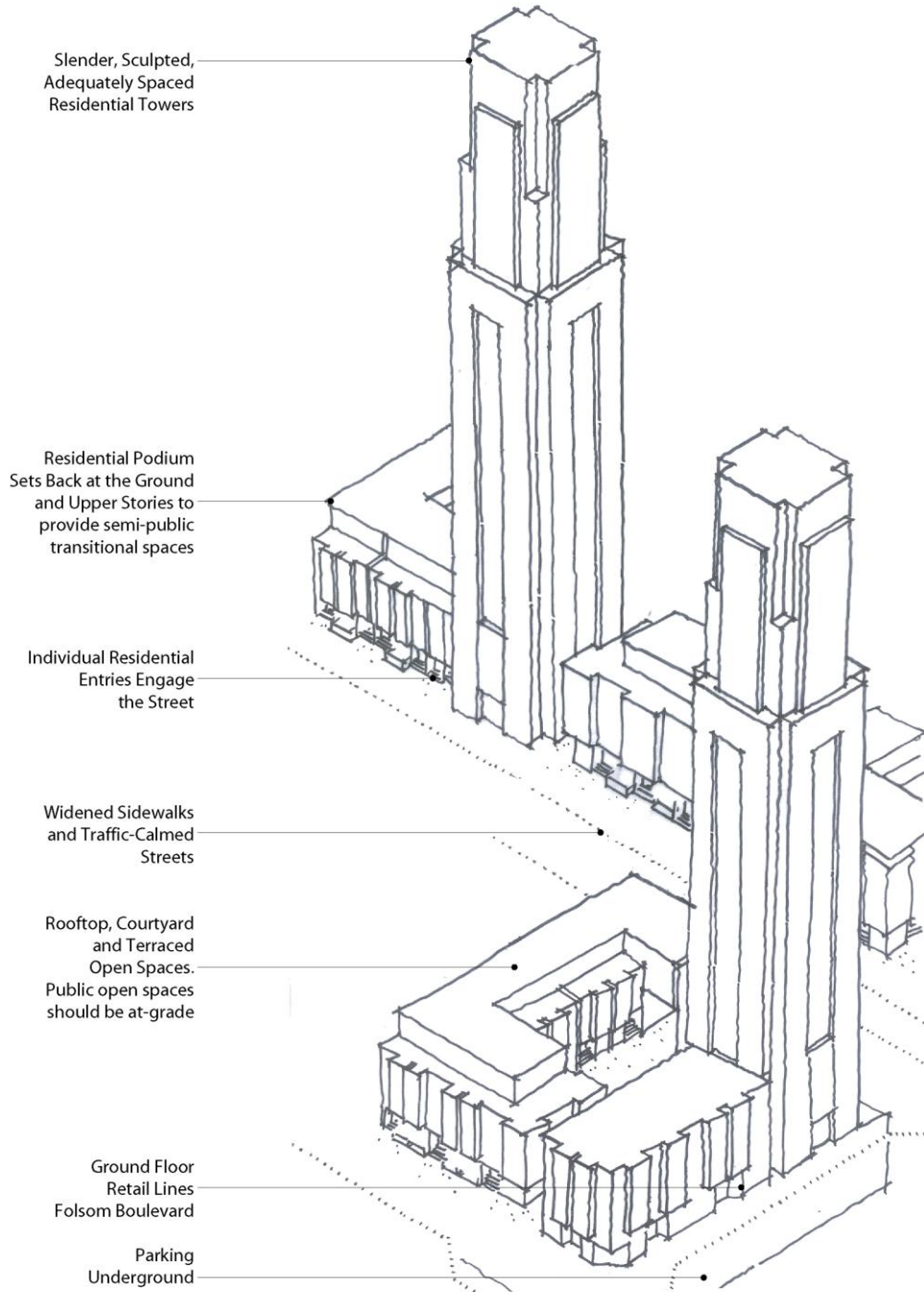
1 **Figure 1: Vicinity Map**

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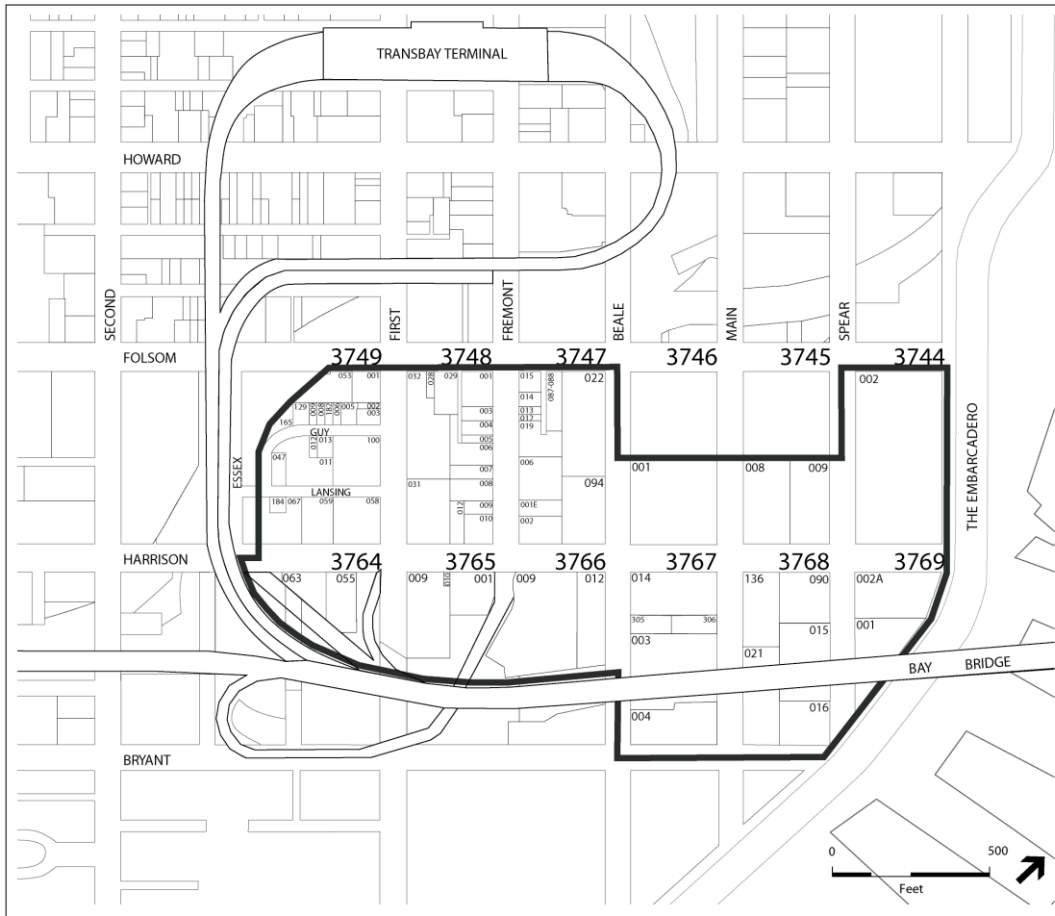
1 **Figure 2: Development Concept for Rincon Hill**

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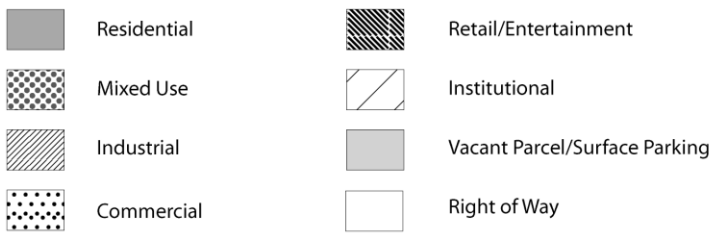
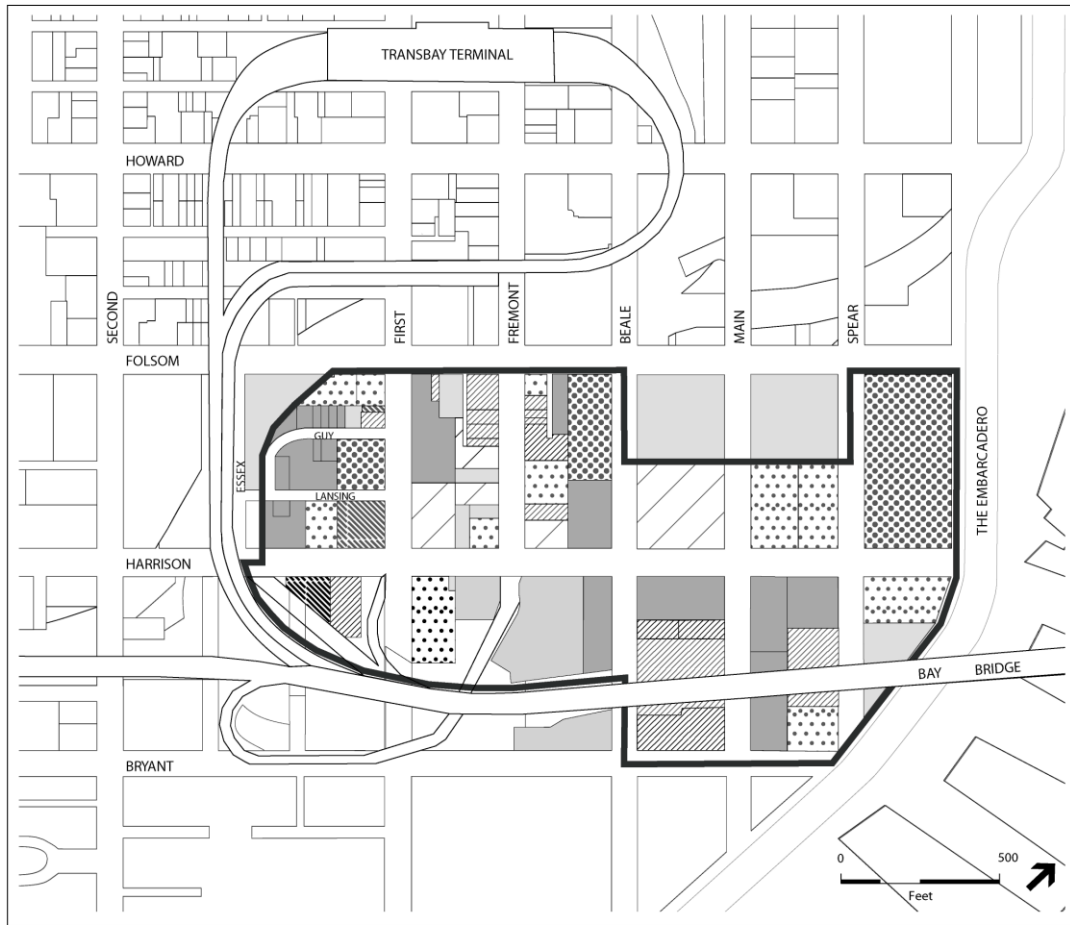
1 **Map 1: Assessor's Block and Lot Numbers**

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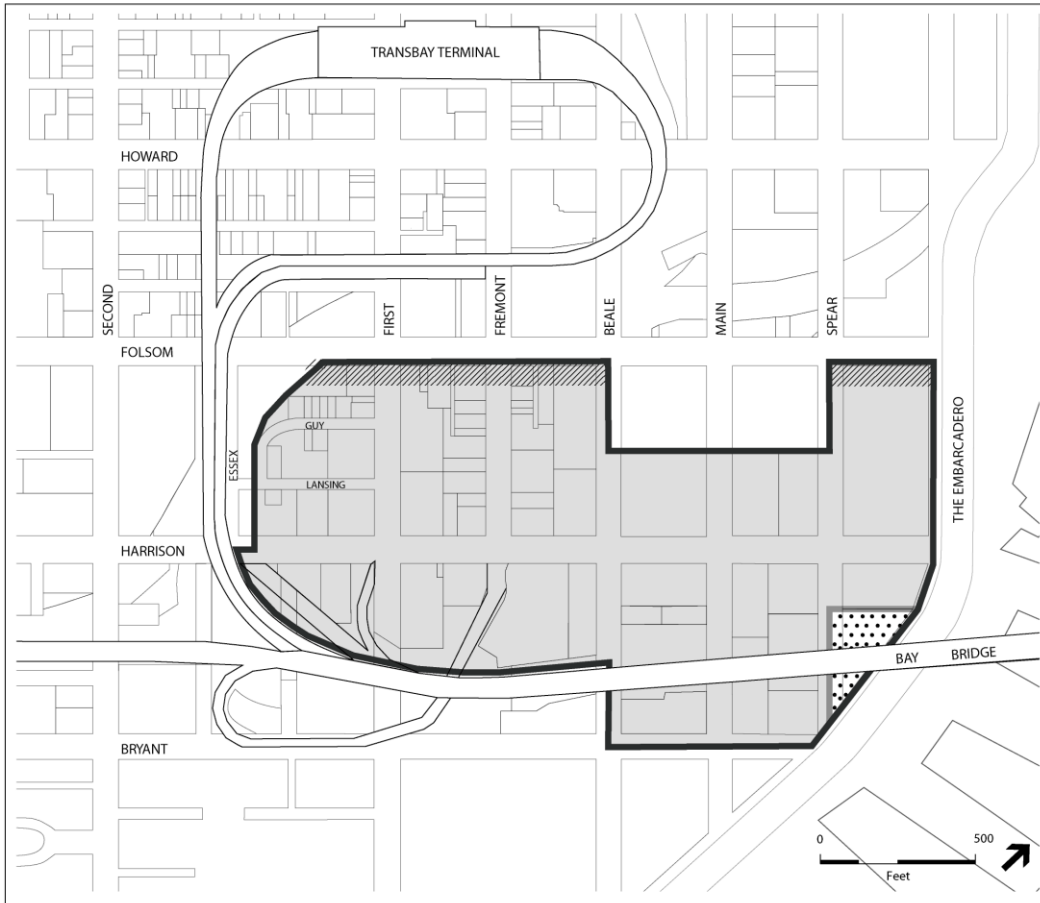
1 **Map 2: Existing Land Uses**

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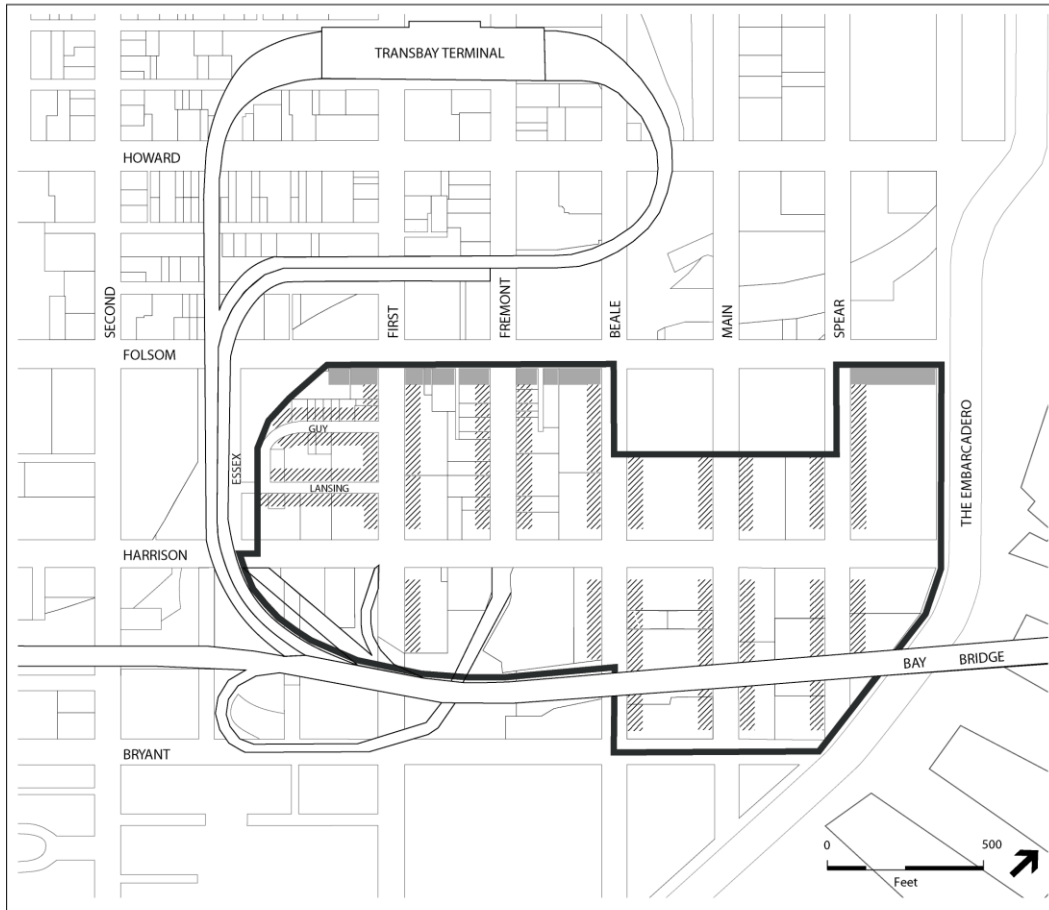
1 **Map 3: Land Use Plan**

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1 **Map 4: Required Ground-Floor Uses**

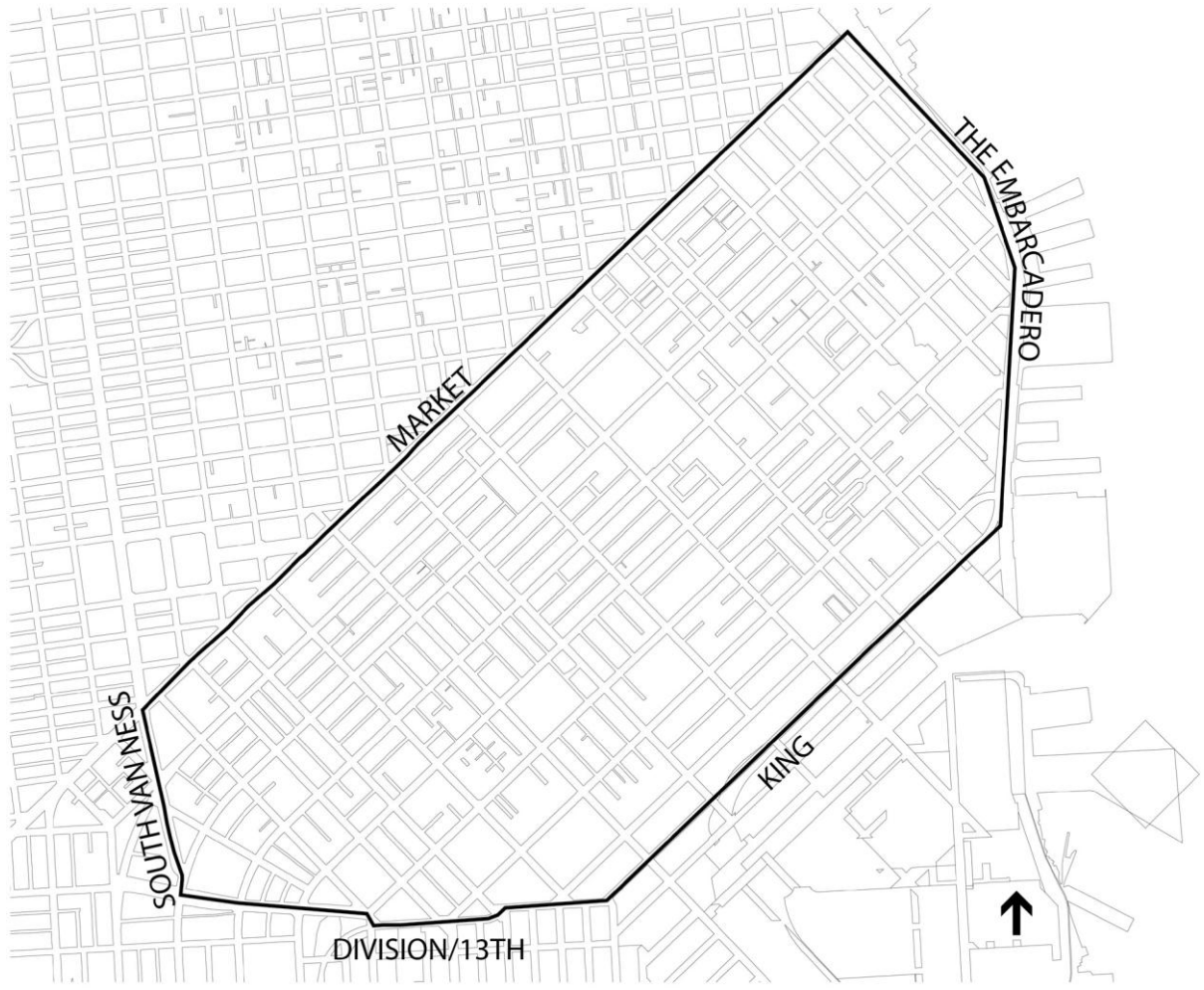
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- Required ground-floor retail
- Required street-facing ground-floor residential units

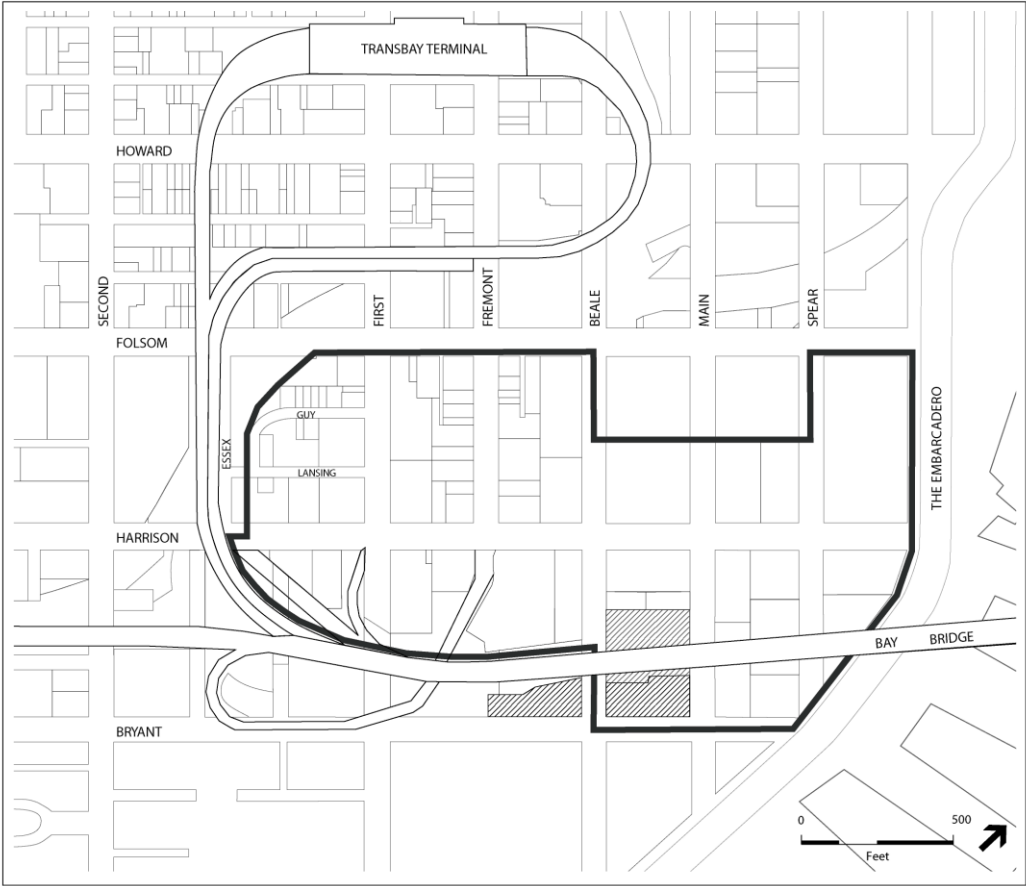
1 **Map 5: Inclusionary Housing Boundary**


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**Map 6: Publicly-Owned Parcels Appropriate for 100% Affordable Housing**



 Publicly-owned parcels that could be redeveloped as 100% affordable housing, should the agencies that own the parcels deem them excess to their needs or otherwise choose to dispose of them

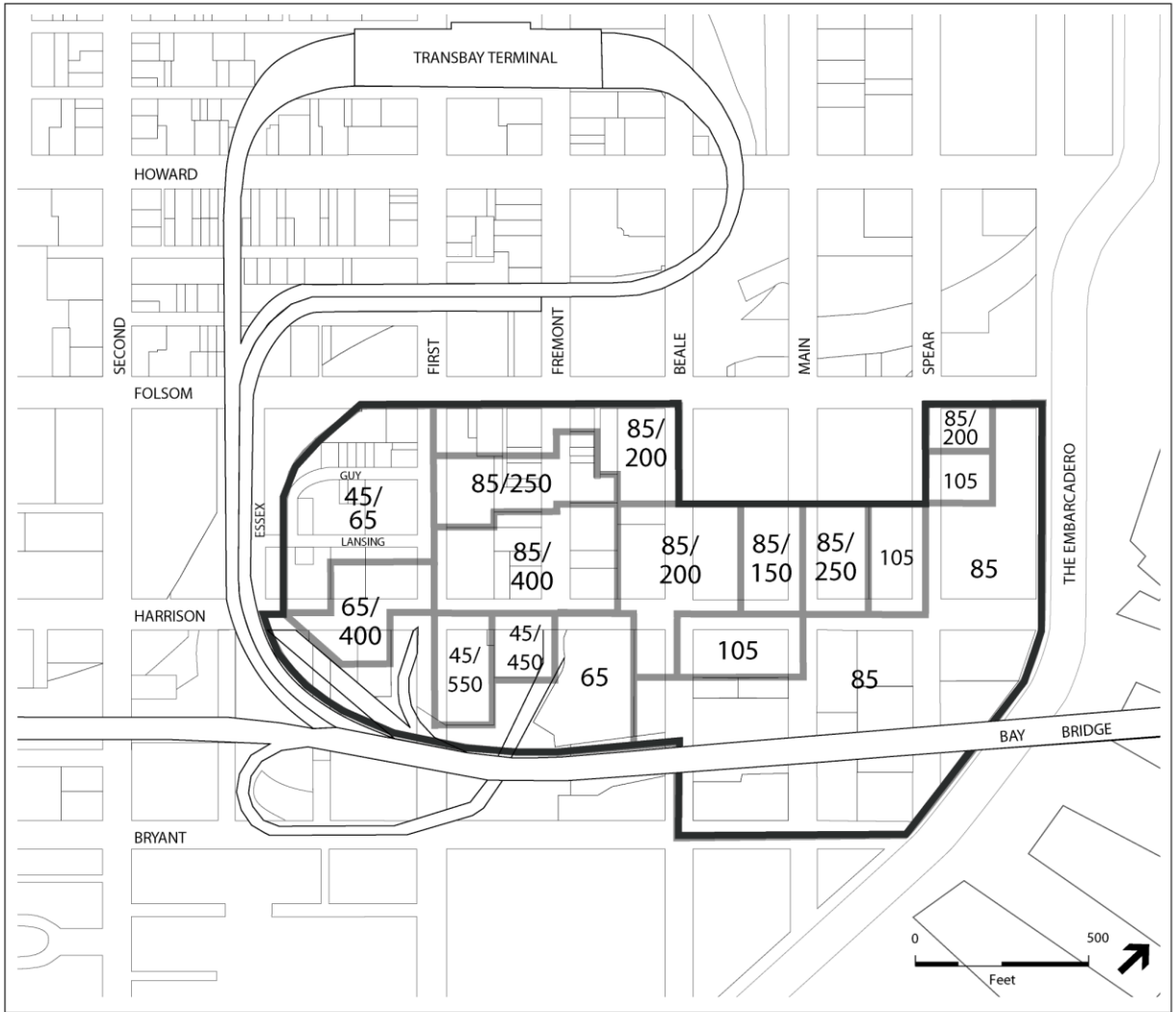
1 **Photo of Guy/Lansing Neighborhood**

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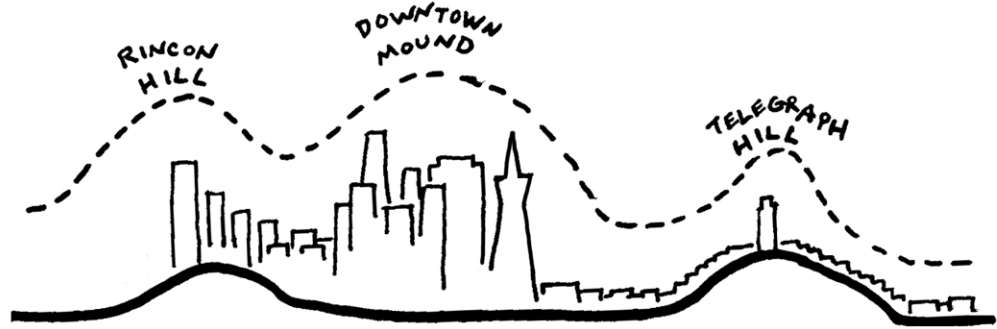
1 **Map 7: Height Limits**

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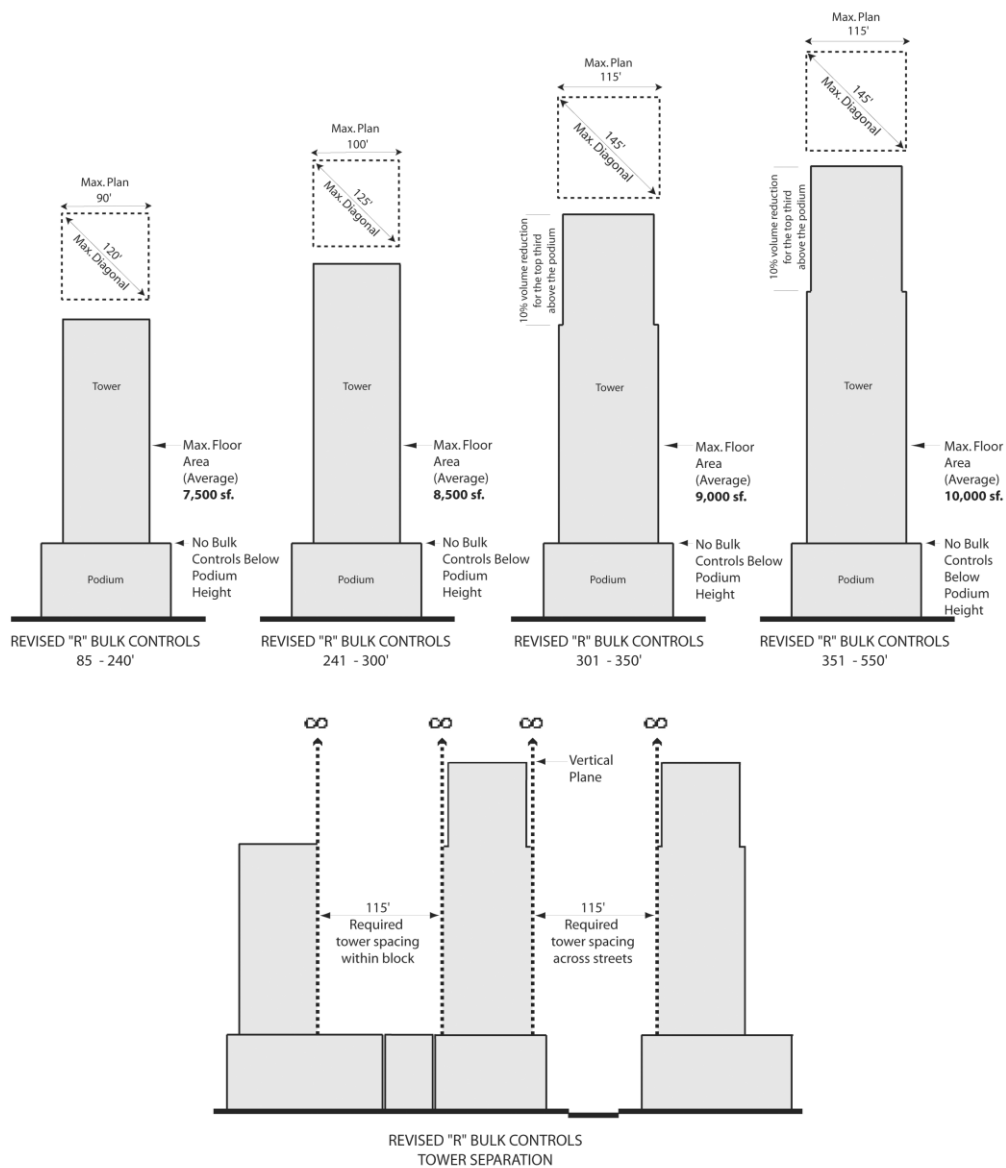
— Height and Bulk District boundary  
 85/200 Podium/Tower height limits in feet\*  
 \*Tower height subject to additional bulk and spacing controls

1 **Figure 3: Rincon Hill on the San Francisco Skyline**



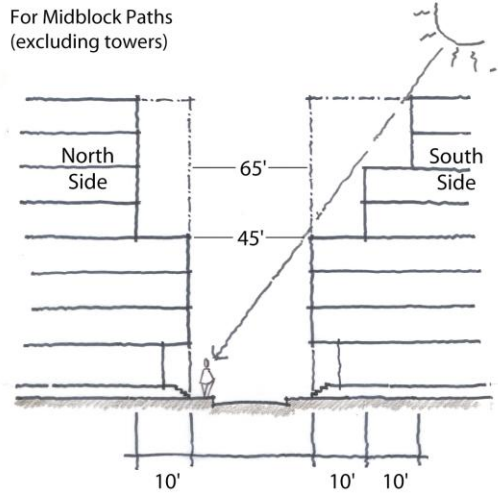
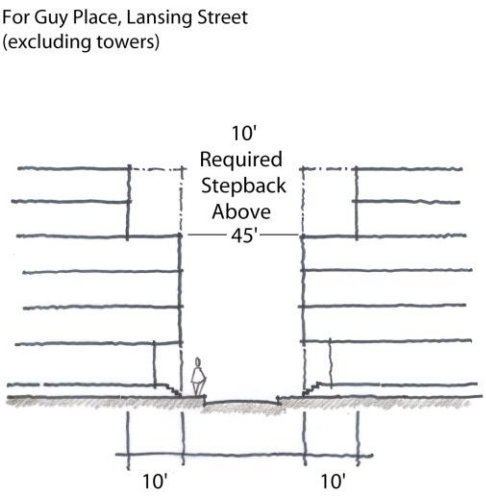
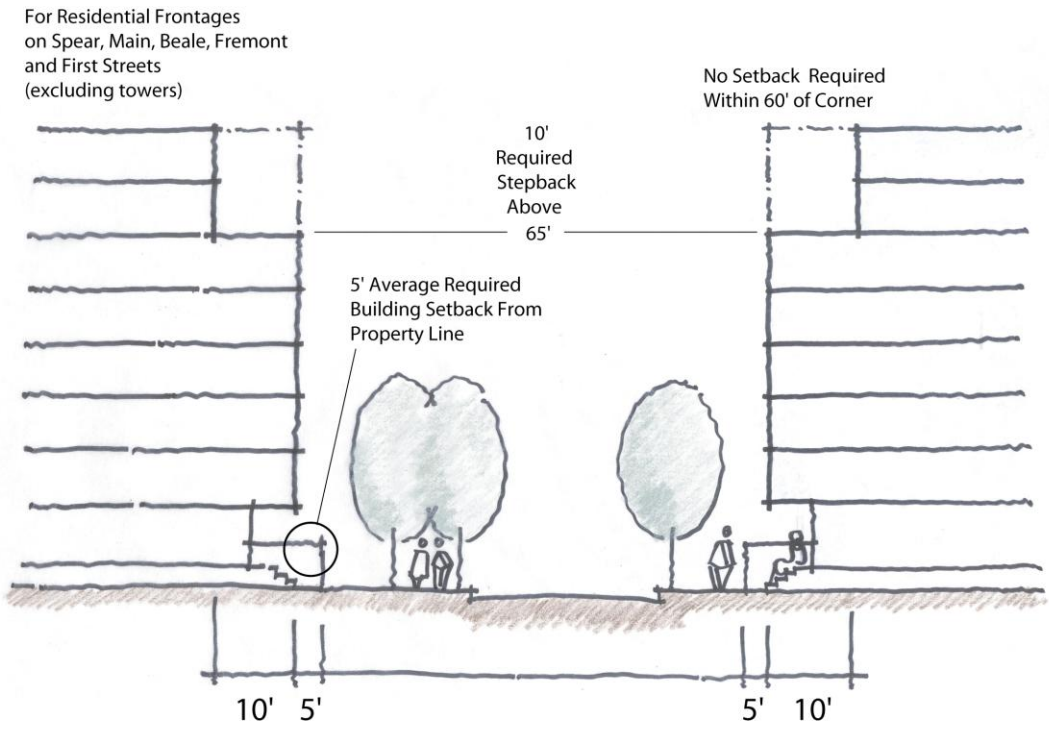
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1 **Figure 4: Bulk Control**



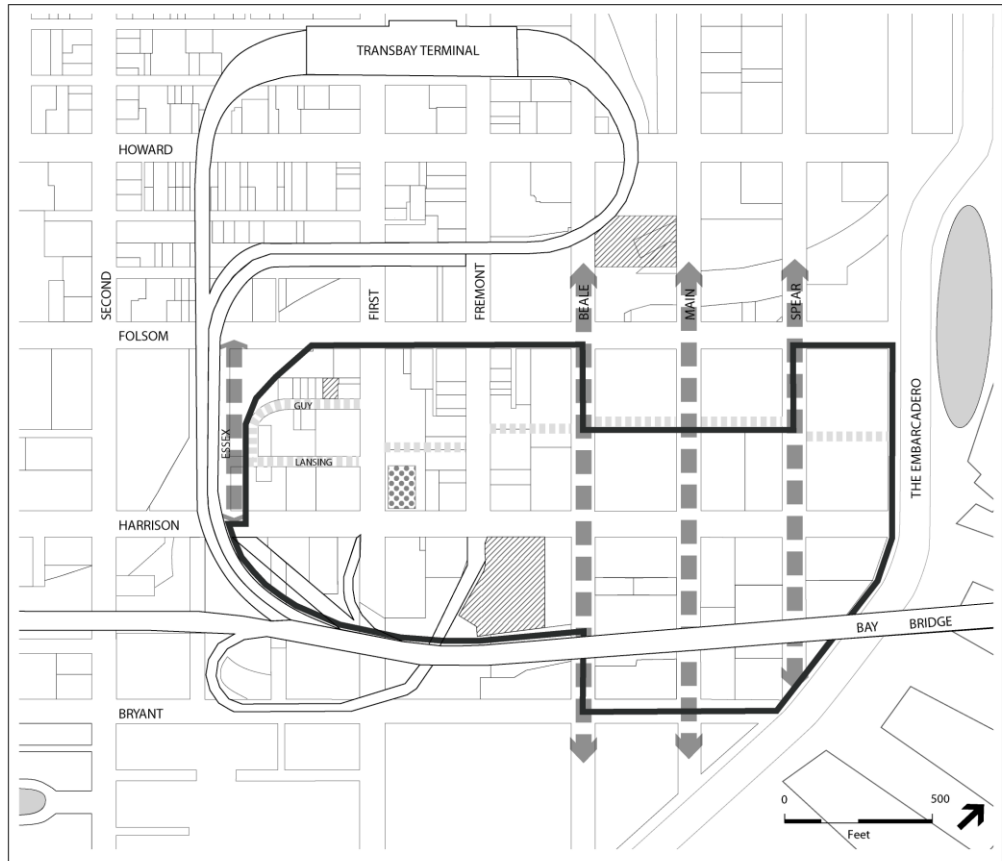
1 **Figure 5: Required Podium Stepbacks on Streets, Alleyways and Mid-Block**  
 2 **Passageways**







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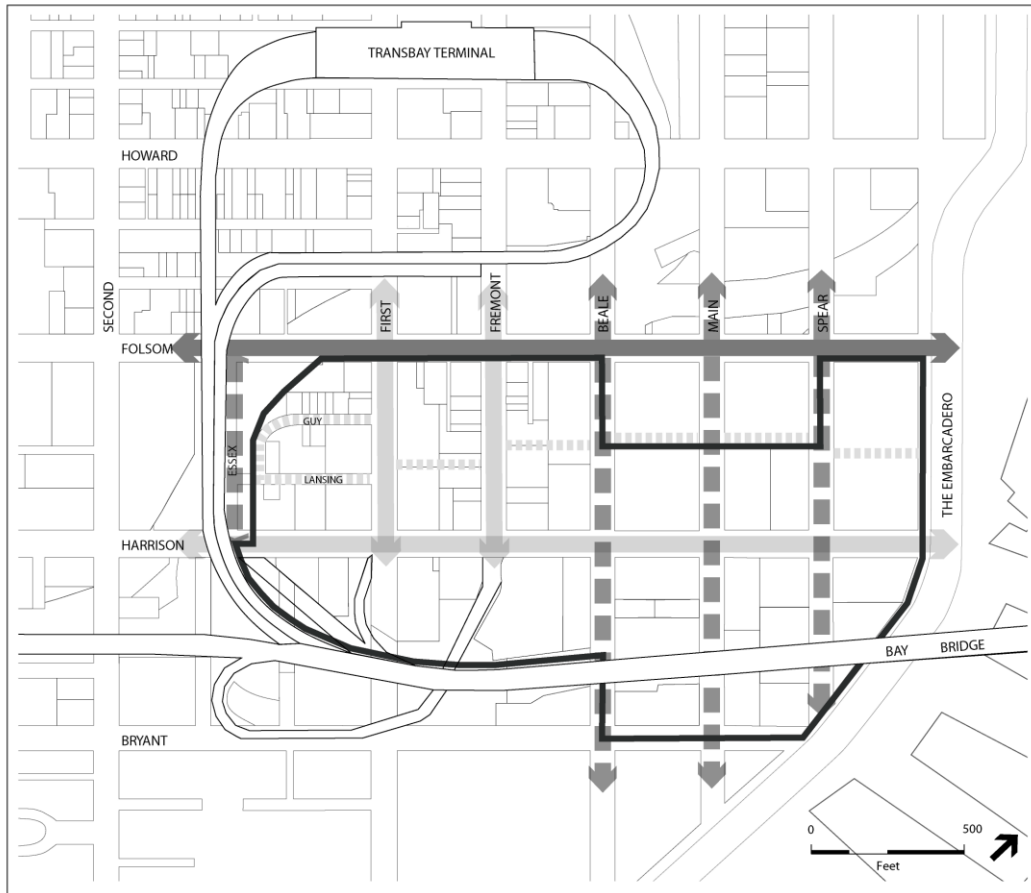
1 **Map 8: Rincon Hill Public Open Space System**

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-  Acquire and develop as neighborhood parks.
-  **Sailor's Union of the Pacific:** Convert existing vacant space into publicly-accessible community arts, recreation and educational space.
-  Existing open spaces
-  **Main, Beale, Spear and Essex Streets:** 'Living Streets'; significantly widen one sidewalk up to 32 feet, remove one lane of traffic, activate sidewalk with recreation uses and landscaping. Conjoin Living Street improvements with hillside and stairway improvements on Essex Street.
-  **Guy and Lansing Streets:** Create pedestrian-oriented shared street, with curb-to-curb special paving, special streetscaping
-  **Mid-block Pedestrian Pathways:** Create exclusive pedestrian routes midway between Folsom and Harrison Streets.

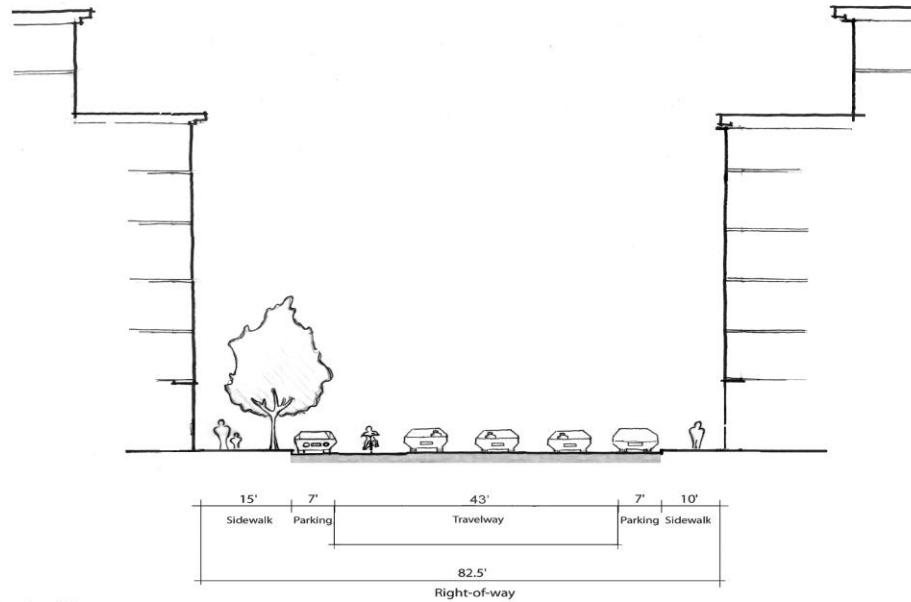
**Map 9: Rincon Hill Streetscape Concept**



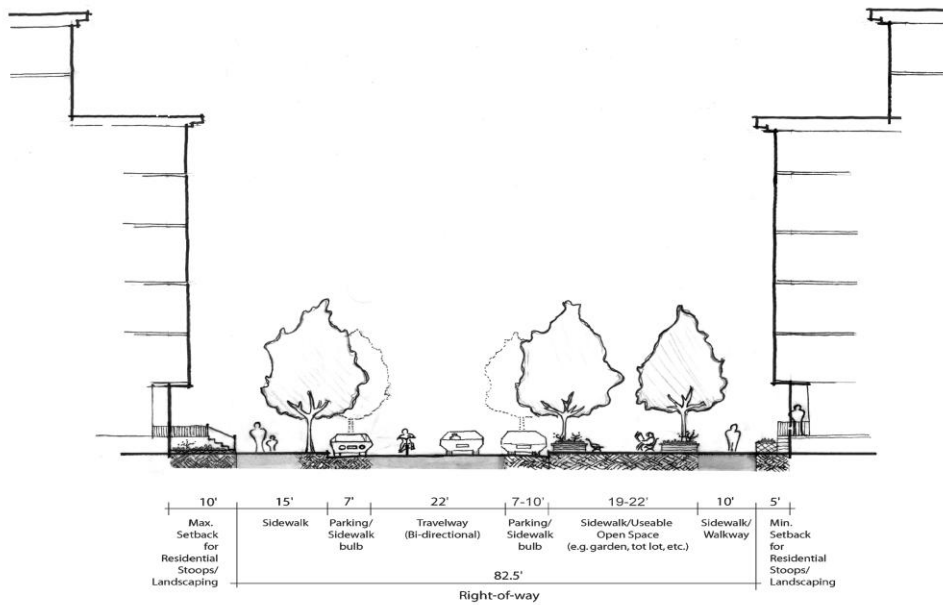
- Main, Beale, Spear and Essex Streets:** 'Living Streets'; significantly widen one sidewalk up to 32 feet, remove one lane of traffic, activate sidewalk with recreation uses and landscaping.
- Folsom Street:** Create neighborhood commercial boulevard, per the Transbay Redevelopment Plan.
- Harrison, First and Fremont Streets:** Widen sidewalks, narrow overly wide lanes, separate bridge-bound traffic from local traffic and Muni buses
- Guy and Lansing Streets:** Create pedestrian-oriented shared street, with curb-to-curb special paving, special streetscaping
- Mid-block Pedestrian Pathways:** Create exclusive pedestrian routes midway between Folsom and Harrison Streets.



1 **Figure 6: Proposed Living Street Section (Spear, Main and Beale Streets)**



Existing



Proposed

1 **Photograph of current appearance of Union Oil Company/Bank of America building**

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1 URBAN DESIGN ELEMENT

2 Streets Area Important to Perception of the City

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1 URBAN DESIGN ELEMENT  
2 Streets Important for Their Quality of Views

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1 URBAN DESIGN ELEMENT MAP 3  
2 Where Streets Are Most Important as Sources of Light, Air and Open Space

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1 RECREATION AND OPEN SPACE ELEMENT

2 Citywide Recreation and Open Space Plan

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1 DOWNTOWN AREA PLAN  
2 Areas for New Housing Near Downtown

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1	DOWNTOWN AREA PLAN
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1 SOUTH OF MARKET AREA PLAN

2 South of Market Planning Areas

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1 SOUTH OF MARKET AREA PLAN  
2 Open Space and Pedestrian Network  
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