



SAN FRANCISCO PLANNING DEPARTMENT

General Plan Referral

1650 Mission St.
Suite 400
San Francisco,
CA 94103-2479

Date: May 31, 2018
Case No. Case No. 2015-006744GPR
**Demolition and Renovation of Margaret Hayward Playground's
Structures And Amenities**

Reception:
415.558.6378

Fax:
415.558.6409

Block/Lot No.: 0759/001
Project Sponsor: J. Marien Coss
SF Recreation and Park Department
501 Stanyan Street
San Francisco, CA 94102

Planning
Information:
415.558.6377

Applicant: Same as Above

Staff Contact: Seung Yen Hong – (415) 575-9026
seungyen.hong@sfgov.org

Recommendation: Finding the project, on balance, is **in conformity** with
the General Plan

Recommended
By: 
John Rahaim, Director of Planning

PROJECT DESCRIPTION

The SF Recreation and Park Department proposes demolishing and renovating Margaret Hayward Playground's structures and amenities, located at 950 Golden Gate Avenue. The Project involves renovating the park's recreation buildings, storage and restrooms; improving park access; and replacing its sports courts, playfields, children's play area, and related amenities. In addition, the project proposes changing the dimensions of the Department of Emergency Management (DEM) property to increase the park land up to approx. 7,733 sq. ft. by expanding the DEM property to the south but reducing it to the east.

The existing park is approximately 265,000 square feet and offers recreation, including indoor recreation space, storage, and related amenities; sports courts; playfields including bleachers with storage and office space; children's play area, several RPD leased properties and a city operations facility owned and operated by the Department of Emergency Management.

The proposed design seeks to activate the park by locating the playground and new building in the center of the park. The proposed renovation will remove the existing maintenance road to

ensure pedestrian safety and increase recreational space. The project will also create new mid-block entrances along both Turk Street and Golden Gate Avenue to provide an inviting entry to the park's new amenities. The existing plant buffer on the sidewalk immediately in front of the park entrance along Turk Street will be removed to provide more space for path of travel. By consolidating existing buildings into one smaller structure, the project would create more open space.

The submittal is for a General Plan Referral to recommend whether the Project is in conformity with the General Plan, pursuant to Section 4.105 of the Charter, and Section 2A.52 and 2A.53 of the Administrative Code.

ENVIRONMENTAL REVIEW

The project was determined to be categorically exempt under CEQA Guidelines Sections 15301, 15303, and 15304 on August 1, 2017 (Planning Case No. 2015-006744ENV).

GENERAL PLAN COMPLIANCE AND BASIS FOR RECOMMENDATION

The Project is the demolition and renovation of Margaret Hayward Playground's structures and amenities, including renovating the park's recreation buildings, storage and restrooms; improving park access; and replacing its sports courts, playfields, children's play area, and related amenities. The project also includes changing of the Department of Emergency Management's boundaries. The Project is consistent with the Eight Priority Policies of Planning Code Section 101.1 as described in the body of this letter and is, on balance, **in-conformity** with the following Objectives and Policies of the General Plan:

RECREATION AND OPEN SPACE ELEMENT

OBJECTIVE 1: ENSURE A WELL-MAINTAINED, HIGHLY UTILIZED, AND INTEGRATED OPEN SPACE SYSTEM

POLICY 1.2

Prioritize renovation in highly-utilized open spaces and recreational facilities and in high needs areas

Many of the City's open space and recreational facilities support a high intensity of uses. These spaces clearly provide a welcome respite for residents and visitors, but they are often so heavily utilized that more frequent maintenance is necessary to keep up with their heavy usage. The City should perform user studies and collect usage data to assess which of the existing recreation and open spaces are the most highly used so that those spaces may be targeted for renovation and improvement. Renovation of resources also should be prioritized in "high needs areas," defined as areas with high population densities, high concentrations of seniors and

youth, and lower income populations, that are located outside of existing park service areas (see Map 7: High Needs Areas: Priority Acquisition & Renovation Areas of the Recreation and Open Space Element, adopted in 2014).

The Project would renovate Margaret Hayward Playground that is located in an area of the City that is identified as a "high needs area". By renovating and replacing highly-utilized recreational facilities and providing better park access, the Project would offer more opportunities for existing users and accommodate more park users.

URBAN DESIGN ELEMENT

POLICY 1.10

Indicate the purposes of streets by adopting and implementing the Better Streets Plan, which identifies a hierarchy of street types and appropriate streetscape elements for each street type.

POLICY 4.8

Provide convenient access to a variety of recreation opportunities.

The renovation of Margaret Hayward Playground would relocate its playground and community room to the center of the park to make them more visible from the public streets. In addition, the Project would improve park access by creating more inviting park entries and edge designs. For instance, the project would install a new gate and fence at Turk and Golden Gate entries, and widen the sidewalk at the Turk entry.

TRANSPORTATION ELEMENT

POLICY 23.2

Widen sidewalks where intensive commercial, recreational, or institutional activity is present, sidewalks are congested, where sidewalks are less than adequately wide to provide appropriate pedestrian amenities, or where residential densities are high.

All sidewalks should meet or exceed the minimum sidewalk width for the relevant street type as described in the Better Streets Plan. Sidewalks below this width should be widened as opportunities arise to do so, balanced with the needs of other travel modes for the street as described in other sections of this element.

The project would widen the sidewalk at the Turk entry by removing a short stretch of the Turk Street plant buffer at the base of the new perimeter fence immediately in front of the park entrance.

OBJECTIVE 24

IMPROVE THE AMBIENCE OF THE PEDESTRIAN ENVIRONMENT.

POLICY 24.2

Maintain and expand the planting of street trees and the infrastructure to support them.

POLICY 24.3

Install pedestrian-serving street furniture where appropriate.

The project will install lighting and enhance landscaping around the park edges to improve the ambience of the pedestrian environment. For instance, the project aims to improve the pedestrian experience at the Gough/Golden Gate corner with appropriate scaled planting and retaining wall detailing.

POLICY 28.5

Provide bicycle parking at major recreational facilities and at all large sports, cultural, or other heavily attended events.

While the locations of bike parking have not yet been determined, the Project will provide bicycle parking both on the sidewalk near park entrances and near the new building within the park, as required by code.

PROPOSITION M FINDINGS – PLANNING CODE SECTION 101.1

Planning Code Section 101.1 establishes Eight Priority Policies and requires review of discretionary approvals and permits for consistency with said policies. The Project is found to be consistent with the Eight Priority Policies as set forth in Planning Code Section 101.1 for the following reasons:

Eight Priority Policies Findings

1. That existing neighborhood-serving retail uses be preserved and enhanced and future opportunities for resident employment in and ownership of such businesses enhanced.

The Project is within the existing park open space, and there are no existing retail uses in these blocks. The Project would have no adverse effect on neighborhood serving retail uses or opportunities for employment in or ownership of such businesses.

2. That existing housing and neighborhood character be conserved and protected in order to preserve the cultural and economic diversity of our neighborhood.

The Project would have no adverse effect on the City's housing stock or on neighborhood character. The existing housing and neighborhood character will be not be negatively affected

3. That the City's supply of affordable housing be preserved and enhanced.

The Project would have no adverse effect on the City's supply of affordable housing.

4. That commuter traffic not impede MUNI transit service or overburden our streets or neighborhood parking.

The Project would not result in commuter traffic impeding MUNI's transit service, overburdening the streets or altering current neighborhood parking.

5. That a diverse economic base be maintained by protecting our industrial and service sectors from displacement due to commercial office development, and that future opportunities for residential employment and ownership in these sectors be enhanced.

The Project would not affect the existing economic base in this area.

6. That the City achieve the greatest possible preparedness to protect against injury and loss of life in an earthquake.

The Project would not adversely affect achieving the greatest possible preparedness against injury and loss of life in an earthquake. The entire park site is a designated emergency assembly location. Renovation of the park and building will improve the City's preparedness for an earthquake.

7. That landmarks and historic buildings be preserved.

There are no historic buildings or landmarks at the Project site.

8. That our parks and open space and their access to sunlight and vistas be protected from development.

The existing buildings would be removed and consolidated into one smaller structure to create more open space, which will reduce shade on the park. Therefore, the Project would have no adverse effect on parks and open space or their access to sunlight and vista.

RECOMMENDATION:	Finding the Project, on balance, in-conformity with the General Plan
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Attachments

- 1: 11/27/2017 Civic Design Review Presentation
- 2: Proposed Boundary of the Department of Emergency Management Property

GENERAL PLAN REFERRAL

CASE NO. 2015-006744GPR
DEMOLITION AND RENOVATION OF
MARGARET HAYWARD PLAYGROUND'S STRUCTURES AND AMENITIES

3: Correspondence – 4/20/2018 Meeting Recap

cc: Paul De Freitas and Gabriel Meil, San Francisco Public Works

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SAN FRANCISCO RECREATION + PARK DEPARTMENT MARGARET HAYWARD PLAYGROUND

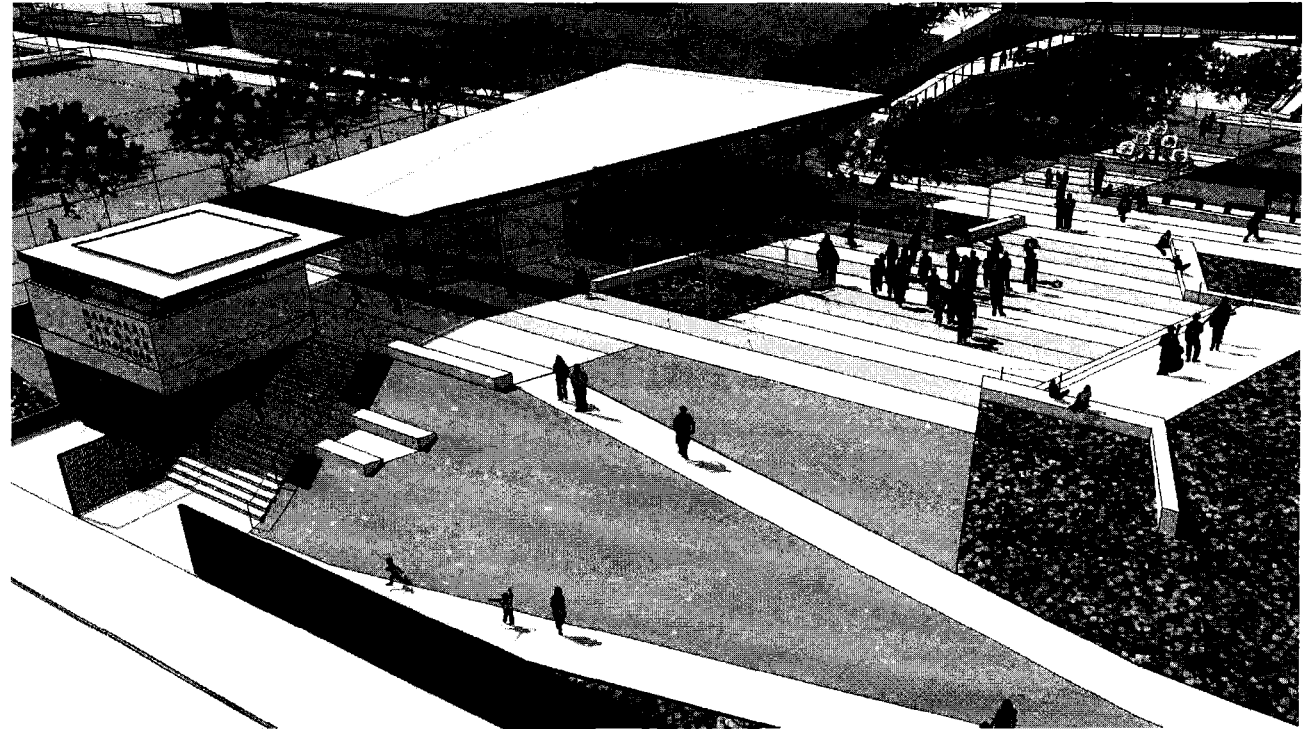
CIVIC DESIGN REVIEW
Monday, November 27, 2017



Supervisor
London Breed
District 5

Project Managers
Marien Coss
Recreation and Park Department

Design Team
Lizzy Hirsch, Landscape Architect
Paul De Freitas, Architect
Gabriel Meil, Design Associate
Lauren McClure, Design Associate
Eoanna Harrison, Design Associate
Mayton Xu, Intern
San Francisco Public Works



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COMMUNITY OUTREACH

- Monthly and bi-monthly meetings with key neighborhood stakeholders
- 4 public meetings to develop conceptual design direction
(January 2016 - April 2017)

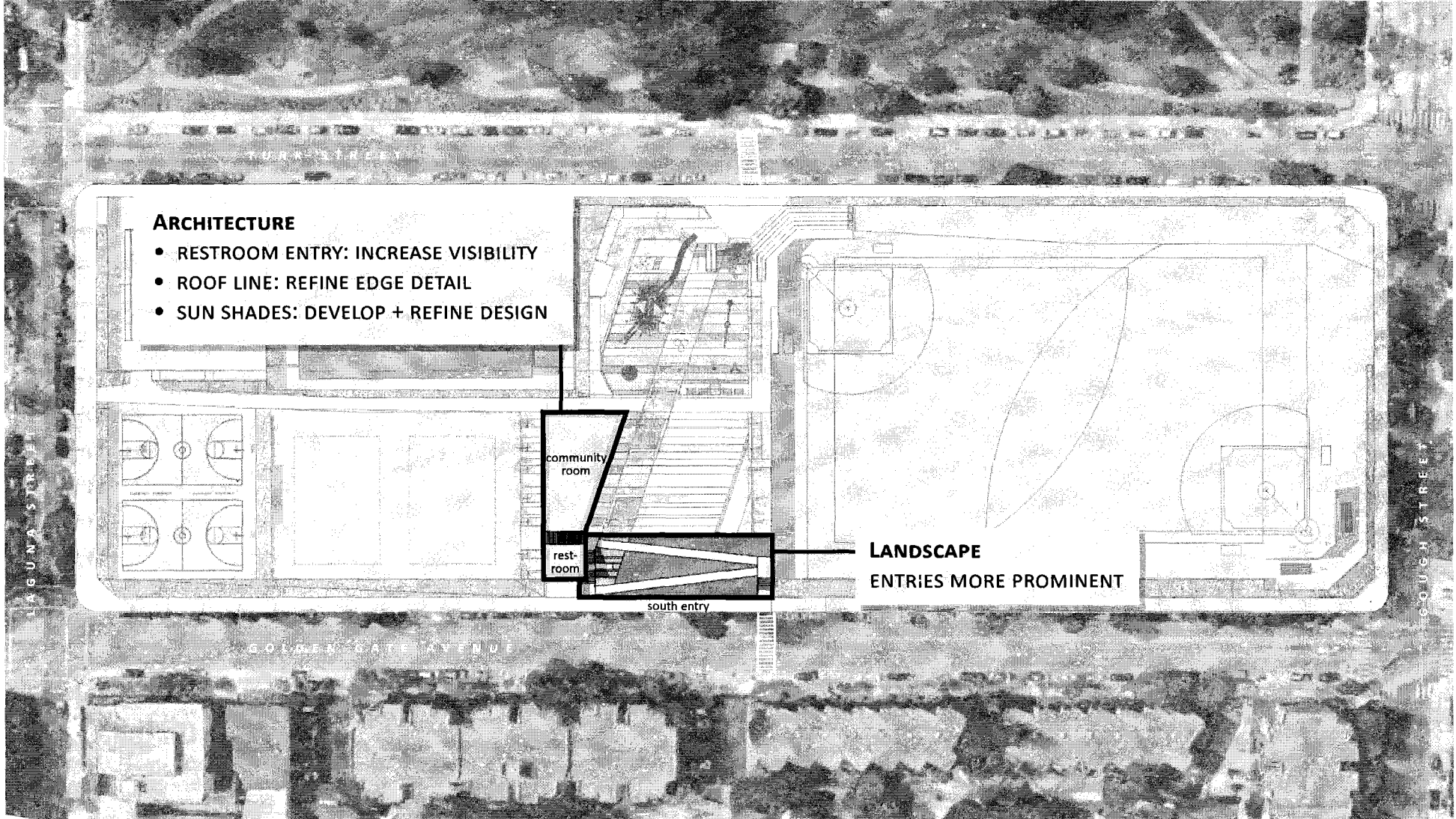
CIVIC DESIGN REVIEWS

- Informational July 19, 2016
- Informal August 15, 2016
- Informal January 23, 2017
- Phase 1 July 17, 2017



PART I

CDR Feedback from Phase I



ARCHITECTURE

- RESTROOM ENTRY: INCREASE VISIBILITY
- ROOF LINE: REFINE EDGE DETAIL
- SUN SHADES: DEVELOP + REFINE DESIGN

community room

rest-room

south entry

LANDSCAPE ENTRIES MORE PROMINENT



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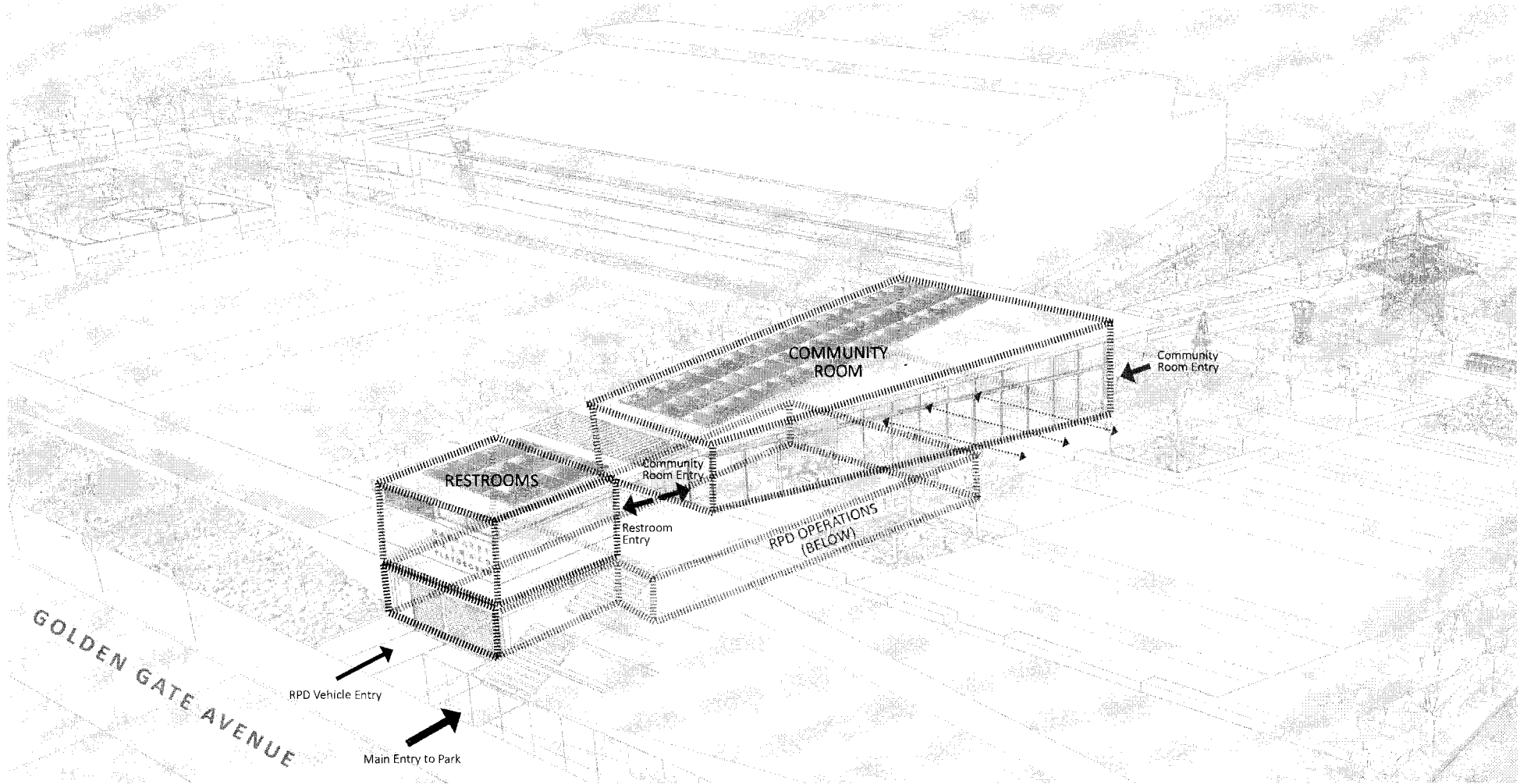
Hedgerow Plan View: CDR Feedback

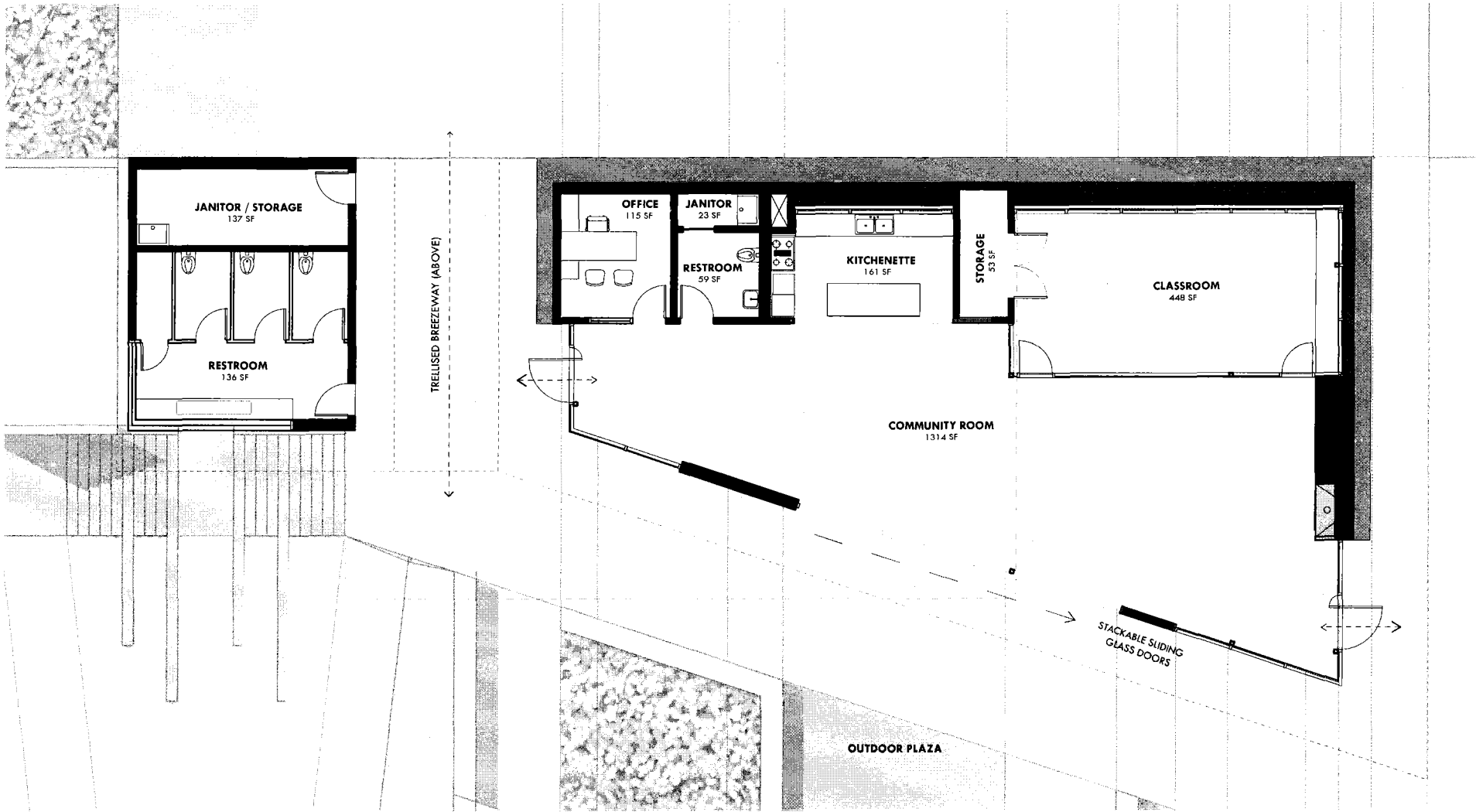
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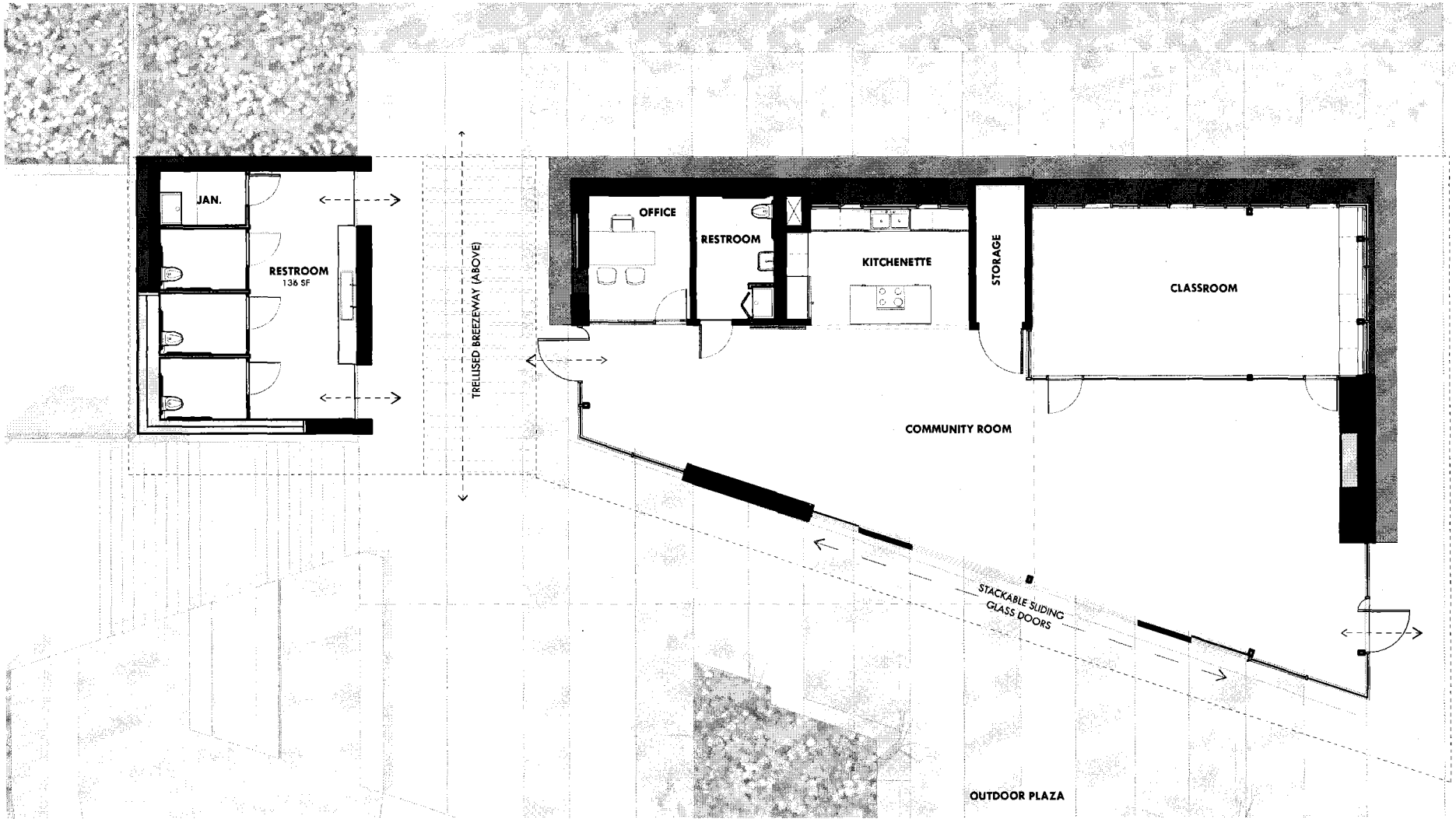
PART II

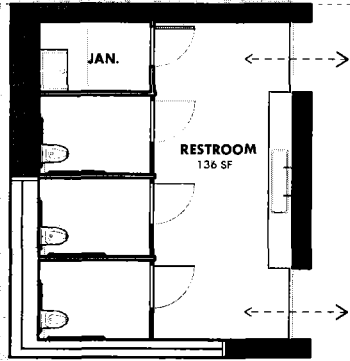
Design Update



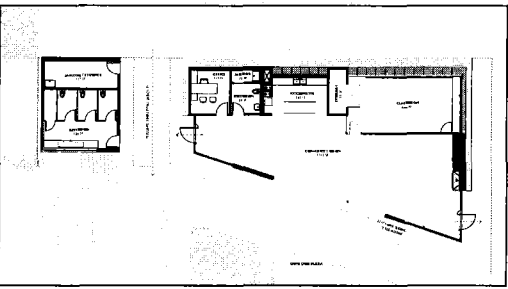
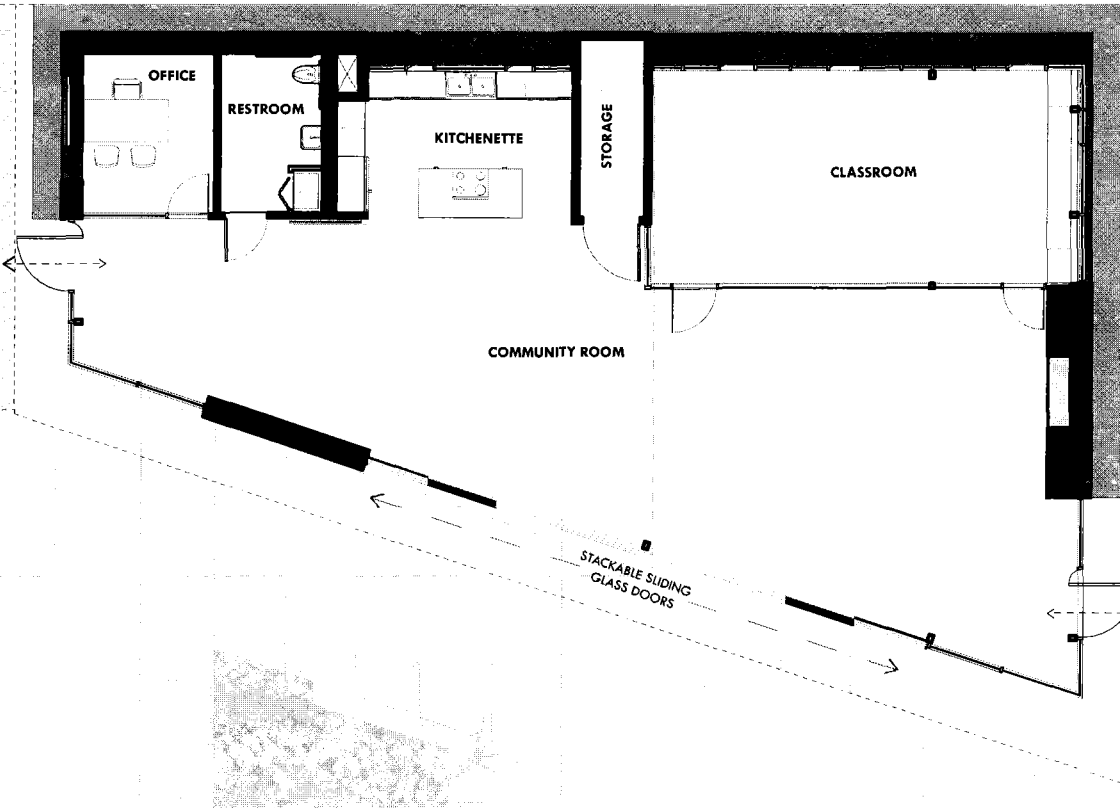


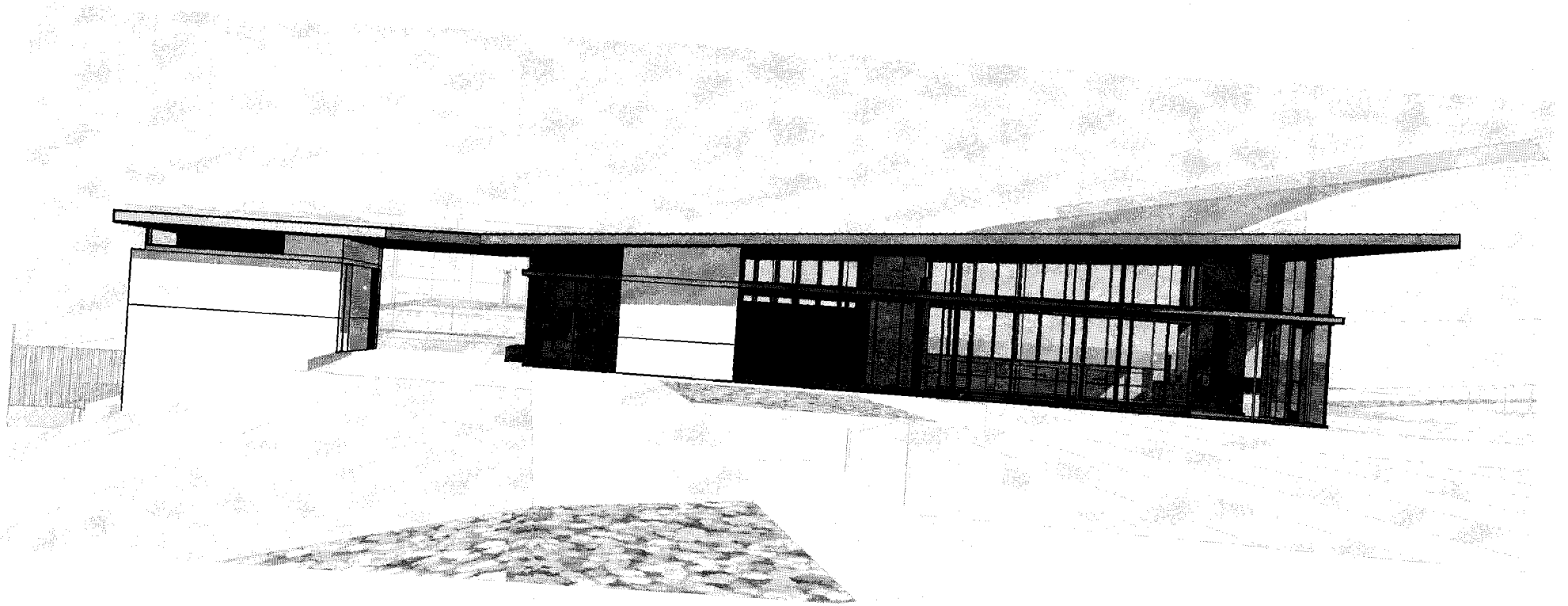






TRELISED BREEZEWAY (ABOVE)

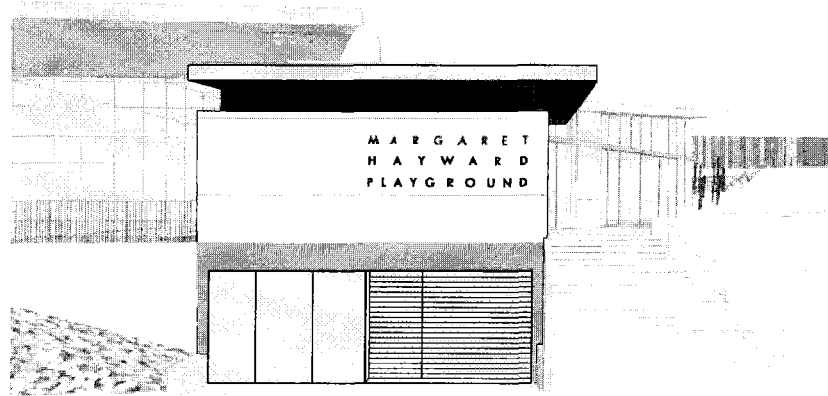




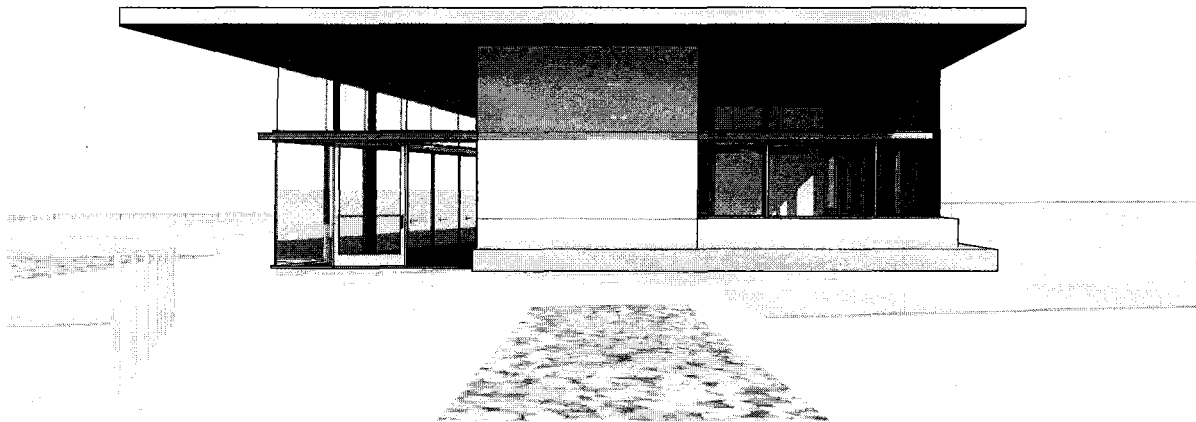
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SOUTH ELEVATION (FROM GOLDEN GATE AVENUE)



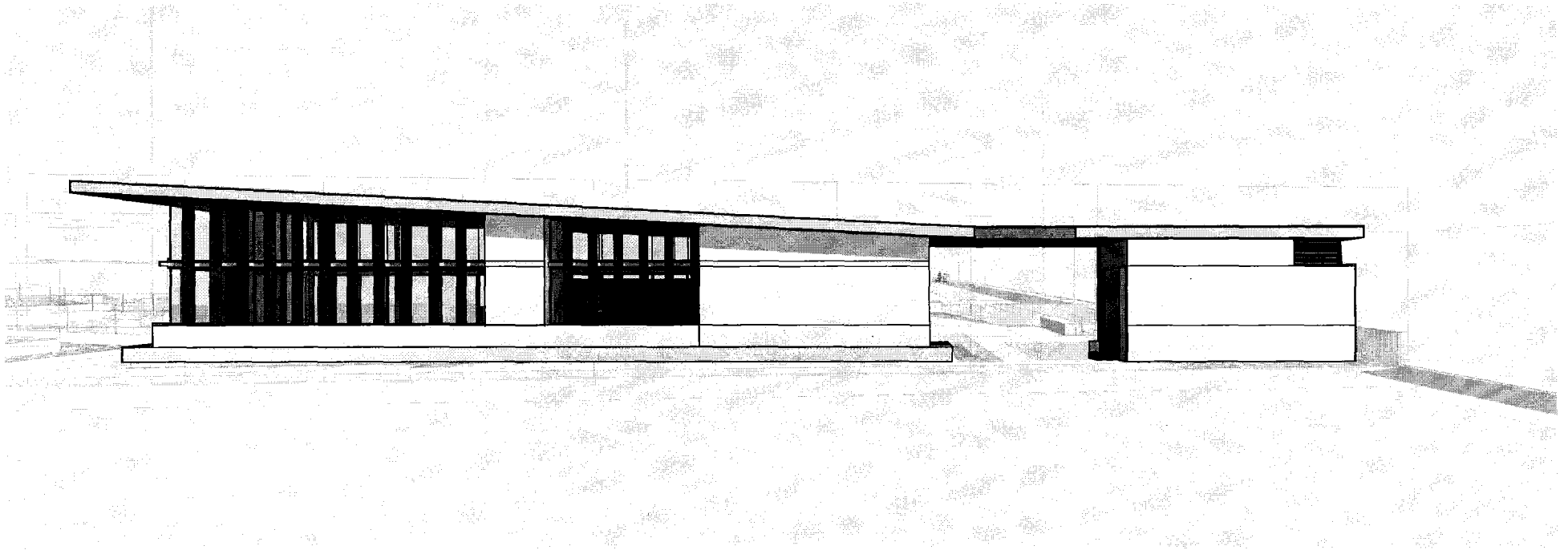
NORTH ELEVATION (FROM PLAYGROUND)

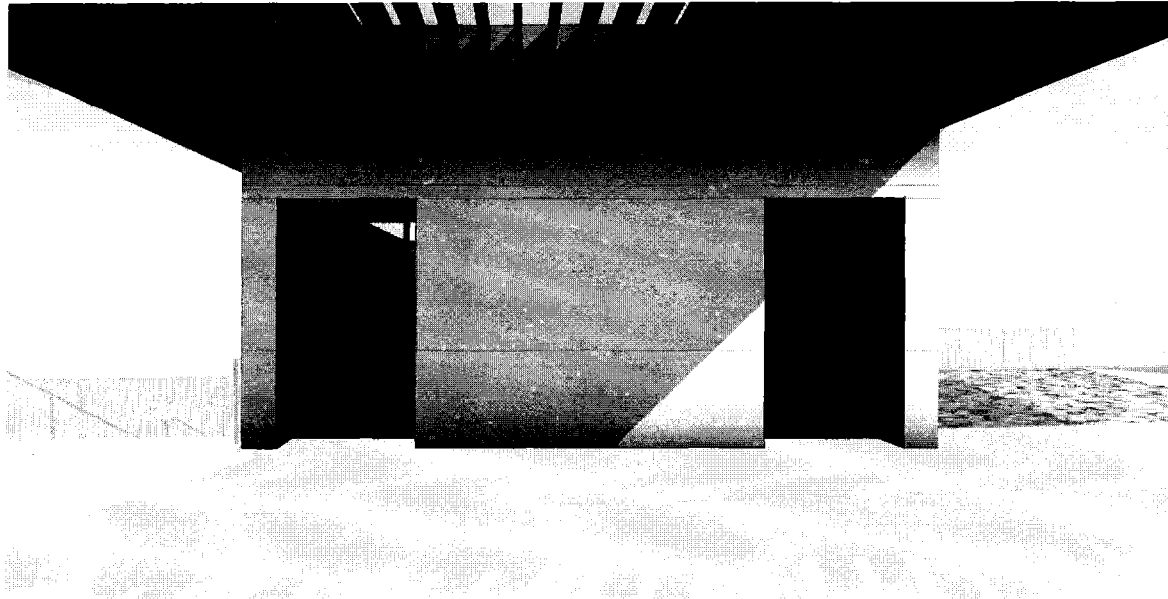


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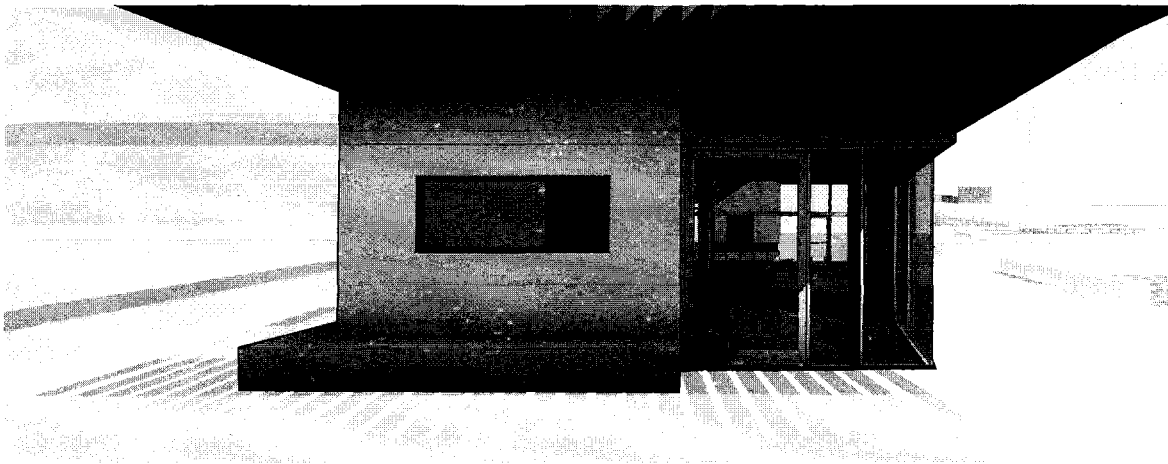
South & North Elevation

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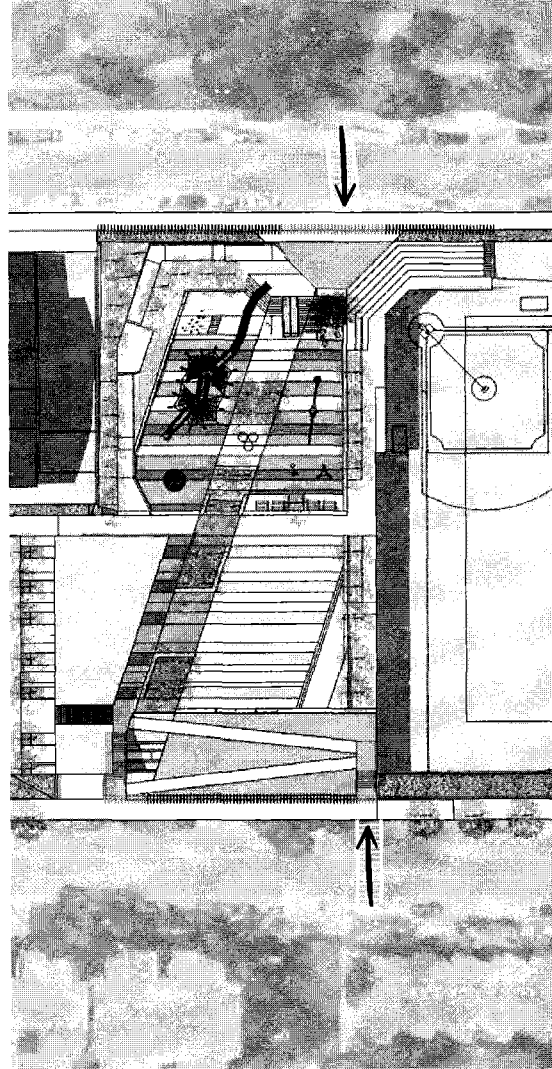


RESTROOM ELEVATION (FROM ENTRY)

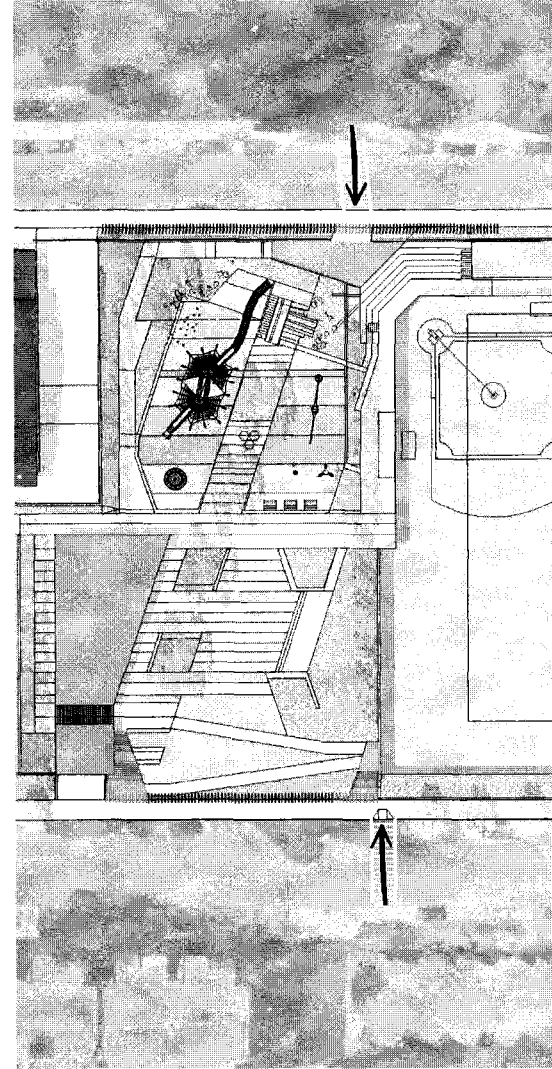


ENTRY ELEVATION (FROM RESTROOM)

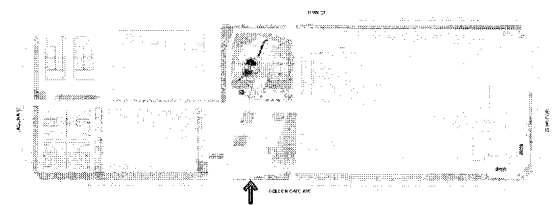
 FIXED/SEMI-FIXED PANELS
 ENTRANCE PANELS

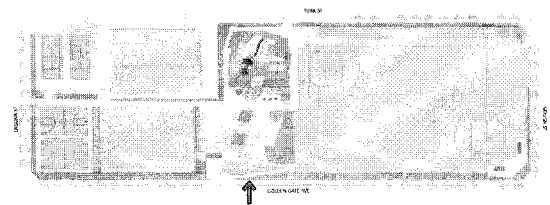
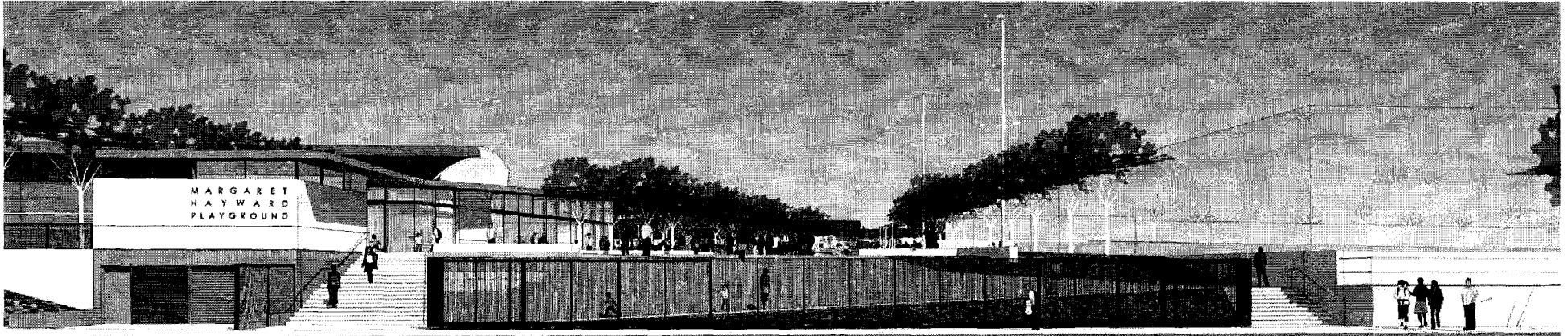


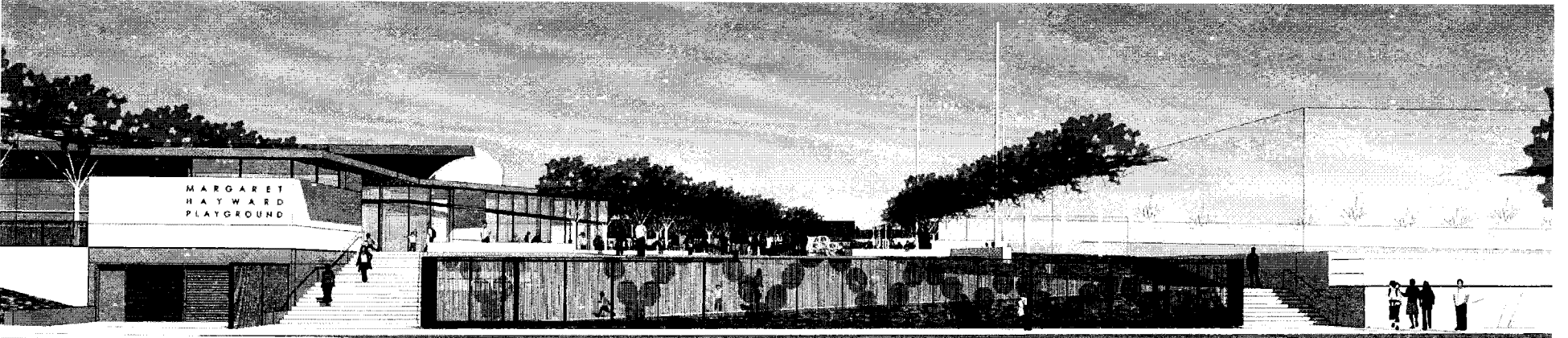
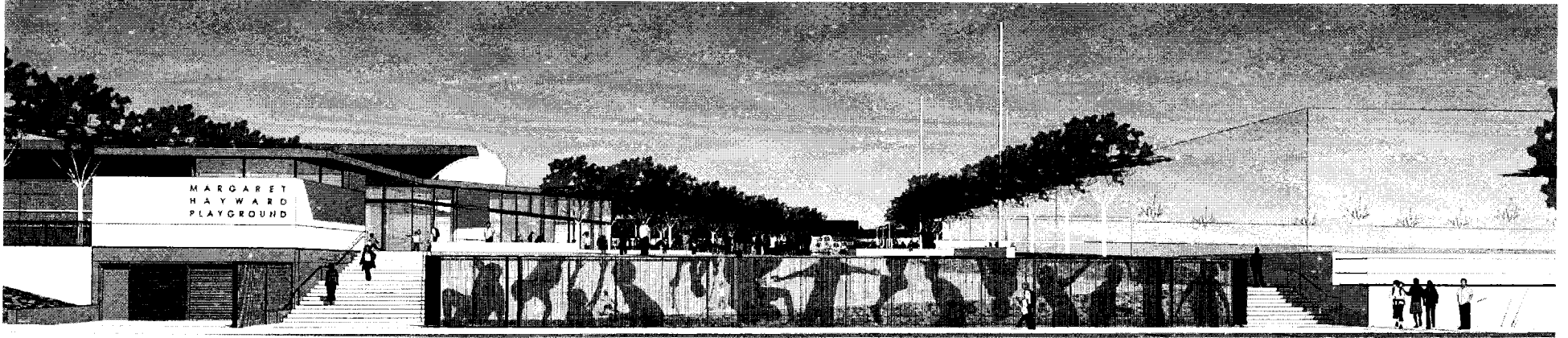
CDR PHASE 1

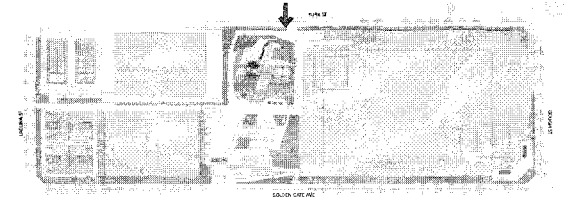
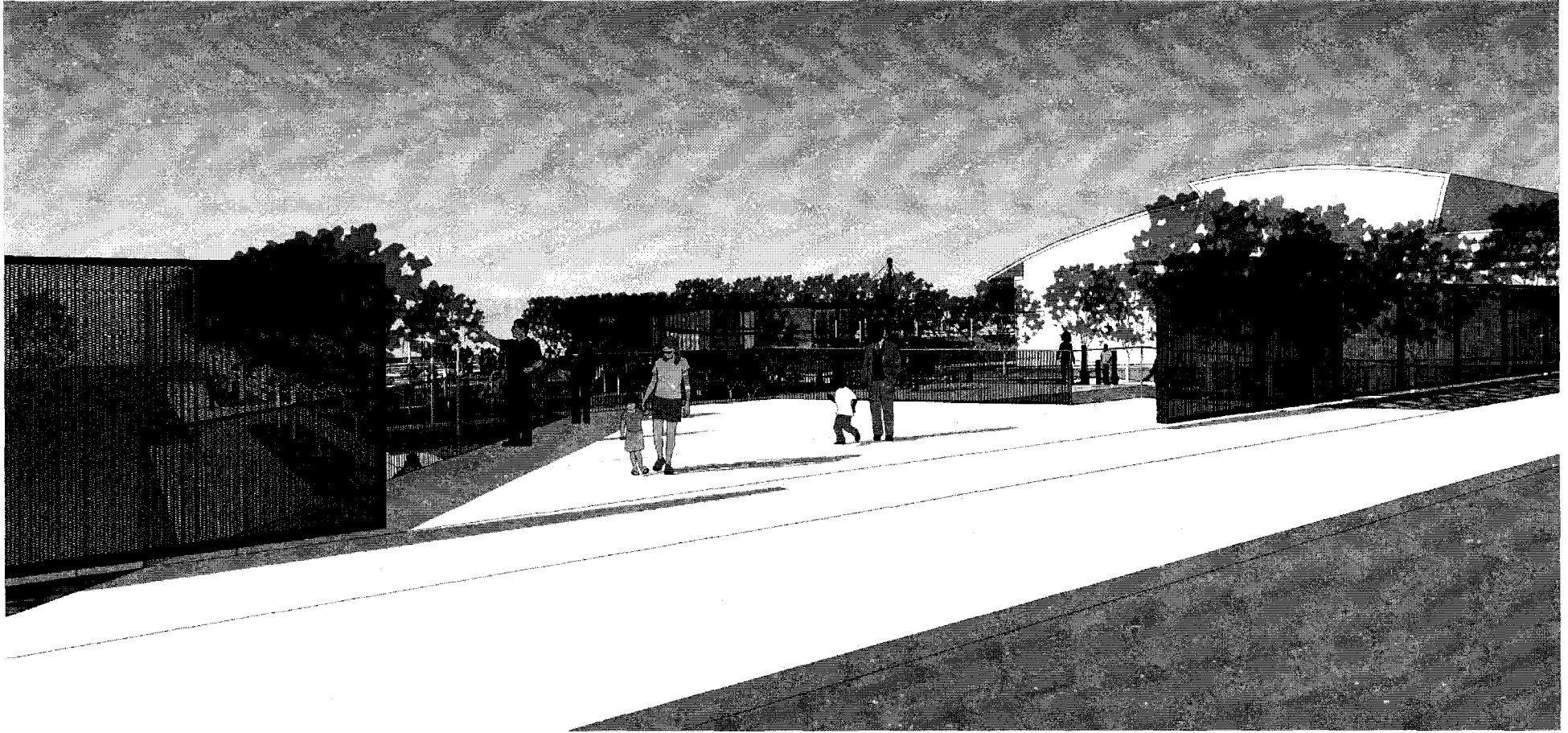


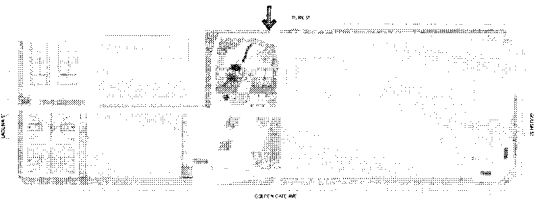
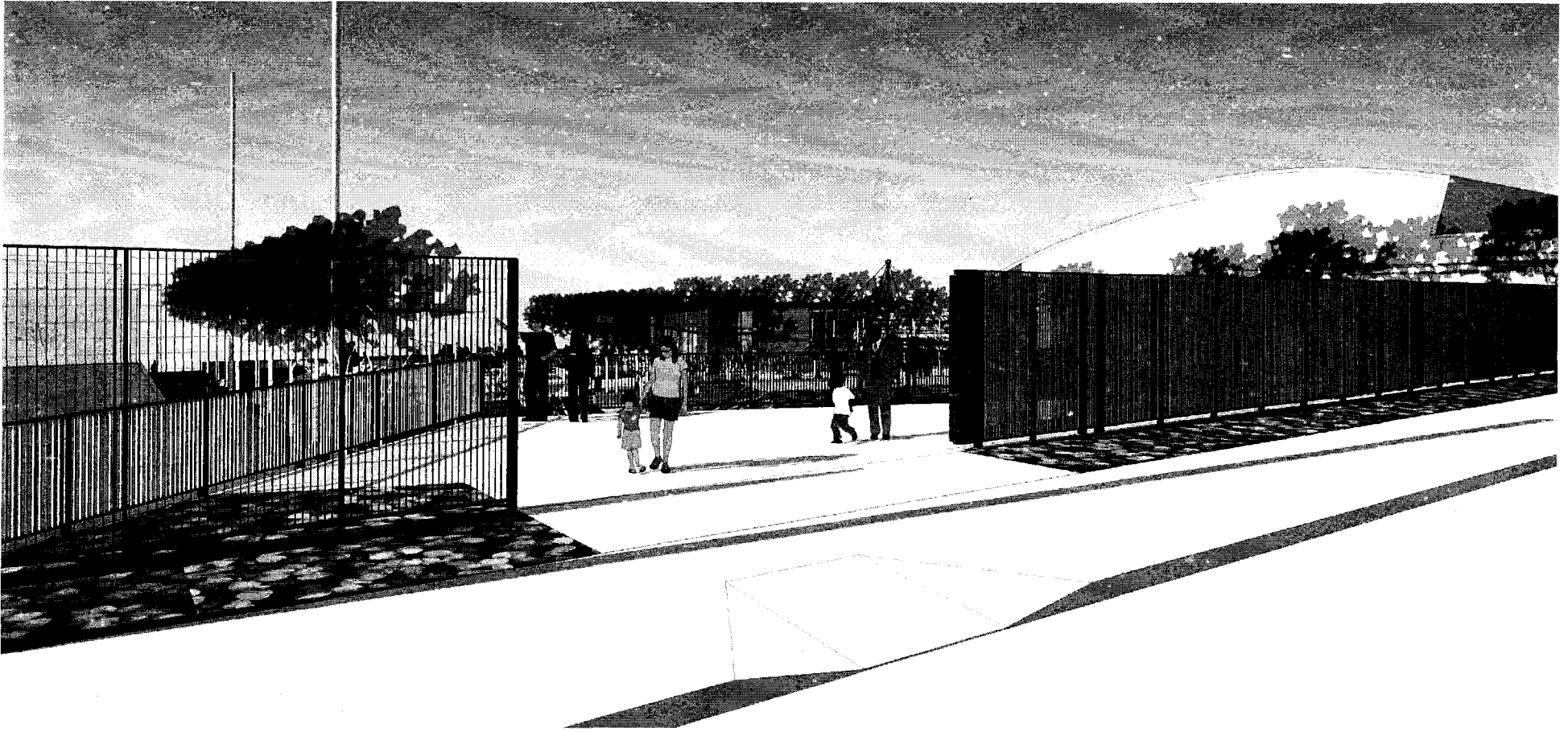
CDR PHASE 2

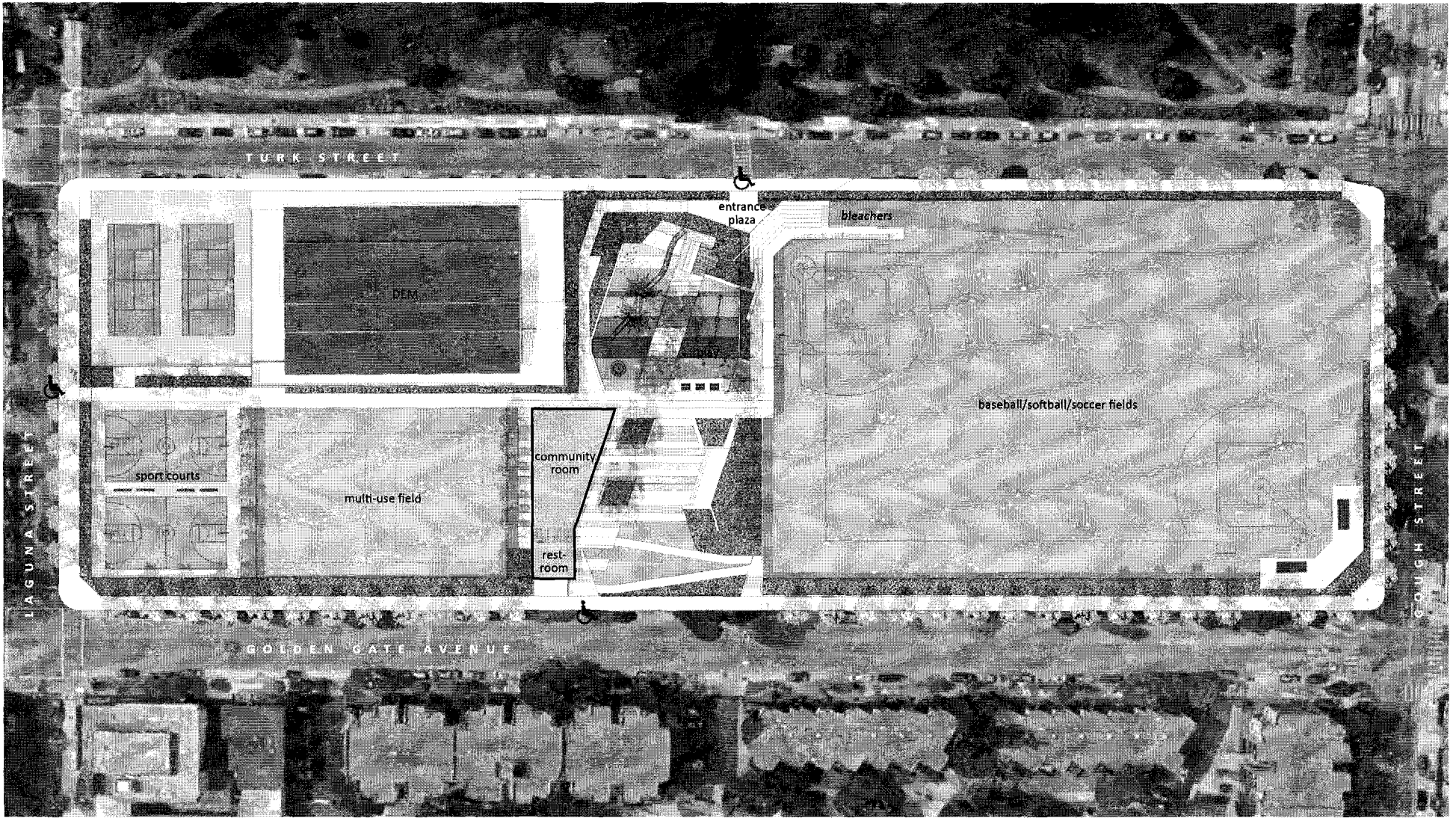














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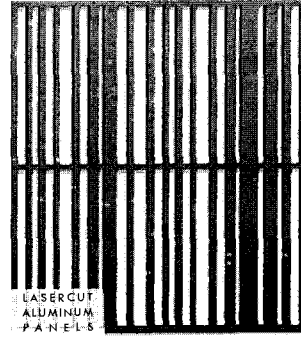
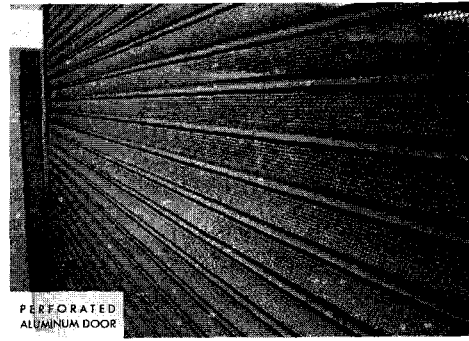
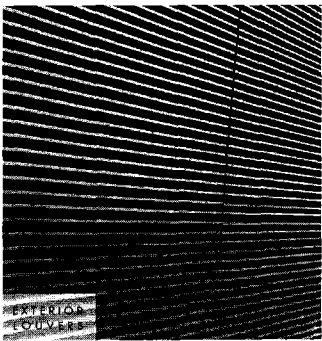
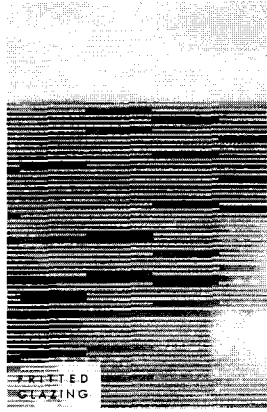
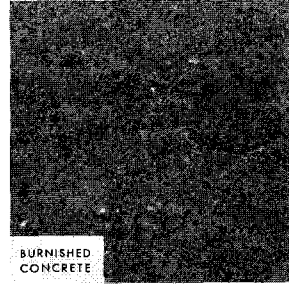
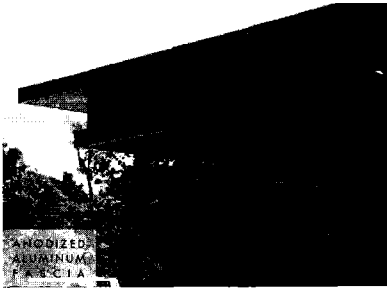
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Central View: From Plaza

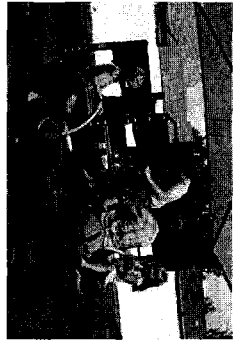
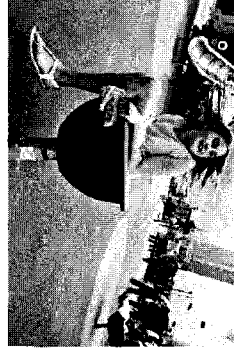
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PART III

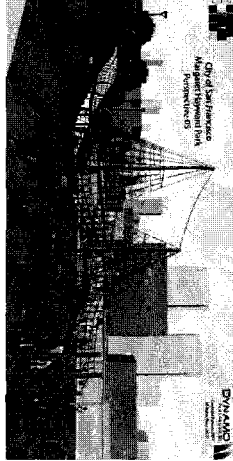
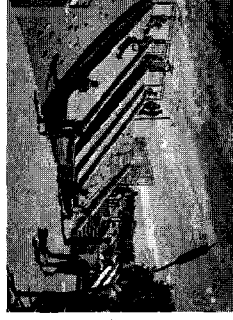
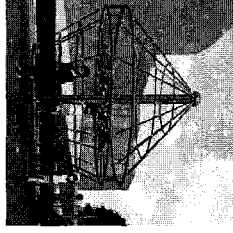
Material Palette



PRE-SCHOOL



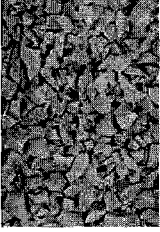
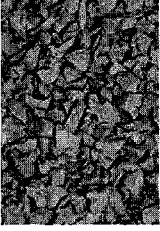
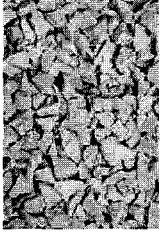
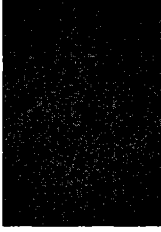
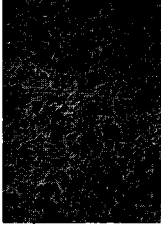
SCHOOL AGE



NATURE PLAY



SAFETY SURFACE



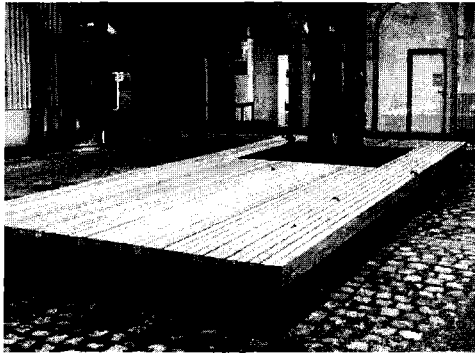
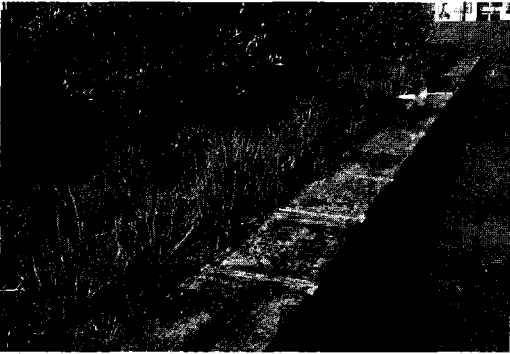
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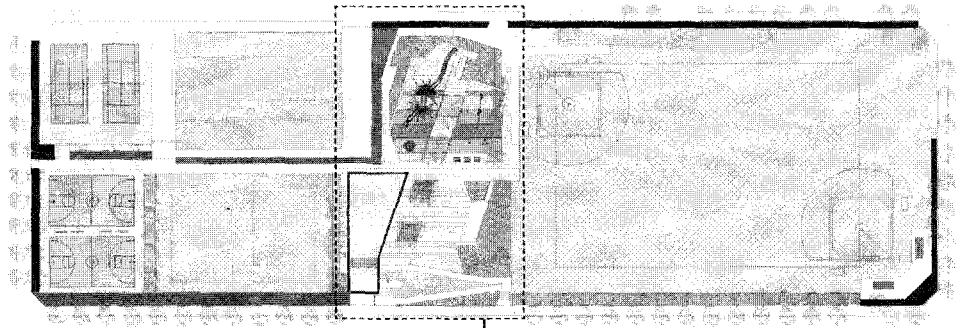
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PAVING

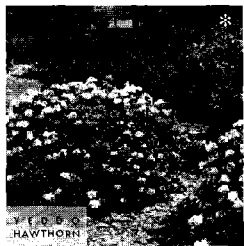


SEATING





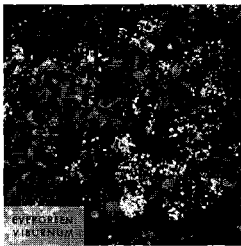
HUB PALETTE, NEXT PAGE



HAWTHORN

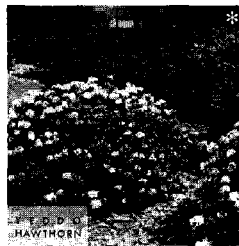


SAN BRUNO COFFEEBERRY

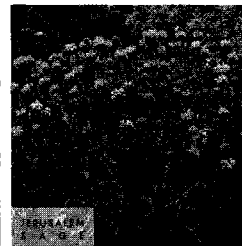


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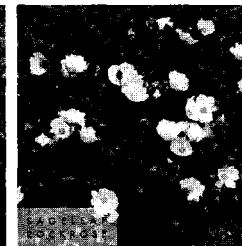
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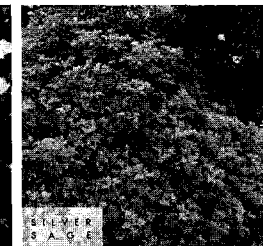
HAWTHORN



PLANT

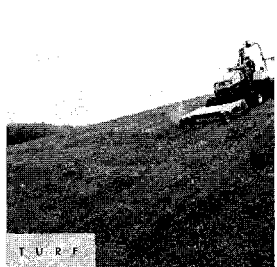


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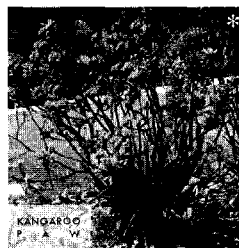
SILVER SAGE

JEFF LINK



TURF

GGA/LAGUNA



KANGAROO PAW



PLANT



LEUCADENDRON CLODDBANK



MEDITERRANEAN FAN PALM

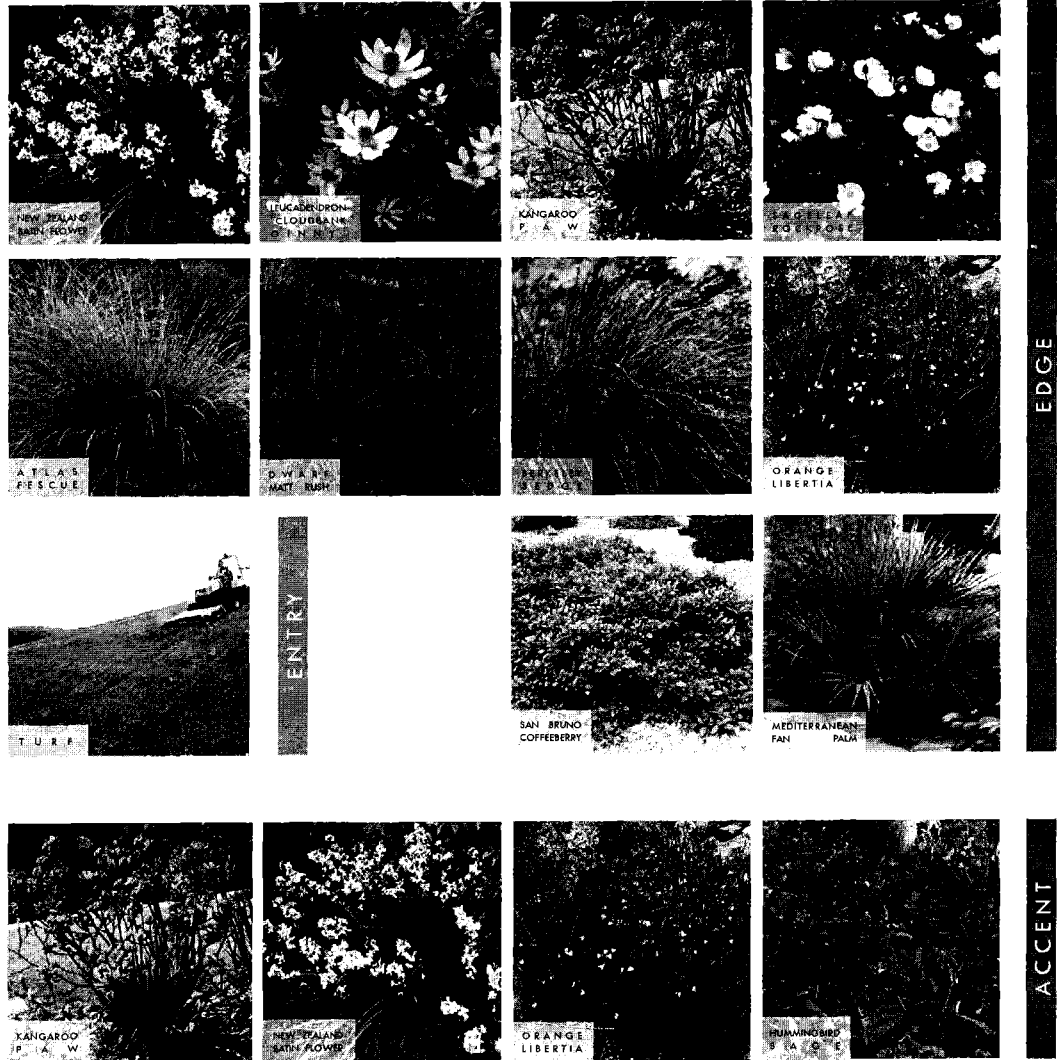
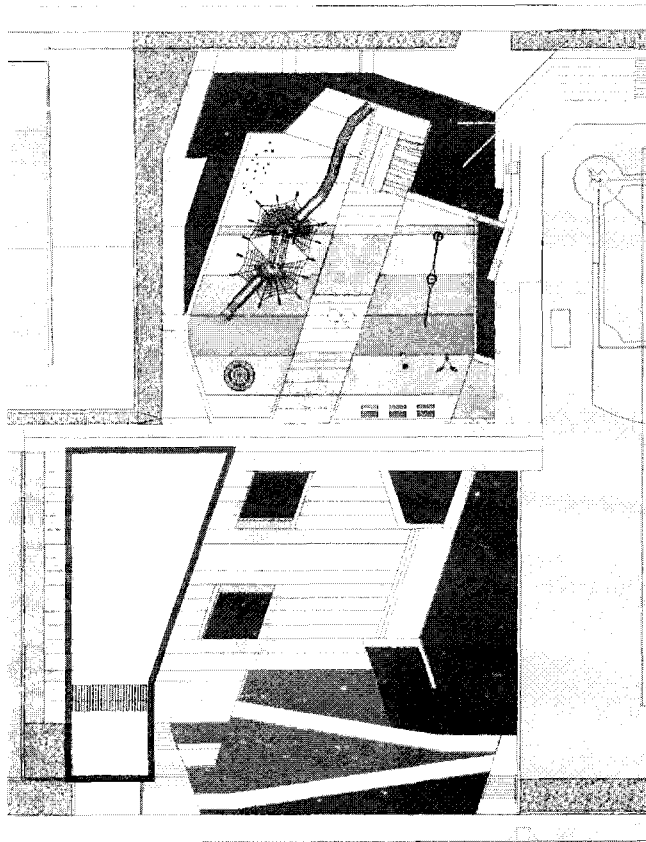
CORNER



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Planting Palette: Perimeter

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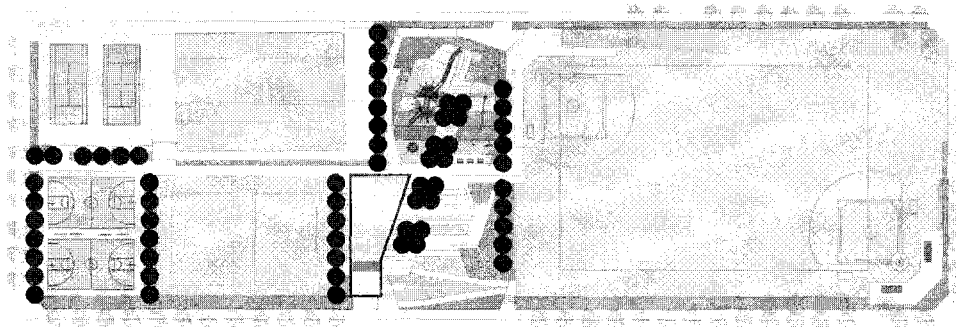


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Planting Palette: Hub

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ARMSTRONG
RED MAPLE

HEDGEROW



STRAWBERRY
T R E E

ALLEE

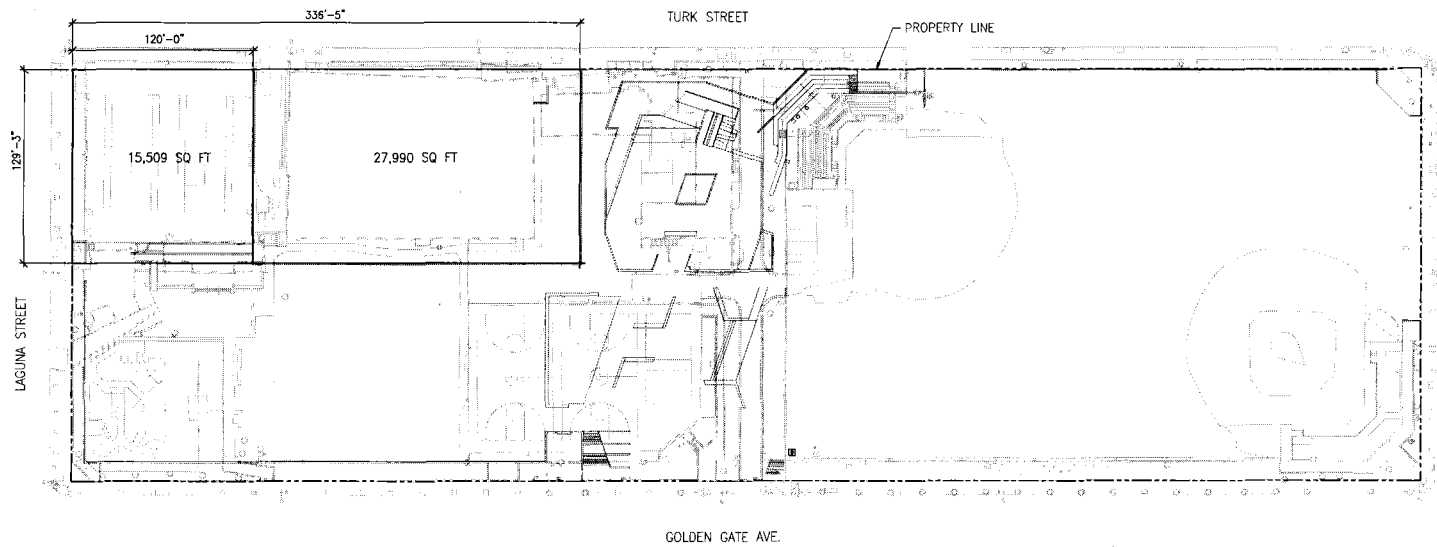
THANK YOU!



Building Design & Construction

Margaret Hayward Playground | Civic Design Review | 11.27.2017

Original Drawing Size: 27" x 34" Drawing Name: V:\3317\1_Margaret_Hayward_Design_Calendar\AS\Sheet\3317\DEM_SCOPE.DWG Plotted on: May 29, 2018 - 11:17am



DEPARTMENT OF PUBLIC WORKS
CITY AND COUNTY OF SAN FRANCISCO

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Project

MARGARET HAYWARD
PLAYGROUND RENOVATION

950 GOLDEN GATE AVENUE
SAN FRANCISCO, CA 94102

Consultant

Issue

05.29.18

No.	Date	Revisions

Drawn	MX
Land Arch	EC
Reviewed By	GM
Section Head	JD

Drawing Title

RPD /DEM BOUNDARY
PLAN

Sheet No.

Scale AS NOTED

Job No. 100009783

From: Coss, Marien (REC)
To: Hong, Seung Yen (CPC); Salvadori, Ilaria (CPC)
Cc: De Freitas, Paul (DPW); Meil, Gabriel (DPW); Hrushowy, Neil (CPC)
Subject: RE: Margaret Hayward Park - 4/20 GPR Meeting Recap
Date: Friday, April 20, 2018 6:51:42 PM

Hi Seung Yen,

It was great meeting you, Neil and reconnect with Ilaria. Thank you for clarifying the intradepartmental relationships within the Planning Department. Below is a recap of our meeting and responds to the concerns. The graphic images presented were from GPR Application and CDR reviews that are posted on SFAC website:

A corner entry at the Gough and Golden Gate Ave intersection

The existing entry on has been a harbor of crime and negative activity, predominantly due to the extensive ramps needed to accommodate the change in grades. The neighbors vehemently requested removal of the ramp to address the unsafe conditions of this corner, which over time has been over taken by drug users and encampments. Through four public community meetings and dozen additional meetings with key stakeholders, the current design emerged as the favorite.

- Concentrate the park formal entrances at the heart/center of the park, where all activities meet, near the community room, plaza, and playground.
- Relocate the story of Margaret Hayward, Commissioner, near the entrance, where it can be seen/read. This existing corner is not visible from either Gough or Golden Gate, both one way roads
- Improve the pedestrian sidewalk at Gough/Golden Gate experience with appropriate scaled planting and retaining wall detailing.
- To reintroduce the grand staircase at Gough/Golden Gate, recommended by GPR staff, would require an accessible ramp for code compliance. Creating a dual corner entry and thus recreating a similar ramp for the continuing the negative activity.

A wider sidewalk along Turk

- The Turk Street plant buffer at the base of the perimeter fence will remain, except for the area immediately in front of the park entrance 'special' fence. RPD operations & SFPW design team will redesign this entry to widen the sidewalk, beautify the entrance, and transition to the plant buffer on either side of the wider sidewalk.

A midblock passageway

The proposed renovation will remove the existing maintenance road to ensure pedestrian safety, accessible equity and increase recreational space. The core design of the park renovation is to develop the "hub" as an activated mid-block passage and recreational space that unifies the entire park. The proposed design complies with GPR staff recommendation to provide direct pedestrian access from Jefferson Square Park to Golden Gate Avenue through an accessible path or a combination of accessible path and steps. Bicycle riding is not allowed within the park.

- Contact SFMTA to relocate the existing crosswalk so that it aligns with the main entrance stair on Golden Gate Avenue. This is strictly an SFMTA decision
- Propose that SFMTA consider a bulb out near the Golden Gate midblock entrances in future work. The design and implementation of a proposed bulb-out is not part of the park renovation scope.

Bicycle Parking

Bicycle parking will be included in this project, both on the sidewalk near park entrances and near the new building within the park, as required by code.

Thanks again and have a great weekend!

Marien

J. Marien Coss

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From: Hong, Seung Yen (CPC)
Sent: Wednesday, April 18, 2018 10:44 AM
To: Coss, Marien (REC) <marien.coss@sfgov.org>
Subject: Margaret Hayward Park

Hi Marien,

I've attached a draft summary of our concerns below. You have told me some of the design rationales on the phone, but it would be great to discuss further in person this Friday. Some of my colleagues might join the Friday meeting. Would you please come to our building for the Friday meeting?

Look forward to meeting you!

Thanks,
Seung Yen

The proposed design is deemed not to be in conformity with the following Objectives and Policies of the General Plan:

URBAN DESIGN ELEMENT POLICY 1.10

Indicate the purposes of streets by adopting and implementing the Better Streets Plan, which identifies a hierarchy of street types and appropriate streetscape elements for each street type

URBAN DESIGN ELEMENT POLICY 4.8

Provide convenient access to a variety of recreation opportunities.

URBAN DESIGN ELEMENT POLICY 4.13

Improve pedestrian areas by providing human scale and interest.

URBAN DESIGN GUIDELINES S1

Recognize and respond to urban patterns.

TRANSPORTATION ELEMENT POLICY 23.2

Widen sidewalks where intensive commercial, recreational, or institutional activity is present, sidewalks are congested, where sidewalks are less than adequately wide to provide appropriate pedestrian amenities, or where residential densities are high.

TRANSPORTATION ELEMENT POLICY 28.5

Provide bicycle parking at major recreational facilities and at all large sports, cultural, or other heavily attended events.

MARKET AND OCTAVIA AREA PLAN POLICY 4.2.3

Re-introduce a public right-of-way along the former line of Octavia Street, between Fulton Street and Golden Gate Avenue for use by pedestrians and bicycles.

BETTER STREETS PLAN: Park Edge Streets (Min. 12 feet in width)

Streets that border major parks or the waterfront have one set of conditions on one side of the street and a distinctly different set of conditions on the other. Park edge streets often have fewer spatial constraints on the park edge side but unique demands of high pedestrian volumes or special activities associated with them. These streets should have a generous park edge with landscaping, lighting, furnishings, and multi-use trails.

AREAS OF CONCERN:

A corner entry at the Gough and Golden Gate Ave intersection

- The new design proposes removing existing entry points at the Gough and Golden Gate Ave intersection. This change makes the park less accessible and forces the park users that come from the east, including the Tenderloin neighborhood, walk much farther along a narrow sidewalk and a blank retaining wall to get to the baseball field.
- Providing a corner entry gate with a grand staircase and a ramp can allow park users to directly enter into the baseball field from the Gough and Golden Gate Ave intersection. The grand staircase can create a more inviting pedestrian environment than a landscaped retaining wall, while also serving as a prominent park gateway signage.

A wider sidewalk along Turk

- To conform to the Better Streets Plan, the 10' sidewalks along Turk Street and Golden Gate Avenue should be widened to 12 feet.
- While the Golden Gate Avenue sidewalk is poised with more challenging conditions, there's an opportunity to widen the Turk sidewalk without changing traffic circulation, parking, or grading.
- Converting a landscaped strip along the fence into a paved sidewalk area can provide a wider pedestrian space along Turk.

A midblock passageway

- The new design removes an existing maintenance driveway that runs across the park, which is a huge improvement for pedestrian safety. However, this design removes the existing direct connections to/from the two mid-block crosswalks spanning Golden Gate and Turk Streets.
- Keeping the existing mid-block connection is also critical in reinforcing and enhancing the existing urban patterns. The Market and Octavia Area Plan calls for a strong bike/ped connection that is on axis with Octavia, as well as a green connection between the new Octavia Boulevard, Jefferson Park and Hayward Playground. Responding to these policies, the current mid-block connection for pedestrians is encouraged to remain.
- Staff recommends converting some of the proposed landscaped area to provide a midblock passageway that is on axis with Octavia for direct pedestrian access to Jefferson Square Park from the south.

Seung-Yen Hong, LEED Green Associate, Urban Designer/Planner
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