



# POTRERO HOPE SF | DESIGN STANDARDS AND GUIDELINES

**NOVEMBER 2016**





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The *Potrero HOPE SF Design Standards and Guidelines* document is organized in three sections. Part I discusses the history of Potrero Terrace and Annex, the community's goals for redevelopment and the overall vision for the future. Part II describes the urban design concept for the site including connectivity, open space, building form, land use and sustainability. Part III, Design Intent, Development Controls and Design Guidelines, set forth the requirements and recommendations for site planning, street and open space design, building controls, and design and sustainability controls. The development controls and design guidelines are meant to enhance and complement the San Francisco Planning Code and General Plan. Except where explicitly stated otherwise, projects shall comply with existing policy and code.



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## Part I

# Vision, History & Community Goals







## I. Introduction

The Potrero Terrace and Annex public housing sites are being revitalized as part of the City of San Francisco's HOPE SF program, a partnership between the Mayor's Office of Housing and Community Development and the San Francisco Housing Authority aimed at revitalizing a number of distressed public housing developments. In 2008, BRIDGE Housing Corporation was selected to lead the redevelopment effort at Potrero.

The developer plans to replace all 598 existing public housing apartments and integrate additional affordable and market-rate homes into the community along with amenities such as open space, neighborhood services, and retail opportunities. Potrero will be rebuilt in phases and residents will be relocated within the property to the greatest extent possible to allow demolition and rebuilding of a portion of the site at a time.

Potrero Terrace and Annex are located along a steep ridge at the southern edge of San Francisco's Potrero Hill. The 27.6-acre site (38 acres including public streets) is home to approximately 1,200 people.





Aerial Perspective: Proposed Development



Aerial Perspective: Existing Conditions





Artistic Rendering of 25th Street at Missouri Street



24th Street at Wisconsin Street



Central Park from corner of 24.5 and Missouri.

## I.1 VISION

The redevelopment of Potrero Terrace and Annex will create a vibrant new mixed-use, mixed-income community. The current configuration of the site concentrates very low-income families in isolated, deteriorating buildings that are physically, socially and economically separate from the rest of the city and neighborhood. Planning for the redevelopment goes beyond addressing the physical structure of the public housing; it aims to build and strengthen the whole community by integrating public housing and its residents into the social, economic and physical fabric of the neighborhood. Incorporating a range of household incomes will help break down the social barriers that segregate public housing residents. A new neighborhood center at the heart of the community with a large park and smaller open spaces and plazas will provide community facilities and services.

Demolishing and rebuilding Potrero Terrace and Annex will achieve a number of very important goals:

- Rationalize the street grid and create more north/south and east/west connections that will bind the neighborhood together physically and socially.
- Economically integrate the neighborhood by replacing all of the 598 existing public housing units, building new affordable rental apartments, and incorporating market-rate homes.
- Generate economic opportunities for public housing residents.
- Create a new main street that will be the hub and heart of the community with many opportunities for informal interaction between neighbors.
- Provide case management and community building programs and activities that will link low-income families to the services they need and help address the problem of intergenerational poverty.



1935



1948



1958



The construction of Potrero Terrace from 1941.



Aerial photograph showing existing conditions

### 1.2 POTRERO TERRACE AND ANNEX HISTORY

In the early part of the 1800s, Potrero Hill was an isolated peninsula, bounded by Mission Bay to the north and Precita Creek to the South and a stonewall to the west, which was built to keep cattle in. The land was part of the Potrero Nuevo land grant, or New Pasture land grant to the de Haro family from the Mexican authority. Though inaccessible and still owned by the de Haro family, prospectors began dividing the Hill into tracts and selling lots during the gold rush. In the 1860s a bridge was built over Mission Bay, connecting Potrero to the city to the north. Speculation and industry followed. Portions of the eastern and southern part of the hill were cut away for railway right of ways, and the fill was used to extend the shoreline.

Before the development of Potrero Terrace and Annex the site was largely undeveloped, as can be seen in the aerial photograph from 1935. Potrero Terrace, completed in 1941, is among the first public housing developments undertaken by the San Francisco Housing Authority. Initially the extent of the public housing extended further south and west, and did not include the Annex. The aerial map from 1948 shows the extent of the Wisconsin Project on the current Starr King Elementary School grounds and the Carolina Project located on either side of Cesar Chavez. Potrero Annex was added in 1954.

### 1.3 EXISTING CONDITIONS ANALYSIS

The Potrero Terrace and Annex are located on the south and east side of Potrero Hill. The site has incredible views of the San Francisco Bay, East Bay hills, and to the south. The developments house about 1,200 residents in 598 units on 27.6 acres (net of streets). There are approximately 250 off-street, uncovered parking spaces and approximately 100 on-street parking spaces on 25th, 26th, Connecticut, Dakota, and Missouri Streets. Current zoning is RM-2 with a 40-foot height limit.



The Potrero Terrace lies on a south-facing slope, with unobstructed solar access, creating a warm microclimate. It is bounded by 26th, Wisconsin, Texas, and 23rd Streets. The Annex is east facing, receiving direct sun in the morning, but is shaded and cooler in the afternoon. All Terrace buildings are 3 story concrete structures with tiled hipped roofs while buildings in the Annex are wood with flat roofs. The resultant open space between buildings is often steep and ambiguous, without a sense of stewardship or purpose.

There are a variety of adjacency conditions. The western edge of Potrero Terrace and the northern tip of the Annex abut residential uses. At the top of the hill, directly adjacent to the site, but 20 feet above it, lies the Potrero Hill Recreation Center, a 9-acre park including a baseball diamond, tennis courts, playgrounds, and an indoor gymnasium with full size basketball court. West of the intersection of Wisconsin and Connecticut is Starr King Elementary School and Starr King Open Space. A steep cliff along the eastern edge, from 22nd to the small existing southern portion of Texas Street and then along the southern edge, separate Potrero from the Dogpatch neighborhood and light industry below.

The site was designed with the streets following the ridge up Dakota Street and the valley along Connecticut Street, with buildings located along the contours, stepping with the topography. The developments are isolated from the rest of the community with relatively few connections to the surrounding neighborhood: Missouri connects to the north side of Potrero, 25th connects east to Dogpatch and Highway 280, Connecticut to Cesar Chavez to the south and Coral Rd. to the west, and 26th connects to Cesar Chavez. The steep topography and lack of clear paths makes the site difficult to traverse for pedestrians. A stair connects Connecticut and Dakota, and an informal path at the top of the hill connects 23rd to the north side of the park.

### 1.4 GEOTECHNICAL CONDITIONS

The geotechnical exploration report prepared by ENGEO dated July 10, 2009 documents the existing subsurface soil and bedrock conditions at the site. The study found that the property is underlain by artificial fill up to about 8 feet in thickness in some locations along with colluvium, slope wash and relatively hard fractured bedrock.

The geotechnical analysis found that the near surface site soil has a hydraulic conductivity on the order of  $2 \times 10^{-5}$  centimeters per second (cm/s) and  $2 \times 10^{-4}$  cm/s. The majority of the on-site soils have been found to have a very slow infiltration rate when thoroughly wet. Given this condition, water quality and flow attenuation will likely need to be achieved via horizontal filtration (conveyance) and storage rather than groundwater recharge and vertical infiltration. The likely construction of deep engineered fills and the extensively fractured bedrock will also make the location of infiltration facilities all the more critical in their relationship to other improvements (roadways, foundations and walls). The geotechnical report recommends replacing the existing artificial fill, colluvium soils, and slope wash with new engineered fill.



Potrero Terrace in foreground, bay in distance



Steep slope down from 23rd Street



Potrero Terrace in foreground: Bernal, Glen Park and Twin Peaks in distance

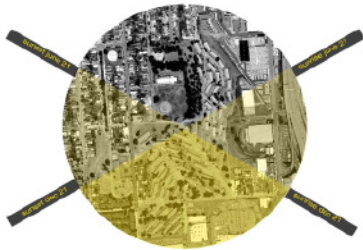
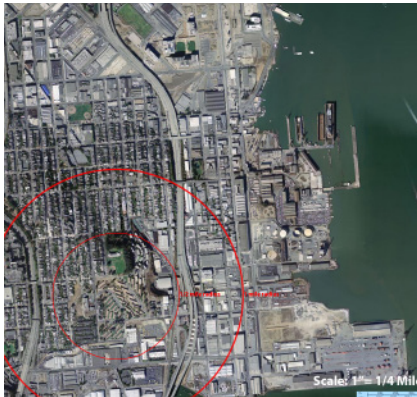


Potrero Annex above steep topography/cut

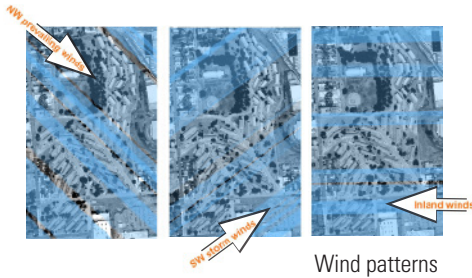


Serpentine outcropping in foreground, Potrero Annex in distance

## Rebuild Potrero Design for Development Document



Sunny Potrero Terrace and East Facing Annex



Wind patterns



Contour lines showing the steep nature of the site

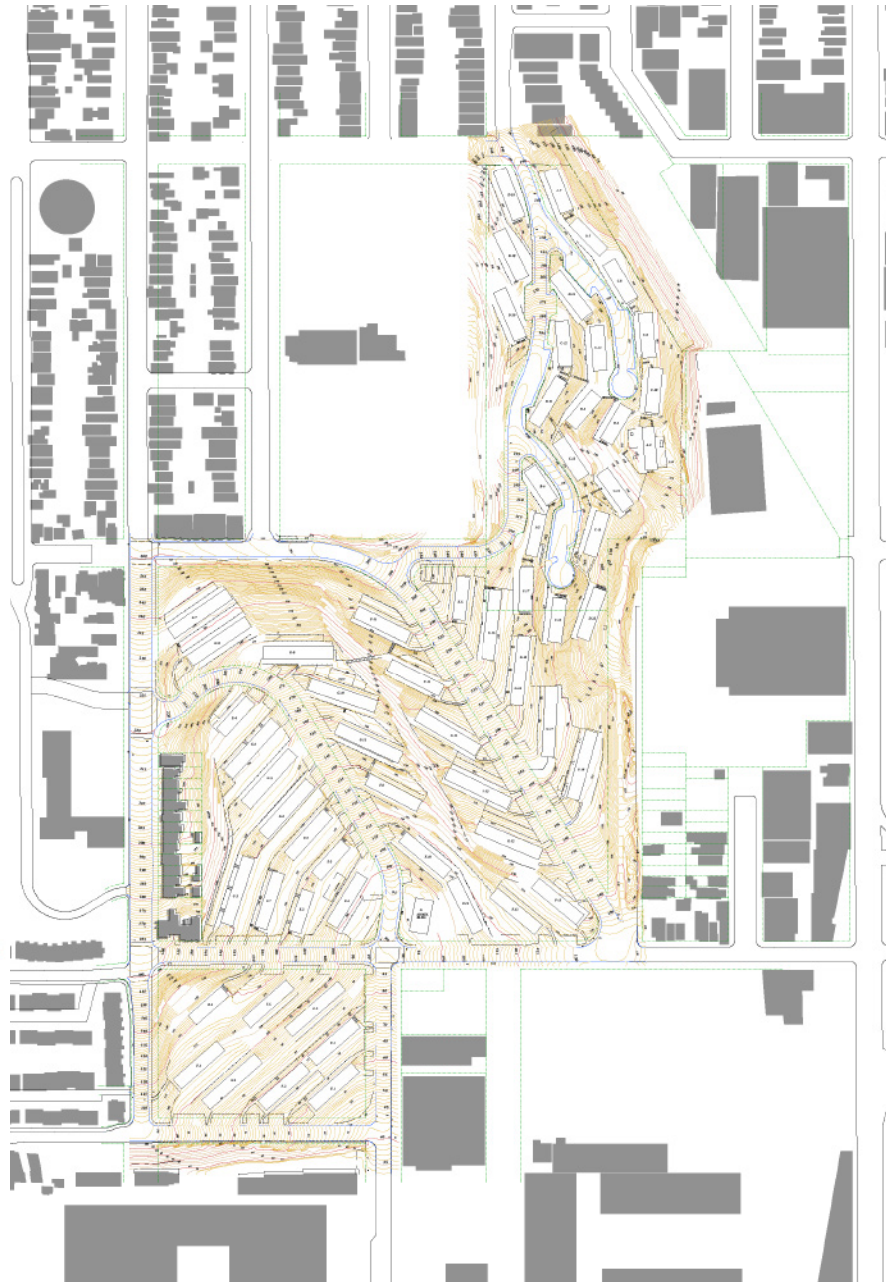


Figure 1.5 Site Survey

### STATISTICS

Land Area: ~27.6 acres (excluding streets)

598 Units - ~1,200 Residents

Zoning: RM-2 - 2,003 Allowable Units

Elevation: 40 to 265 feet above sea level



## 1.5 INFRASTRUCTURE

The existing utilities serving the Potrero Terrace and Annex area are generally more than 50 years old and are in poor conditions and require frequent repair. The redevelopment will create a new grid street pattern and completely remove the existing streets that provide corridors for sewer, water, and gas pipes. Even in areas where the horizontal location of the street remains intact, the intersections are being re-graded to an extent that will require the underground utilities be replaced. Within the project boundaries, construction of the street system and re-grading of the entire site means that existing sewer, water and gas lines will need to be replaced as each phase of the project develops. New lines will be sized to meet the demands of the development and surrounding areas, and will be designed to fit within the new street pattern.

The site is also served by overhead power, telephone and cable lines that will be placed in an underground joint trench along with gas lines, per current City and utility company standards. The joint trench will also include conduit for streetlights and telecommunication information services lines.

## 1.6 TRANSIT

There are currently three bus lines serving the site, and the 22nd Street Caltrain station and T-Third Muni Line are located 1/2 to 1 mile to the east. Current bus lines and general routes are as follows:

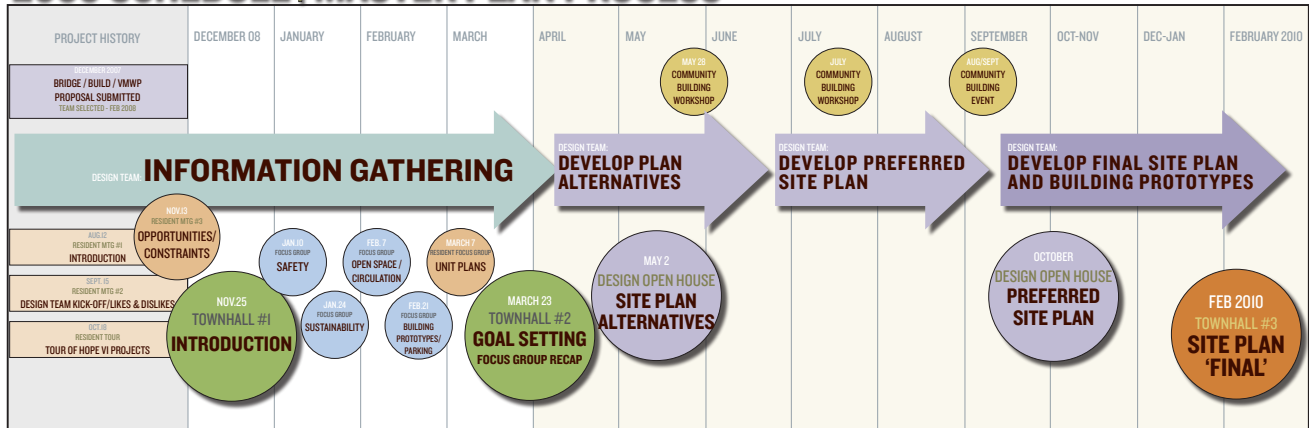
- 10 Townsend - SF General Hospital, Potrero Terrace and Annex, SOMA, Downtown Financial District, North Beach, CA Pacific Medical Center, Fillmore
- 19 Polk X - Hunters Point, Potrero Terrace and Annex, Hall of Justice, Civic Center, Polk/Van Ness Corridor, North Point
- 48 Quintara/24th Street - T-Third Street, CalTrain, Potrero Terrace and Annex, 24th/Mission St BART, West Portal, Outer Sunset (Quintara)

The state of transit serving the site has been in flux throughout the master planning process due to partial implementation of SFMTA's MUNI Forward Project. The MUNI Forward Project is an initiative of the San Francisco Municipal Transportation Agency (SFMTA) in collaboration with the City Controller's Office to improve reliability, reduce travel times, and provide for improved Muni service based on increasing frequencies and updating bus routes and rail lines to match with changing travel patterns throughout San Francisco, via proposed recommendations for Muni. The TEP eliminated bus service on the 53 line, rerouted the 19 line and replaced those routes with the 10 Townsend. A new 58 line will be added in future phases of implementation.

In addition, the following changes that will affect the site were recommended by MUNI Forward:

- The 10 Townsend would be renamed to become the 10 Sansome. Existing service during peak periods within the project study area would be reduced from 10 minute headways to 15 minute headways.
- The 19 Polk would be rerouted to operate between Van Ness Avenue/North Point and San Francisco General Hospital, modifying existing routing in the Civic Center area. Segments south of 24th Street would be replaced by a revised 48 Quintara-24th Street.
- Service on the 48 Quintara-24th Street would run all day from 48th Avenue to the Hunters Point Shipyard, connecting to Hunters Point, currently served by the 19 Polk, complemented by a new 58 24th Street service connecting Diamond Street with the 22nd Street Caltrain station. Existing segments in Potrero Hill would be supplemented by the new 58 24th Street line, while service along Arkansas Street, 20th Street, and Texas Street would be eliminated.

## 2009 SCHEDULE | MASTER PLAN PROCESS



### SAFETY RECAP (Focus Group #1)

- Design **well-defined and well-lit common spaces** (open space, streets, stairs, sidewalks, entries) that are **easily supervised by residents** of the neighborhood.
- Promote a strong **sense of community** by providing opportunities for people to know and watch out for each other.
- Include services and facilities that **encourage community gathering and attract people** from other parts of the city such as retail, parks, and a community center.
- Provide **vehicular and pedestrian connections** in, out and through the new development that will **integrate** it with the larger neighborhood and city.



Safety Focus Group Mtg Recap 1/10/2009



### SUSTAINABILITY RECAP (FG #2)

- Provide **destination uses** and a **variety of attractive and safe pedestrian, vehicular, and bicycle connections** linking the new development with surrounding neighborhoods and the rest of the city.
- Make available a **rich array of services and amenities** focused on the whole family that will **promote the overall health of the community**. (e.g., community services, child care, dog/picnic areas, retail, community gardens, healthy food options, etc.)
- Explore means for **on-site energy production** from PV systems, solar thermal, and wind power.
- Open spaces should be designed with plants and trees that are **attractive, easy to maintain, and appropriate** to the varying climate and topography of the site.
- **Conserve and recover water** for irrigation needs and make pavement permeable to the extent possible to help manage storm water.



Sustainability Focus Group Recap 1/24/2009



### COMMONS RECAP (Focus Group #3)

- **Distribute open spaces** throughout the site and include bbq/picnic areas, tot lots, playgrounds, and small pocket parks. In addition, a **community/edible food garden** is a high priority.
- Community facilities, including the following, should be located at the crest of the hill along 23rd and/or 25th Streets:
  - A **Community Building** with a **capacity for between 75-200 people** is a high priority and may be combined with other community amenities such as a computer lab, library/reading room, senior center, management office, resident council and/or family resource center.
  - A **Youth/Teen Center** is a high priority and would preferably be located separately from the Community Building. It should have an associated open space, possibly a basketball court.
  - The Daycare and Preschool ought to be located together either in close proximity to Starr King or at the crest of the hill on 23rd Street.
- The neighborhood should include a **small retail component** preferably with a community grocery store and a café/restaurant located on a perimeter street and/or at a major intersection.
- **RECONNECT POTRERO**  
Create a more rational street grid and better pedestrian connections to tie the new development in with surrounding neighborhoods as follows:
  - Highest Priority Connections:
    - Connect Missouri Street to 25th Street
    - Quality pedestrian connection on 22nd Street from Arkansas to Mississippi
    - A second east/west vehicular connection from Wisconsin to Missouri
  - Other Priority Connections:
    - Connect 23rd and Arkansas to 25th Street
    - New pedestrian connections to Park and Rec. Center
    - Pedestrian connection down 23rd to Pennsylvania



Commons Focus Group Mtg Recap 2/7/2009



### BUILDING PROTOTYPES (FG #4)

- **Both townhouses and flats** would work for all household types except for seniors who prefer flats, most of which should be accessible.
- Families prefer entering their units either directly from the street or a secured common courtyard. All entry types are okay for seniors as long as there is an accessible path of travel.
- All parking, including **street parking**, should be assigned. Any structured parking should be safe and secure and would preferably be in smaller garages.
- Provide a **variety of housing options** for different types of seniors (e.g., active seniors and seniors needing assistance).
- Mid-rise buildings are fine as long as they have multiple street access points and include private open space for most of the units.
- Housing for families should include **observable open space** for children in either small backyards or shared courtyards.
- Provide **safe shared space for seniors**, both indoor and outdoor, to encourage community interaction.



Building Prototypes Mtg Recap 2/21/2009





Commons Focus Group Meeting - February 7, 2009

## 2. Community Process & Goals

Involving residents of the Potrero Terrace and Annex and surrounding neighbors in an interactive and meaningful way has been a hallmark of the master planning process. Community input is an evolving process which will continue through the entire design, permitting, architectural design and construction phases of the project.

### 2.1 COMMUNITY DESIGN PROCESS

After being selected to redevelop the Potrero Terrace and Annex in August 2008, the BRIDGE team started the community process by hosting informational meetings with public housing residents that included tours of affordable housing projects, listening sessions on their likes and dislikes about the current housing/neighborhood, and the development of Resident Design Principles to guide the planning process. The Resident Design Principles built on the HOPE SF Vision Statement and Design Principles developed in 2006. The Resident Design Principles are as follows:

- Create a safe, secure community.
- Create a healthy, green, sustainable community.
- Provide well-designed and well-managed housing.
- Provide well-designed community services and usable open space.
- Preserve Potrero's positive attributes: place and views.
- Build a strong community.



North/South Grid Concept - May 2, 2009



East/West Grid Concept - May 2, 2009



Connecticut/Dakota Concept - May 2, 2009

### HOPE SF Goals

The following goals and vision statement are enumerated in the recommendations of the HOPE SF Task Force. (2006)

*Rebuild our most distressed public housing sites, while increasing affordable housing and ownership opportunities, and improving the quality of life for existing residents and the surrounding communities.*

- Ensure no loss of public housing.
- Create an economically integrated community.
- Maximize the creation of new affordable housing.
- Involve residents at the highest levels of participation throughout the rebuilding process.
- Provide economic opportunities through the rebuilding process.
- Integrate the rebuilding process with neighborhood improvement plans.
- Create environmentally sustainable and accessible communities.
- Create a strong sense of community.

These principles led to the creation of a series of focused workshops where residents and neighbors came together to explore a number of questions about how the site might be reconfigured and integrated into the larger Potrero Hill neighborhood. Among the topics for discussion and input were safety, opportunities and constraints, sustainability, building types, and community facilities and open spaces. These workshops, in turn, established goals that would guide the development of multiple design concepts and alternatives presented during a day-long open house in May 2009. These goals are as follows:

- Promote a **STRONG SENSE OF COMMUNITY**
- Encourage **COMMUNITY GATHERING**
- Provide **DESTINATION USES**
- Include a rich array of services and amenities
- Create a safe shared space for seniors
- Include a **SMALL RETAIL COMPONENT** located on a perimeter street and/or at a major intersection

Community feedback indicated a clear preference for the north/south grid concept with a central core of community uses. A preferred alternative based on this concept was presented at a Town Hall meeting in November 2009 and a final proposed plan at another Town Hall meeting in February 2010.

Overall, neighborhood input was sought in dozens of workshops, presentations, and project tours between summer 2008 and summer 2010 when the Environmental Review Application was submitted to the City of San Francisco Planning Department. Nearly 1,000 Potrero Terrace and Annex and other neighborhood residents participated in these meetings. A list of community meetings to date is located in section 2.4.



### 2.2 COMMUNITY BUILDING PROCESS

An essential aspect of planning for redevelopment is a community building program aimed at increasing the internal capacity of Potrero Terrace and Annex residents to improve their quality of life and effect positive change in their community. Increasing the community's capacity will allow residents to collectively identify opportunities for change and create structures to implement them. Additionally, the community building program seeks to build relationships and create channels of communication to ensure awareness of and participation in the ongoing redevelopment process.

The overall goals of the community building program are as follows:

- Increase community awareness and participation in the project;
- Develop the community's capacity to work together to solve collective problems and develop institutions to implement projects and activities;
- Strengthen existing organizations' and institutions' ability to meet the needs of the community by reducing barriers and increasing access and connections to existing programs and services; and
- Provide community leaders with formal and informal leadership opportunities and develop the potential of future community leaders and leadership structures

### 2.3 SCHEDULE OF COMMUNITY MEETINGS

**AUGUST 12, 2008**

#### **DESIGN MEETING #1: KICK OFF MEETING (RESIDENTS ONLY)**

Introduction of the development team and discussion of HOPE SF goals.

**SEPTEMBER 15, 2008**

#### **DESIGN MEETING #2: LIKES AND DISLIKES (RESIDENTS ONLY)**

Discussion of residents' likes and dislikes of their homes and neighborhood.

**OCTOBER 18, 2008**

#### **BUS TOUR (RESIDENTS ONLY)**

Toured 3 completed affordable housing developments in San Francisco.

**NOVEMBER 17, 2008**

#### **DESIGN MEETING #3 (RESIDENTS ONLY)**

Collected feedback from bus tour, additional conversation regarding likes and dislikes, and priorities for the redevelopment.

♦ **NOVEMBER 25, 2008**

#### **COMMUNITY-WIDE TOWN HALL MEETING**

Reviewed program goals, site constraints and opportunities, sign up for focus groups.



Design Open House - May 2, 2009



Building Prototype Focus Group - Feb. 29, 2009



Sustainability Focus Group - Jan. 24, 2009



Design Open House - October 27, 2009

## 2.3 SCHEDULE CONTINUED

JANUARY 10, 2009

### FOCUS GROUP #1: SAFETY

Mapping of unsafe and safe conditions, discussion of defensible space.

JANUARY 24, 2009

### FOCUS GROUP #2: SUSTAINABILITY

Group activity to identify goals and priorities.

FEBRUARY 7, 2009

### FOCUS GROUP #3: CIRCULATION AND OPEN SPACE

Group activity to map alternative circulation plan through the site, and to prioritize objectives for an open space and community facilities plan.

FEBRUARY 21, 2009

### FOCUS GROUP #4: BUILDING PROTOTYPES

Group activity to consider optimal building design for particular groups—seniors, families with children.

MARCH 7 & 9, 2009

### FOCUS GROUPS 5 & 6 (RESIDENT-ONLY): UNIT PLANS

Group activity to prioritize unit amenities and layout.

MARCH 16, 2009

### SPECIAL SESSION FOR CANTONESE AND SPANISH SPEAKING RESIDENTS

Reviewed results of the focus groups, collected input on unit design.

♦ MARCH 23, 2009

### TOWN HALL MEETING #2: GOAL SETTING AND FOCUS GROUP RECAP

Presentation of results from the focus groups and the identified priorities.

♦ MAY 2, 2009

### DESIGN OPEN HOUSE & BARBEQUE

Presentation of 3 alternative circulation plans followed by BBQ competition.

MAY 28, 2009

### COMMUNITY BUILDING WORKSHOP #1

Presentation by Joy Bringleeson on community building efforts at New Holly in Seattle.

AUGUST 6, 2009

### COMMUNITY BUILDING WORKSHOP #2

Brainstorming session regarding a community building activity.

♦ AUGUST 29, 2009

### COMMUNITY BUILDING DAY

First non-design related activity focused on bringing the community together for an early work event (tree and vegetable planting at Starr King and the Family Resource Center) followed by food, music and other activities.

OCTOBER 22/24, 2009

### PRELIMINARY MASTER PLAN PRESENTATION TO POTRERO TERRACE AND ANNEX RESIDENTS

Presented preliminary master plan to residents prior to community-wide presentation.

♦ OCTOBER 27, 2009

### TOWN HALL MEETING #3 AT POTRERO BOOSTERS

Presented preliminary master plan to the larger Potrero Hill community.

NOVEMBER 7, 2009

### PLANS AND MODEL REVIEW AND BBQ AT POTRERO TERRACE

Mid-day event to give residents an additional opportunity to preview the draft master plan.

♦ FEBRUARY 3, 2010

### TOWN HALL MEETING #4

Presented final proposed plan before submitting planning applications-attended by over 150 people.

MARCH 15, 2010

### REVIEW SESSION

Review of planning process to date.

APRIL 15, 2010

### OPEN SPACE WORKSHOP #1

First of two workshops to ascertain preferences for programming larger open spaces.

APRIL 24, 2010

### LAND USE & ENVIRONMENTAL REVIEW APPROVALS PROCESS

Presentation on the local land use review process and opportunities for community input.



**JUNE 9, 2010**

### **OPEN SPACE WORKSHOP #2**

Review of preliminary program for spaces considered at previous workshop and smaller open spaces.

**AUGUST 14, 2010**

### **COMMUNITY GARDEN WORKSHOP**

Professionally facilitated workshop to begin planning for community garden.

♦ **AUGUST 21, 2010**

### **2ND ANNUAL COMMUNITY BUILDING DAY & 1ST OUTDOOR MOVIE NIGHT**

Pilot community garden planted at Family Resource Center.

♦ **NOVEMBER 22, 2010**

### **EIR PUBLIC SCOPING**

Sponsored by the Planning Department.

**DECEMBER 14, 2010**

### **COMMUNITY FACILITIES WORKSHOP**

Exploring options and preferences for programming of community center.

♦ **JANUARY 29, 2011**

### **COMMUNITY-WIDE GET TOGETHER**

Professionally facilitated all-day event to identify issues of common concern to the community.

**FEBRUARY 5, 2011**

### **FOLLOW-UP TO GET TOGETHER**

Action Teams formed on specific issues including Sustainable Living, Social Outreach, and Transportation.

♦ **JULY 19, 2011**

### **COMMUNITY DESIGN MEETING (BLOCKS A&B)**

Review of initial design concepts and exterior appearance survey

♦ **SEPTEMBER 17, 2011**

### **UNITE POTRERO COMMUNITY WALK & 2ND MOVIE NIGHT**

Walk around Potrero Hill including through the public housing

**OCTOBER 18, 2011**

### **COMMUNITY DESIGN MEETING (BLOCKS A&B)**

Response to concerns from 7/19 meeting and presentation of proposed schematic designs

**FEBRUARY 27, 2012**

### **INFORMATIONAL PRESENTATION TO LAND USE COMMITTEE OF SAN FRANCISCO BOARD OF SUPERVISORS**

♦ **MAY 17, 2012**

### **EIS PUBLIC SCOPING**

Public EIS Scoping Meeting and Design update

♦ **JULY 28 2012**

### **UNITE POTRERO- A COMMUNITY WIDE PARTY**

Fun activities for neighbors of all ages

♦ **AUGUST 27, 2013**

### **PRESENTATION TO POTRERO BOOSTERS**

Update on status of entitlements and Community Building Initiative

**OCTOBER 22, 2013**

### **PRESENTATION TO POTRERO RESIDENT LEADERS**

Update on status of entitlements and Community Building Initiative

**OCTOBER 25, 2013**

### **PRESENTATION TO THE SAN FRANCISCO HOUSING AUTHORITY BOARD**

Project update and request for approval of the ENRA extension amendment

♦ **OCTOBER 27, 2013**

### **PRESENTATION OF POTRERO NEEDS ASSESSMENT FINDINGS**

Interactive presentation of findings as part of the Choice Neighborhoods Initiative planning grant

In addition, the **Community Building Group**, comprised of both Terrace/Annex and neighborhood residents, has been meeting monthly since 11/09 and bi-monthly since January 2011.

This list does not include presentations to Terrace/Annex resident associations, local homeowners associations, block groups, or attendance at and participation in numerous neighborhood events.

♦ Indicates key community-wide event.

## Part 2

# FRAMEWORK PLAN







### 3. URBAN DESIGN CONCEPT

The transformation of the Potrero Terrace and Annex will follow simple, time tested urban design principles reflected in the goals and principles enumerated above. These principles translate into the following urban design features of the master plan:

- Improve connectivity and reconnect the street grid to the surrounding neighborhood to create a singular, undivided neighborhood;
- Create a new neighborhood retail/community core on the south side of Potrero;
- Include a range of community services, including retail, recreational and supportive services for all residents within the community;
- Provide carefully scaled park spaces and recreational opportunities along with public facilities;
- Place buildings facing the streets with entries to people's homes along wide, tree-lined sidewalks;
- Create a variety of housing types that continues the vibrant architectural pattern of neighborhood for a mix of incomes.

The framework plan establishes the design concepts that will guide the development of the project. The sections that follow define the overall urban design including: land use, circulation, open space, sustainability, building type, and phasing.





URBAN DESIGN CONCEPT PLAN - FIGURE 3.1





### 3.1 URBAN DESIGN CONCEPT

Building better neighborhoods requires a combination of services and housing in a safe living environment. These principles will be carefully incorporated into the design of the buildings and open spaces of the development. Buildings will include individual unit entries with many homes having front doors on the street or from private interior courtyards. Living spaces, kitchens, and balconies will overlook the streets and open spaces for security, and to create a sense of identity and a sense of ownership, which is crucial to defining a neighborhood. Open spaces will be adjacent and visible to community facilities with active programming, so that outdoor gathering areas are coupled with supervision.

The redevelopment of the Potrero Terrace and Annex will build off the lessons of other Hope VI type projects, but go further in creating more housing and income variety which are essential to creating better functioning neighborhoods. The plan incorporates the patterns of traditional San Francisco neighborhoods, upon which these fundamental principles are based.

The urban design vision for the redevelopment of the Potrero Terrace and Annex is to connect the development to surrounding streets, open spaces and the larger community. The new neighborhood will include a diverse mix of uses and open spaces, complete with a new community core on the south side of Potrero Hill. There will be a variety of housing types with a range of affordability, including replacement of public housing, additional affordable, rental & senior housing, and market rate for-sale and rental homes.

The core of the new development will be the new 24th Street neighborhood center. Much of the existing valley will be filled in order to extend Arkansas Street and to provide for two nearly level blocks of 24th Street. With such a steep site, it is very important to create a neighborhood space that is central and accessible.

24th Street will have prominent connections to the surrounding neighborhood and amenities. Squiggle Park will create an accessible path to Wisconsin Street, Starr King Elementary and Starr King Open Space. Connecticut Street provides access to the south, and a potential new stair to the north will provide a pedestrian connection to Potrero Hill Recreation Center.

The core of the neighborhood will be the central open space, the community center building, small-scale retail and an affordable senior housing project. Locating senior housing in the neighborhood center will assure that seniors have direct access to the heart of the new community and the variety of centralized amenities.

#### Main Components of the new Neighborhood Center

- Central Open Space
- Community Center
- Mixed-use Buildings
- Senior Housing
- A mix of Market-rate and Affordable Housing
- Connections to neighborhood amenities



Central Park from 24.5 and Missouri Streets



24th Street at Connecticut Street Stair



Squiggle Park from Wisconsin Street

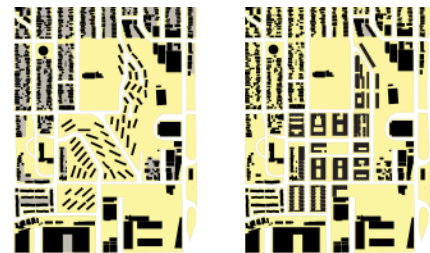
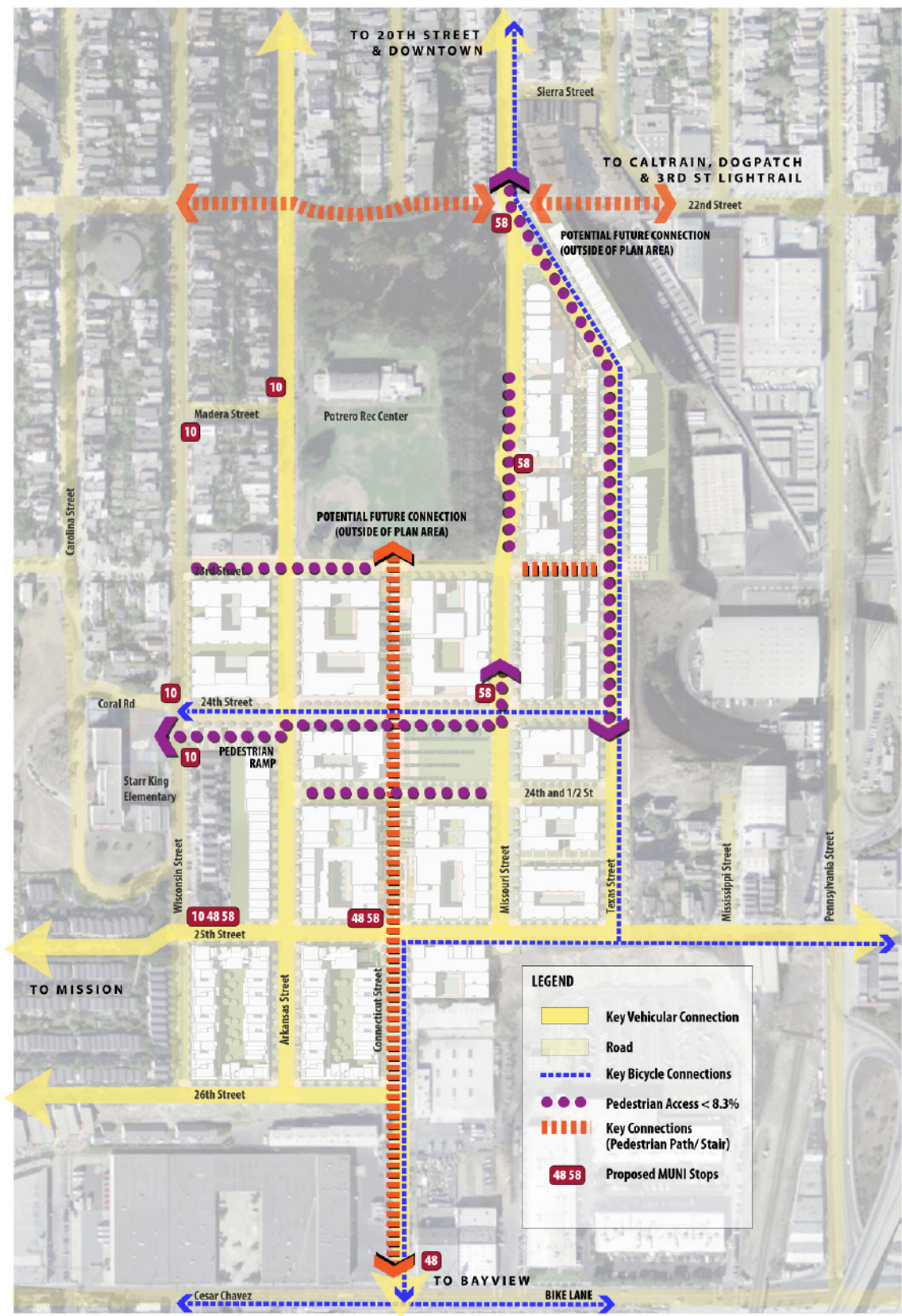


Figure Ground: Existing & Proposed



MOBILITY AND CIRCULATION CONCEPT PLAN - FIGURE 3.2.1





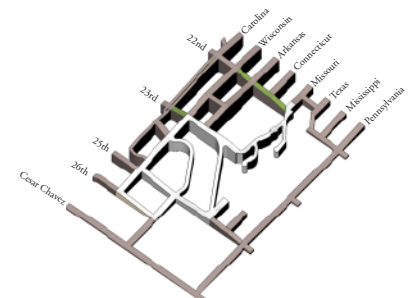
Arkansas Street looking north

### 3.2 NEIGHBORHOOD CONNECTIVITY, MOBILITY AND CIRCULATION

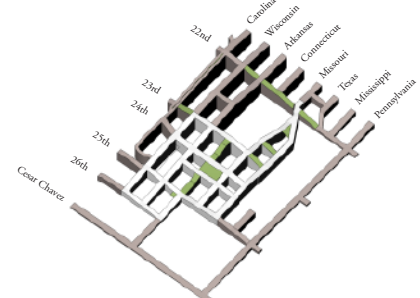
The Potrero Terrace and Annex has long been disconnected physically, economically, and socially from the surrounding neighborhood. Stitching the neighborhood together physically will begin to break down the barriers currently dividing it. Great neighborhoods include a diversity of land uses, people, income levels, building types, and public spaces that function as a whole. The goal of bridging the existing divide hinges on creating these connections and providing new amenities and destination uses to forge one neighborhood identity.

Creating connections to the greater neighborhood is a driving force behind the master plan for Potrero Terrace and Annex. New north/south connections that extend existing streets through the site blur the boundaries of the project site and begin to stitch the neighborhood together. Arkansas, which currently dead-ends at 23rd Street, will now make its way down the hill and connect all the way to 26th Street. Missouri and Texas streets will connect 25th Street with the neighborhood to the north. A new 24th Street will provide a strong east/west pedestrian and vehicular connection from Starr King Elementary School and Starr King Open Space through to Texas Street, while also opening an important view corridor to the East Bay hills.

New pedestrian connections will provide important links to new and existing neighborhood amenities. Connecticut Street will transform into a grand series of stairs linking residents to the open spaces at the top of the hill. A new stair connecting 23rd Street from Missouri to Texas Street will provide pedestrian



Existing Street Network



Proposed Street Network





Pedestrian ramp at Squiggle Park

access for residents and neighbors to open spaces along Texas Street and open a view corridor to the east.

The plan maximizes accessibility by locating the neighborhood core at the center of the development on streets with less than 5% slope, providing an accessible path to important neighborhood amenities such as Starr King Elementary School and the health clinic at the intersection of Coral and Wisconsin Streets. The majority of the units for people with mobility impairments will be located adjacent to the neighborhood core and public transportation routes.

The new street layout will provide for key bicycle connections on the least steep streets and streets without MUNI routes to existing bicycle infrastructure along Cesar Chavez to the south and Indiana Street to the east. Texas Street will provide a north/south connection and 24th Street will connect Texas Street to the Starr King Open Space to the east. These key bicycle connections are not planned as official bicycle facilities, but have the ability to be signed and marked as Class III Bicycle Routes in the future.

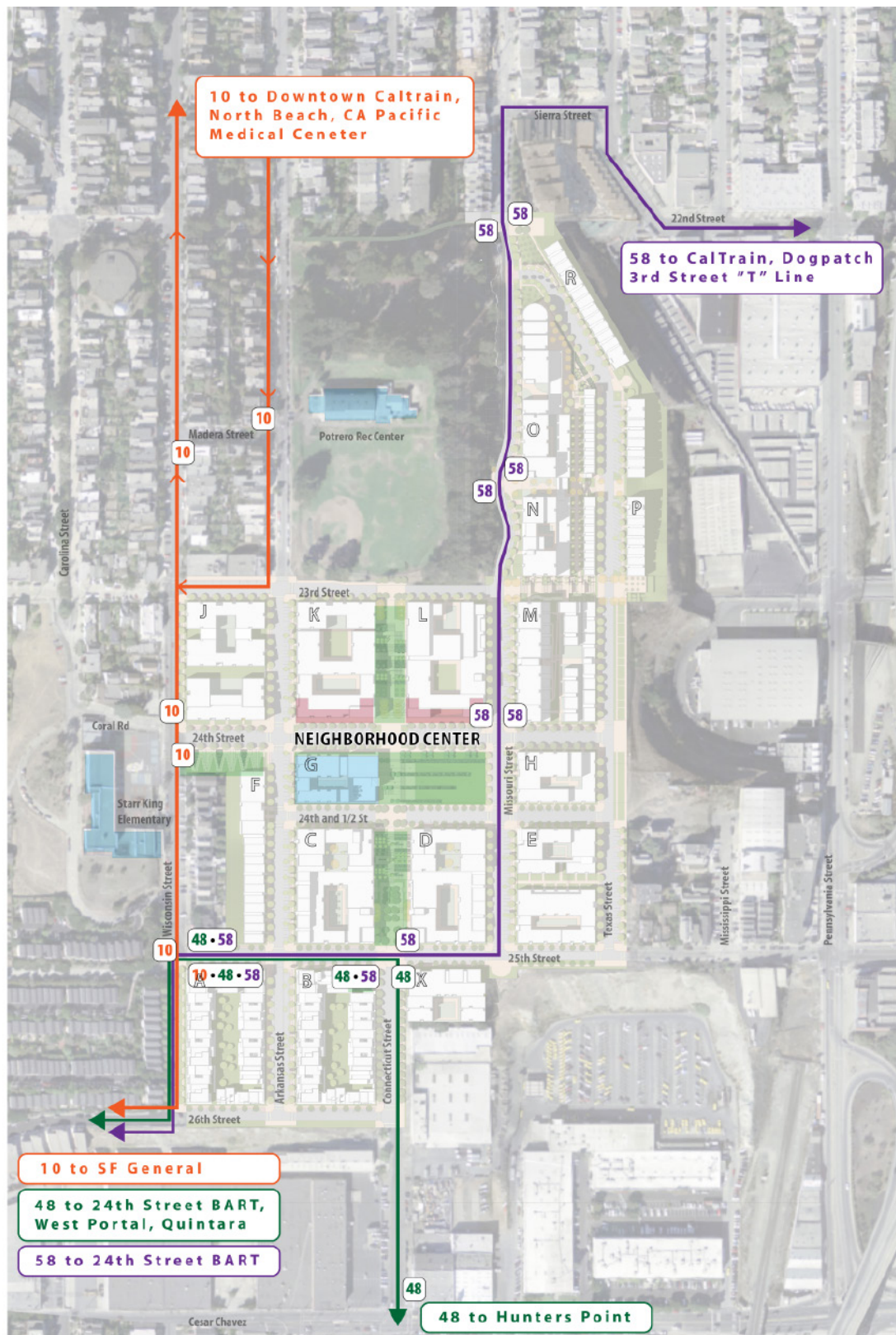
According to SFMTA's MUNI Forward, MUNI service through the new neighborhood will include the 10, 48 and 58 lines. The 10 and 48 lines are currently in operation and the 58 line will commence operation in 2016. The following proposed routes and bus stop locations were preliminarily approved by SFMTA and are shown on the MUNI Route Diagram:

- The 10 will use Wisconsin Street.
- The 58 will transverse the project along Missouri and 25th Streets with stops at 22nd Street, at the top of the Missouri Overlook, 24th Street, Connecticut, and Wisconsin Streets.
- The 48 will be limited to the southern portion of the site with stops along 25th street at Connecticut and Wisconsin Streets.

Interim routes and bus stop locations will be coordinated with SFMTA once a final phasing plan is established.

The proposed circulation system creates as many connections as possible with existing infrastructure and provides for potential future connections that are outside of the jurisdictional purview of this plan. Potential future connections include a stair connecting 23rd and Connecticut to the top fields at the south end of the Potrero Rec Center (located on property of SF Recreation and Parks Department), and a stair linking Missouri Street to 22nd Street (located on private property, see appendix A3). The latter would provide improved access to the CalTrain Station and T-Third Street Light Rail.





**MUNI BUS ROUTE DIAGRAM (POST MUNI FORWARD IMPLEMENTATION) - FIGURE 3.2.2**







OPEN SPACE CONCEPT PLAN - FIGURE 3.3





Aerial Perspective - After

### 3.3 OPEN SPACE CONCEPT

The open space concept builds off of the street network, urban design and circulation concepts to locate a variety of open space types throughout the project site and create new connections to the existing open spaces in the neighborhood.

Safe, active and inviting public spaces are key to the success of a new neighborhood. The new parks are designed and developed as part of the existing open space network, including Starr King Open Space and Potrero Hill Recreation Center. These new and existing open spaces will be connected by tree lined streets and generous landscape stairs, which in turn link to private stoops, porches, entry courts and courtyards. Together these landscape and streetscape elements constitute a central cross of open spaces along 24th and Connecticut Street that connect the project area to the surrounding neighborhoods.

Smaller parks are located on Block B and at the confluence of Texas and Missouri Streets. Additional open spaces are created with generous pedestrian connections throughout the site. Stairs/terraces along Connecticut and 23rd Street provide unique open spaces with grand views to the south and east.

### 3.4 BUILDING FORM

The redeveloped neighborhood will be composed of a variety of building types, forms, and heights to create a vibrant and safe community with well-defined public streets and open spaces. The overall plan highlights the topography with larger stepping buildings located on the natural ridge and smaller stepping buildings on the slopes while maintaining key view corridors. Mixed-use, mid-rise buildings are located on 24th Street to emphasize the importance of the neighborhood core and the Connecticut Stair connection to the Potrero Hill Recreation Center. Walk-up buildings step up along the eastern edge and are used to transition between the surrounding neighborhood and the new development.



Senior Housing



Townhouses over Flats



3 Story Stacked Flats



Podium Courtyard with Unit Entries

## BUILDING TYPES

A range of building types will be used to provide for a variety of living arrangements including street and courtyard walk-ups, townhouses, and corridor/elevator buildings.

## BUILDING HEIGHTS

Building heights will vary throughout the site with taller buildings located to take advantage of natural topography while preserving view corridors. Lower three story buildings will transition to the existing housing neighborhoods. All buildings will step with the topography of the site.

## 3.5 LAND USE

Land uses will be restricted to those permitted by the Planning Code and the General Plan as well as a Special Use District (SUD) that will be established to allow retail and community services, among other things.

Location of land uses will generally adhere to the Land Use Concept Plan.

## 3.6 HOUSING

The development will include both rental and for sale housing, both affordable and market rate. In keeping with the goal of creating a true mixed income community, affordable and market rate buildings will be distributed throughout the site with the quality of design indistinguishable.

## REPLACEMENT AND AFFORDABLE RENTAL

The 598 public housing units will be replaced on site. Approximately 535 of these units will serve public housing-eligible individuals and families in one to four bedroom units. Approximately 65 will be for seniors. Additional affordable units will serve higher income individuals and families who qualify under the Low-Income Housing Tax Credit (LIHTC) program. Each affordable building will contain a mix of public housing residents and LIHTC residents.

## MARKET-RATE AND MIXED INCOME

Several parcels may be sold to for-profit developers to build market rate housing.

## SENIOR HOUSING

A building exclusively for seniors is planned to be located on the main commercial street so that seniors will have easy access to the services and amenities located at the center of the development. The senior building may be part of a mixed-use building with community uses.



### PARKING APPROACH

The Special Use District (SUD) and the Development Agreement will govern the number of parking spaces required. The amount of off-street parking provided in individual buildings and on individual blocks will be a function of site-specific conditions and overall feasibility.

Car-sharing spaces will meet Planning Code requirements on a block-by-block basis.

All parking spaces will be unbundled and sold or rented separately.

In addition to structured parking, there will be an ample supply of on-street spaces. Many of the north-south streets will have 90 degree parking to take advantage of the street width to maximize available on-street parking. Parking on 24th Street adjacent to the retail and community center will be back-in angled to enhance bicycle and pedestrian safety.

### TDM STRATEGY

The Rebuild Potrero transportation demand management (TDM) strategy involves both active and passive methods. The design of the neighborhood alone is a great step forward to promoting and encouraging more efficient use of transportation uses. The neighborhood design will promote pedestrian activity through the design of the street and open space network, the inclusion of a neighborhood center including retail and restaurants, and access to MUNI transit lines at key neighborhood locations. Active methods may include providing car-share spaces, promoting transit use through offering reduced-cost transit passes, and having the Master Homeowners Association regularly distribute transit information. The final TDM strategy will be developed as part of the entitlement process.



Green Streets



Solar Shading



Wind Turbine



Community Garden

### Sustainability through Integrated Design



Human Health



Health of Community



Health of Natural World

## 3.7 SUSTAINABILITY

Creating a model sustainable community is one of the key goals of the redevelopment. An integrated design approach looks not only at the future of the built environment, but the health of individuals and community in and surrounding the development. The following tools and resources helped guide the development of the master plan.

### LEED FOR NEIGHBORHOOD DEVELOPMENT

The LEED for Neighborhood Development (ND) Rating System incorporates compact development, urbanism and green building goals into the first national system for sustainable neighborhood design. The scale of the redevelopment offers a unique opportunity to address these principles in an existing urban environment and the goal is to create a LEED ND Gold community.

### SAN FRANCISCO GREEN BUILDING ORDINANCE

The San Francisco Green Building Ordinance sets green building requirements for all newly constructed buildings in San Francisco. The development will fully comply with the standards and exceed requirements where possible.

### GREEN POINT RATED

Required under the SF Green Building Ordinance, GreenPoint Rated is a third party verification of the criteria outlined in Build It Green's Green Building Guidelines, a system developed specifically for green home building in California. The SF Green Building Ordinance uses this system and/or the LEED program to ensure and rate the level of sustainability of an individual building. Many of the buildings at Potrero will exceed the GreenPoint Rated threshold of 75 points.



### SAN FRANCISCO INDICATOR PROJECT

The development team worked with the San Francisco Department of Public Health to incorporate public health goals as recommended by the San Francisco Indicator Project, formerly the Healthy Development Measurement Tool (see <http://www.sfindicatorproject.org/>). The DPH evaluated baseline conditions and provided community level health data using a number of public health indicators for Potrero and the surrounding neighborhood and proposed recommendations to help inform the master planning with the aim of creating a 'health-promoting' community.

### OTHER REQUIREMENTS

The affordable housing component of the development will meet all required criteria of applicable funding programs. For example, the LIHTC program requires funded housing to meet minimum construction standards and sustainable building methods. These will be achieved based on the criteria in place at the time funding applications are submitted.

### CALGREEN

The first statewide sustainable building code went into effect in January 2011.

### 3.8 STORMWATER

The redevelopment of the Potrero Terrace and Annex will improve stormwater management by incorporating Low Impact Development strategies into the site design and by utilizing a variety of Best Management Practices.

Due to the geological challenges of the serpentine rock that covers a majority of the site, there are limited opportunities to infiltrate stormwater on site. A comprehensive Stormwater Mitigation Plan will be developed for the entire development at the appropriate time.



Solar Photovoltaics



Low VOC Interiors



Sustainability Community Meeting Focus Group



Bicycle Ridership and Car Sharing

## Part 3

# Development Controls and Design







# Guidelines

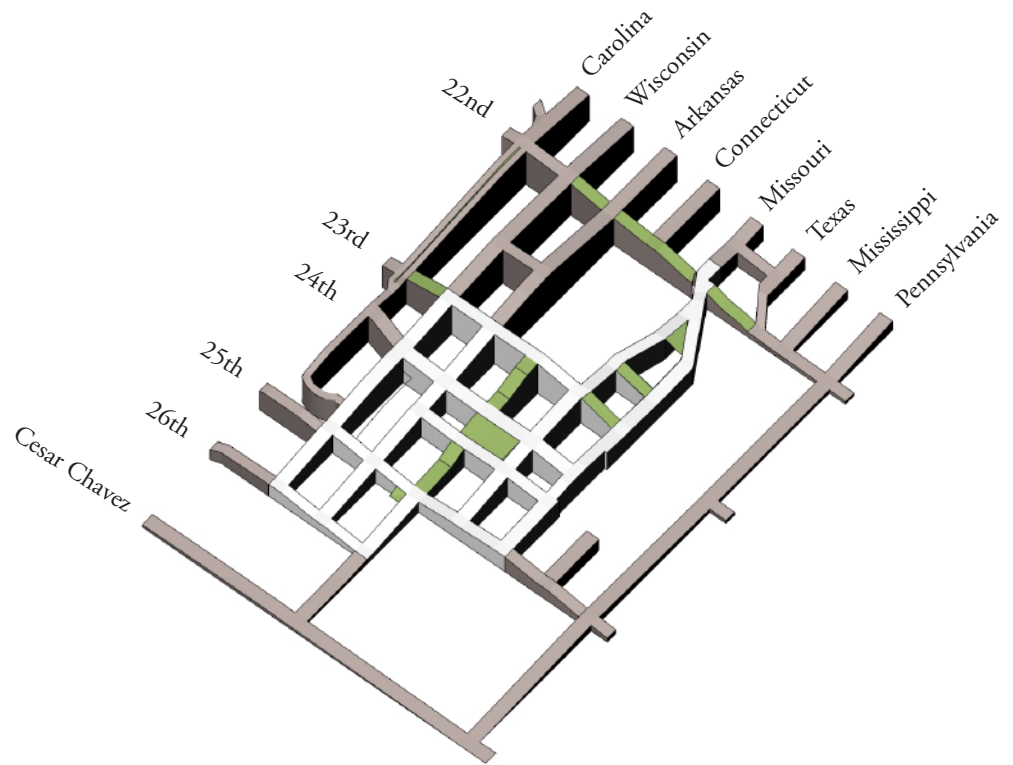
## Implementation

The purpose of this section of the Design Standards and Guidelines is to set forth requirements and recommendations for site planning, street and open space design, and building design. This chapter is regulatory and, by reference, is an extension of the San Francisco Planning Code. The regulatory basis of this document, its implementation and design review processes, can be found in Planning Code Section 249.76.XX, the Hope SF Potrero Special Use District.

The chapter provides development requirements as “Controls” and “Guidelines”.

**Development Controls** Controls are described as measurable quantitative requirements and generally must be met. The SUD includes provisions on how controls can be modified through the design review process.

**Design Guidelines** In most cases, guidelines are described as non-measurable non-quantitative requirements. Though not measurable, such guidelines are required to be met. In reviewing and approving design review applications, the Director has discretion in determining if the clear intent of the guideline has been sufficiently met. However, guidelines are sometimes described as a suggested way to meet a particular design objective. In such cases, the guideline does not need to be followed as long as the overarching design objective has been met.



## 4. Streets, Stairs and Open Space

This chapter outlines the details of the street, stair and open space network described in Chapter 3: Urban Design Concept.

### 4.1 STREET DESIGN

Streets are an important element of any neighborhood. The new streets of Potrero are designed to be safe and accommodating to all, with wide sidewalks, shade trees, and expansive Bay views. Each individual street type shall be built to the specifications of the applicable street section provided. The Controls and Guidelines below apply to all street sections. Description and design intent are described for each street. Review of final design of streets will be facilitated by San Francisco Public Works. Streets design described here is consistent with the Master Infrastructure Plan.

#### Development Controls

1. The following street sections represent a design vision for each individual street type. Each street shall be built to the specifications of the applicable street design provided per terms of the Development Agreement and MIP.
2. Streets shall be provided at locations specified in this document. All streets must be through streets unless otherwise indicated, with full access by the public at all times. Private drives or parking entries may not be substituted for streets.
3. Street design shall adhere to the standards contained in the Better Streets Plan(BSP) except as otherwise specified in this document.
4. Sidewalk throughways, where provided, shall be no less than 6 feet in width.





Site Plan - Figure 4.1



Buildings step up street.



Perpendicular parking with planters.



Tree Lined 'Green' Streets



Traffic Calming

5. Street trees shall be planted approximately every 20-35 ft. along all public streets, acknowledging that actual tree spacing will be influenced by street character, lighting, utilities, tree species, lines of sight, architectural and other issues. Streets located along cliff edges are exempted on the cliff side.
6. Corner bulbs and sidewalk bulb-outs (where provided) shall be designed consistent, BSP, San Francisco Public Works and other City specifications to accommodate use of mechanical street sweepers, San Francisco Fire Department and San Francisco Municipal Transportation Agency regulations.
7. Street lighting shall be designed to be well lit for pedestrians and the sidewalk and not just for vehicles and the roadway.
8. All utilities on new streets shall be located underground.
9. Utility boxes, backflow devices, and other mechanical equipment shall be placed in unobtrusive locations.
10. Projections or obstructions from structures into the public rights of way shall be limited to those permitted in the San Francisco Planning Code.

### Design Guidelines

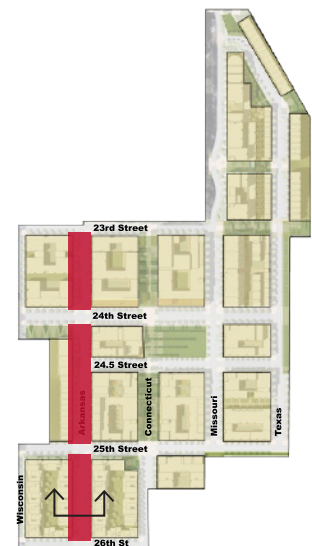
- a. New public streets should be designed to support all modes of circulation: walking, bicycling, automotive, and anticipated parking needs.
- b. The least steep streets will provide key bicycle connections to existing City bicycle networks and have the ability to be signed and marked as Class III Bicycle Routes in the future.
- c. All intersections should be designed with corner bulb-outs to slow traffic unless deemed infeasible for emergency vehicles or bus circulation. Bulb-outs should be planted with native and/or drought-tolerant plants, and offer seating areas and opportunities for installation of public art where appropriate.
- d. New public streets should utilize consistent sidewalk design (color, pattern, etc.), well-designed street furniture including seating, waste receptacles and pedestrian-scaled street lights.
- e. Street furniture selections should be consistent with other open space design elements throughout the site.
- f. Utilize paving material with a Solar Reflectance Index (SRI) of at least 29 for more than 50% of paving (including courtyards).
- g. Tree species should be varied throughout the neighborhood. Tree species may be varied by street to provide a different visual character on individual streets, but in most cases should generally be consistent along the length of each street. To reduce or minimize water consumption, trees, sidewalk plantings and plant material should be native and drought-tolerant wherever possible per SFPUC landscape and irrigation Guidelines. See Section 4.4 for Proposed Tree Species and Street Tree Planting Diagram.
- h. One perpendicular planting strip should be located at least every 80' where perpendicular parking spaces are located.
- i. Street parking can be converted to landscaped parklets subject to the City's regulations and process for such conversion.



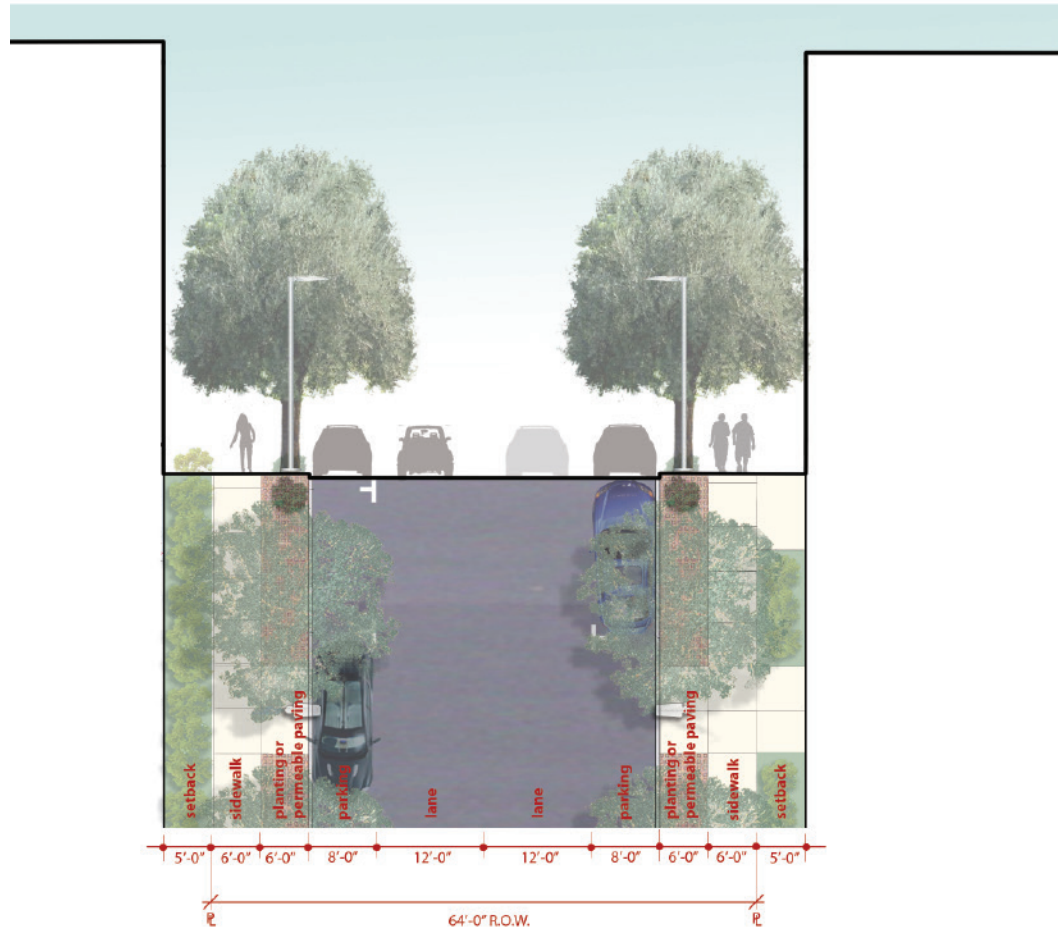


#### 4.1.1 ARKANSAS STREET

The north/south typical street is an extension of the approximate 80' building to building dimension typical on N/S streets throughout Potrero Hill. The street section will include a combination of perpendicular and parallel parking.



KEY PLAN



#### 4.1.2 TYPICAL PARALLEL PARKING STREET

The typical east/west typical street is an adaptation of the 66' building face to building face for east/west streets typical on Potrero Hill. Connecticut Street between 26th and 25th Street will use the same street section. The eastern existing curb will remain in its current location.



KEY PLAN

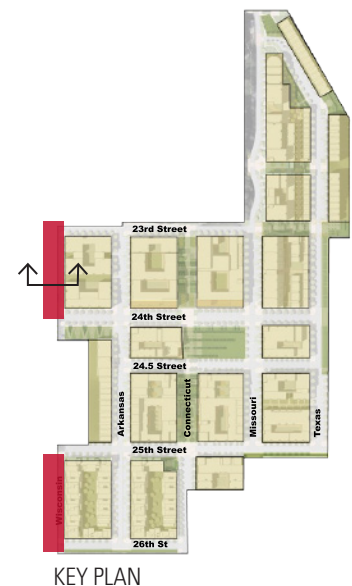




### 4.1.3 WISCONSIN STREET

Wisconsin between 24th and 23rd Streets currently has a 50' curb to curb dimension with two traffic lanes and parallel parking on each side of the street. The proposed street section changes the parallel parking lane on the east side of the street to perpendicular parking with bulbouts located at the corners with 24th and 23rd Streets.

Wisconsin Street between 26th and 25th Streets will hold the existing curb on the west side of the street adjacent to existing homes. The curb on the east side of the street will be moved to make room for perpendicular parking. The width of the travel lanes will vary since the western curb is not parallel to the street grid and eastern curb.



KEY PLAN



#### 4.1.4 24TH STREET

The outer segments of 24th Street provide important pedestrian connections between Starr King Elementary School and Starr King Open Space to the Texas Street open space and the 24th Street community core. The special nature of these blocks is expressed with expanded setbacks, widened sidewalks and the Squiggle Park.



KEY PLAN

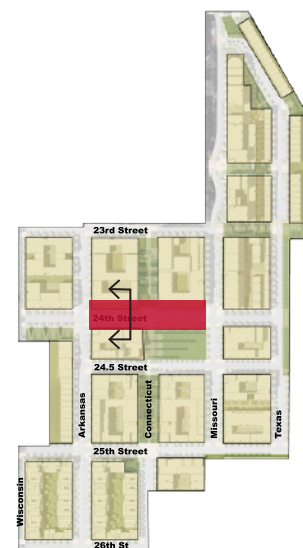




#### 4.1.5 24TH STREET BETWEEN ARKANSAS AND MISSOURI

24th Street between Arkansas and Missouri represents the retail and community core of the development. The street is designed with extra wide sidewalks and diagonal street parking. Adjacent to the park, the expanded 10 ft setback area located on the south side of the street is envisioned as a series of “outdoor rooms” with space for picnic areas, play structures and art installations. The expanded sidewalk on the north side of the street fronts the retail/flex spaces to provide opportunities for cafe and restaurant seating. Bulb-outs should be located where MUNI stops are located.

Diagonal back-in parking is located on the north side of the street to provide convenience parking for the adjacent retail and community uses.



KEY PLAN



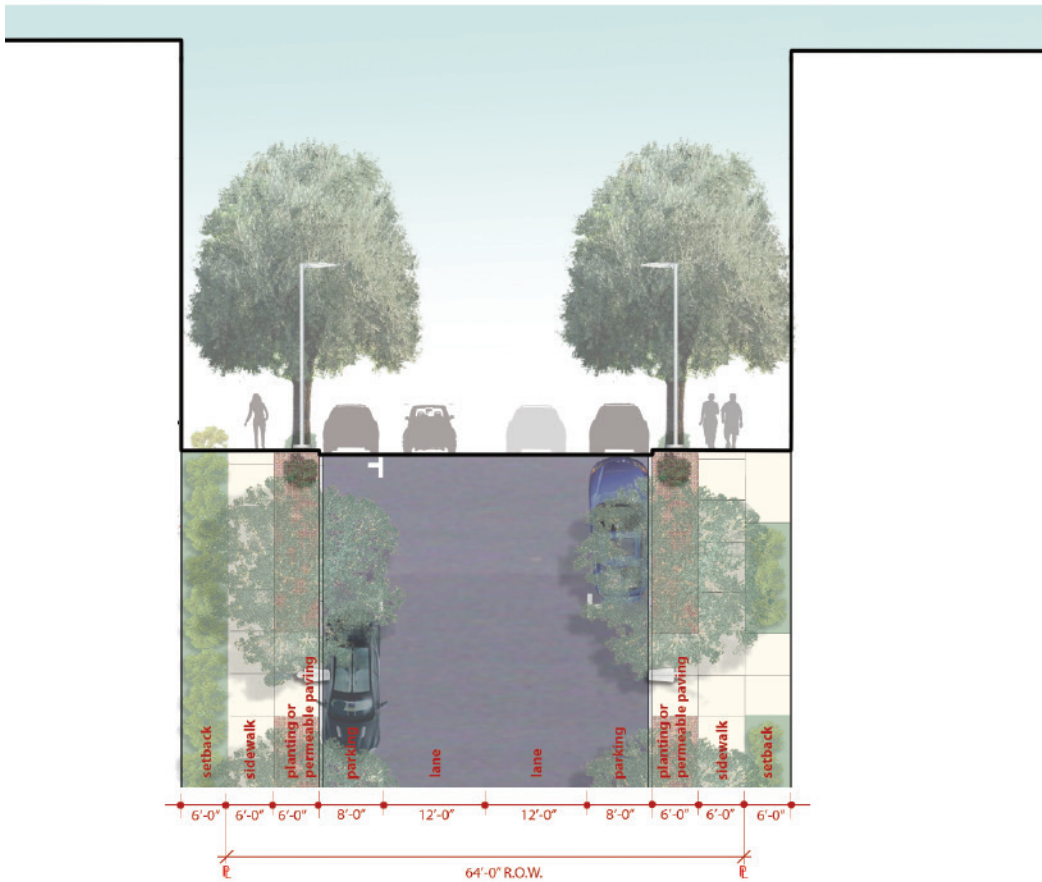
#### 4.1.6 25TH STREET BETWEEN WISCONSIN AND CONNECTICUT

25th Street between Wisconsin and Connecticut Streets has an expanded minimum setback on the south side of the street to enhance the pedestrian connection to the existing neighborhood west of Wisconsin Street.



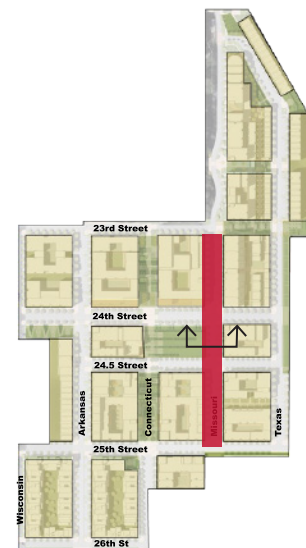
KEY PLAN



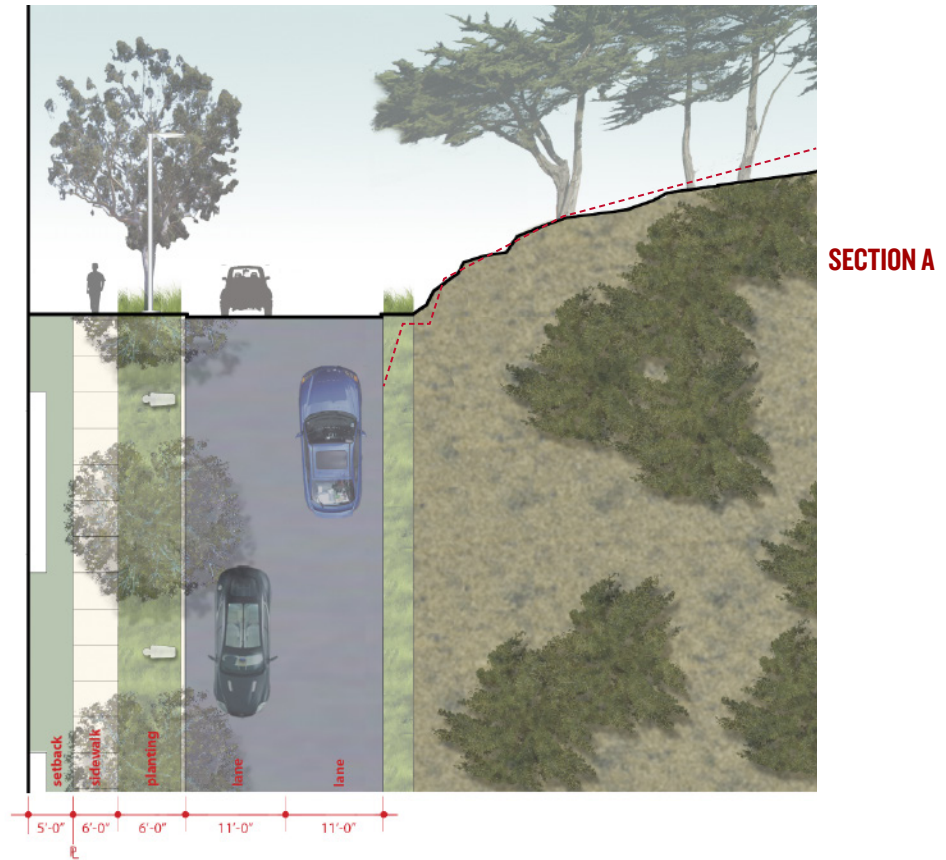


#### 4.1.7 MISSOURI STREET BETWEEN 25TH AND 23RD STREETS

Missouri Street between 25th and 23rd Streets will be built similar to the typical parallel parking street with a one foot wider setback from back of walk to building face.

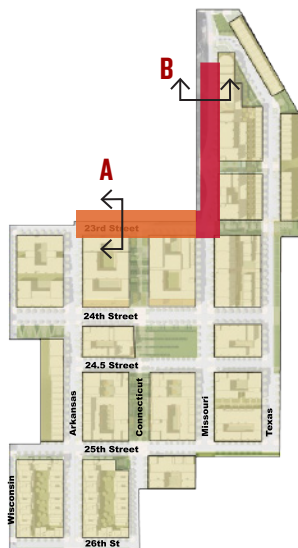


KEY PLAN



#### 4.1.8 23RD STREET AND MISSOURI STREET

The design of 23rd and Missouri Streets focuses on leaving as much of the existing hillside intact as possible. Due to site conditions, sidewalks on the park side of the street are not required. Missouri Street chicanes north of 23rd street to reduce traffic speed with a MUNI bus stop located at the apex of the chicane.



KEY PLAN

#### Design Guidelines

- The preferred design for the west side of Missouri Street north of 23rd Street is to have the natural rock exposed by the cut to existing grade to be exposed. More geotechnical analysis is needed to determine structural integrity of the slope, post regrading.
- The secondary option for the design of Missouri Street north of 23rd Street should include a split retaining wall system with planing areas located adjacent to curb and between retaining walls.
- The design of the west side of Missouri Street should maximize planting.



### 4.1.8 OPTION 1 - CAPPED ROCK

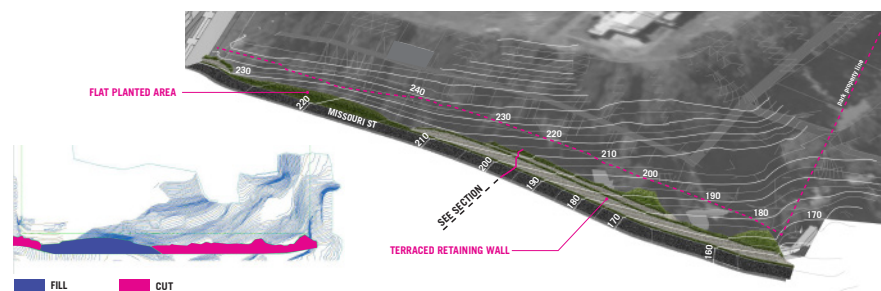
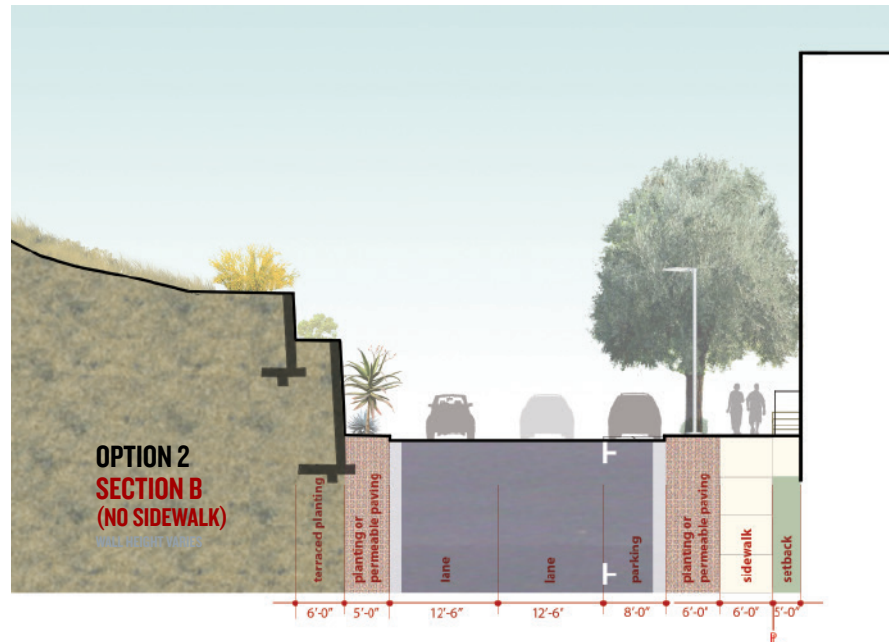


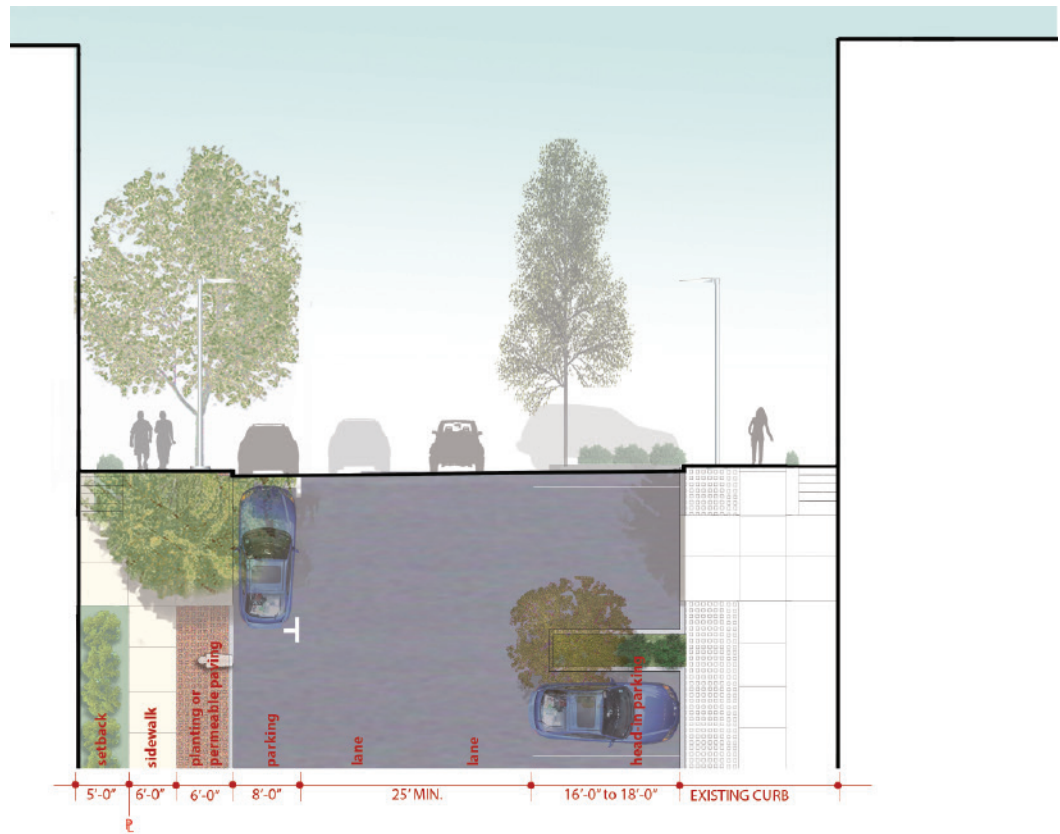
If structurally sound, cut rock should be exposed.



Decorative metal mesh may be needed to protect against falling rock.

### 4.1.8 OPTION 2 -RETAINING WALLS





#### 4.1.9 TEXAS STREET BETWEEN 25TH AND 24.5 STREETS

The final configuration of Texas Street between 25th and 24.5 Streets may vary from the above configuration. The final configuration should be designed in coordination with adjacent landowners. The reconfigured Texas Street allows the opportunity to move the existing eastern curb west to provide for a new planting strip and maintain the existing perpendicular parking. As Texas Street approaches 24.5 Street to the north, the eastern parking configuration may change from perpendicular to parallel parking to allow for parts of the existing topography to be maintained.



KEY PLAN



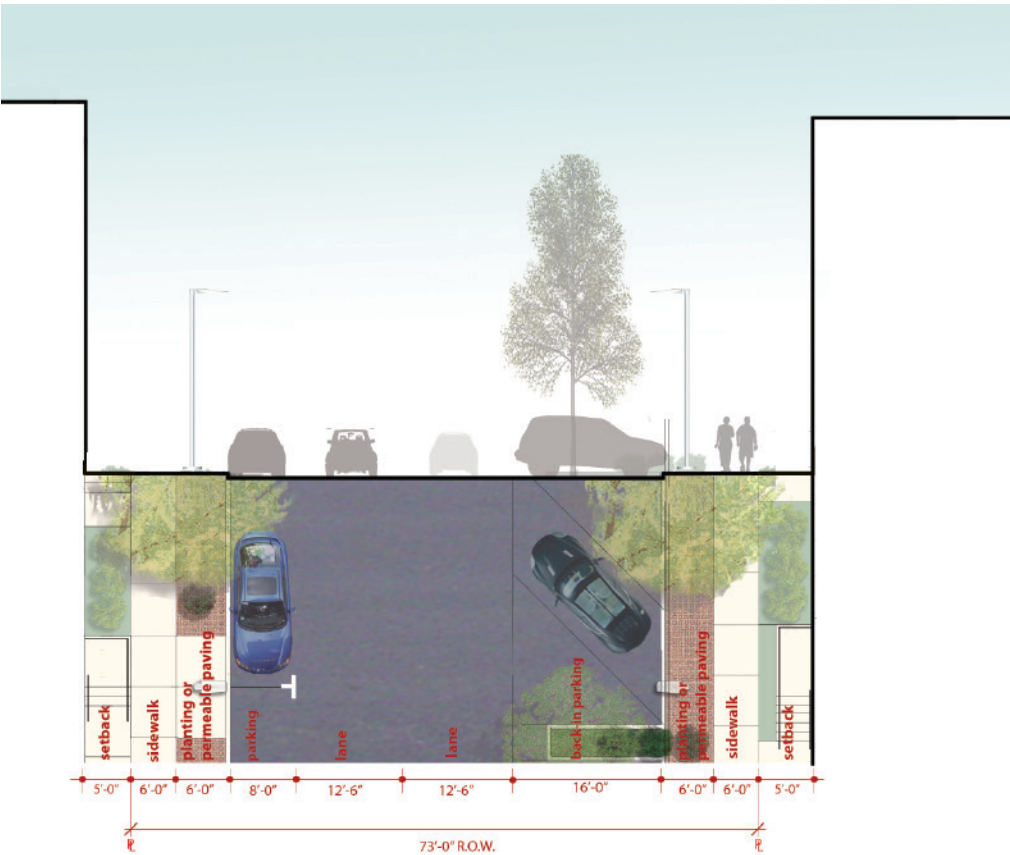


#### 4.1.10 TEXAS STREET @ GARDEN

Texas Street, adjacent to the Community Garden, provides a unique opportunity for views and stormwater management. Parallel parking is located on the building side of the street. The community garden is on the east side of the street with a vegetated-swale buffer and sidewalk providing access to the garden.



KEY PLAN



4.1.II TEXAS STREET

The northern section of Texas Street includes back-in diagonal parking on the east side of the street.



KEY PLAN





25th Street looking West



25th Street looking East



26th Street looking West



26th Street looking East

### 4.1.12 STREETS AT CLIFF EDGES

Due to restricted space and severe terrain challenges, cliff edges tend to feel abandoned and often become filled with trash and broken fencing creating an unpleasant foreground to the panoramic view beyond. These unique conditions provide tremendous landscape opportunity and need careful attention. Edges should be transformed into usable spaces that provide amenities for the neighborhood, including view seating and planting.

#### Development Controls

1. The Community Garden shall be publicly accessible and remain open during daylight hours, at a minimum.
2. Within the constraints of the topography and through the use of retaining walls, overlooks shall be designed to create flat outdoor space.
3. A safety fence is needed along the cliff edge of overlooks due to the dangerous topography.
4. Terraces shall step down in a way that minimizes the impact of safety fencing on the view.
5. Openings in safety fencing shall not be wider than 4" in width or in height.
6. Where terracing cannot be achieved, safety fencing shall be designed to provide adequate transparency and/ or frame views while meeting safety requirements.
7. Where large trees are shown, provide 3' depth of import soil in continuous trenches to replace the serpentine soil to ensure tree health and longevity.
8. Existing vegetation on embankments that is disturbed by construction and re-grading shall be restored with restoration planting.
9. Plantings shall meet City guidelines for context and ecologically appropriate vegetation.

#### Design Guidelines

- a. Site furnishings and safety fencing should be designed and/ or selected to form a coherent family of elements for the entire site. Pedestrian scale lighting should balance safety and energy efficiency.

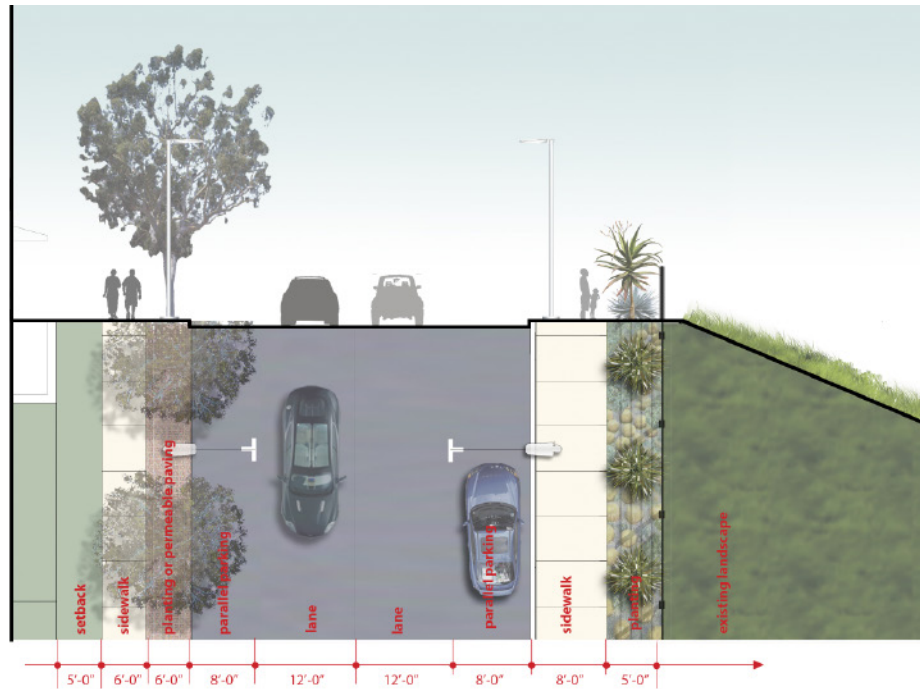


#### 4.1.13 26TH STREET AT CLIFF EDGE

The 26th Street Overlook is located along 26th Street between Connecticut and Wisconsin Streets with views to the south. Due to limited width, parallel parking is removed from the south edge to allow for a wider planting zone. Special marker lights should be provided at the intersection of Arkansas and 26th Streets to clearly designate the “T” intersection.







KEY PLAN

#### 4.1.14 25TH STREET AT CLIFF EDGE

The 25th Street Overlook is located along 25th Street between Texas and Missouri Streets and has a panoramic view to the south. The sidewalk is to be located adjacent to the curb with planting provided on the south side of the sidewalk to create a buffer between the sidewalk and the cliff edge. Special marker lights should be provided at the intersection of Missouri and 25th Streets to clearly designate the “T” intersection.





### 4.2 PARKS AND STAIRS

This section describes the publicly accessible parks and stairs within the master plan and sets design standards for their execution. The plan establishes the framework for several parks throughout the development. A  $\frac{3}{4}$  acre Central Park and several other parks will provide an array of active and passive recreation opportunities for project and neighborhood residents. Landscaped stairs and terraces provide usable open space and safe, attractive linkages to neighborhood destinations where topography prevents street connections.

The following designs are concepts only. Final designs will be reviewed by the Planning Department and other appropriate city agencies during approval of Phased Applications and building design review for compliance with the DSG document. Final designs should be coordinated with the design of adjacent building parcels. The design of public open spaces should include a community process to solicit feedback on potential designs.

#### Development Controls

1. The 24th Street Central Park, Squiggle Park, Texas Street Garden and Gateway Open Spaces shall be provided in the locations shown on the plan.
2. Stairs shall be provided at the locations shown in the plans in order to provide views, a network of pedestrian connections between streets, and usable outdoor space.
3. All parks and stairs shall be visually and publicly accessible.
4. Within the constraints of the topography, parks shall be designed to create flat outdoor spaces, where possible.
5. Where trees are shown, provide 3' depth of import soil with appropriate soil volumes, to replace the serpentine soil and ensure tree health and longevity.
6. Stairs and terraces shall be well-lit at night to enhance safety and security.
7. Secure bike parking shall be provided at parks to encourage alternatives to autos.

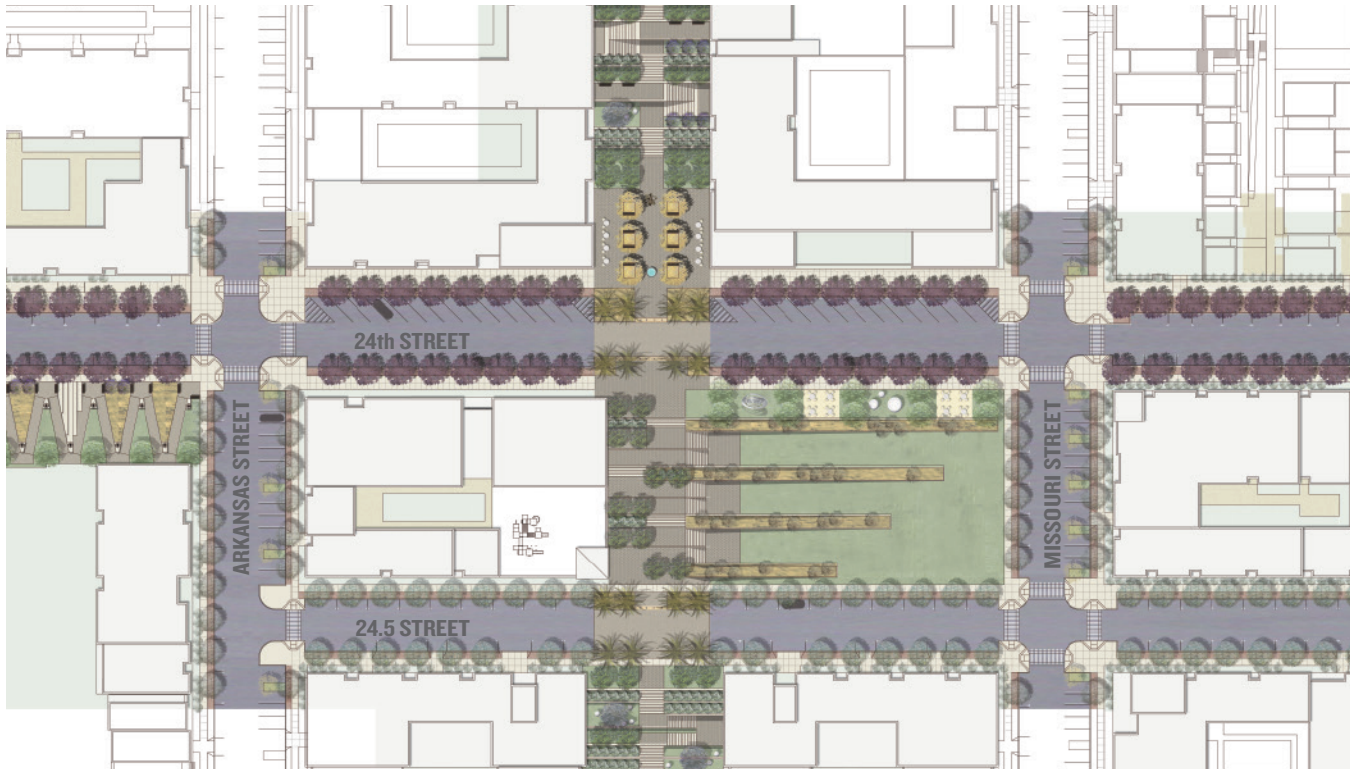
#### Design Guidelines

##### Amenities/Design

- a. Open spaces should provide ample play areas for children and seating for people of all ages including low walls, benches and stairs.
- b. Play equipment should be designed for a range of ages, and selected to complement the design of the open space by integrating with the topography of the site.
- c. Stairs and terraces should be laid out in a way that minimizes guardrails and walls that obstruct views.
- d. Site furnishings should be designed and/or selected to form a coherent palette of elements for the entire site. Pedestrian scale lighting should balance safety and energy efficiency.
- e. When possible, retain artists during the park design process to incorporate art elements into the parks and open spaces.
- f. Private stoops, porches and private courtyard entries should open onto the stair terraces as much as possible to provide security and activate these spaces.
- g. Bike channels should be added to stairs where appropriate to provide access to open spaces, shared mews/courtyards or other spaces where bike parking is provided.

##### Water Usage

- h. Reduce the use of potable water for irrigation by installing smart (weather-based) irrigation controllers, and by using drip, bubblers or low-flow sprinklers for all non-turf landscape areas.
- i. Reduce water consumption for outdoor landscape irrigation by 50% from a calculated baseline for the site's peak watering month.



Neighborhood Center

#### 4.2.1 24TH STREET CENTRAL PARK

This concept for 24th Street Park is located at the middle of the new 24th street retail/community corridor and the center of the open space cross. To the east, it is connected to Starr King Open Space through the proposed “outdoor rooms” and Squiggle Park. To the north, it connects to Potrero Hill Recreation Center through the Connecticut Park Terrace. 24th Street Park is designed as a flexible open space with shared uses. Like San Francisco’s Dolores Park, it is positioned to take advantages of impressive views; in this case, views to the south. To conform to the topography, the park is envisioned to have a flat terrace along 24th Street and sloping flexible lawn along Missouri and 24-1/2th Street. It is envisioned to feature a series of generous landscaped stairs and flat lawn terraces with seating connects 24th and 24-1/2th Streets, integrating and disappearing into the sloping lawn. The upper park level along 24th Street will accommodate accessible parking and is envisioned to provide a series of “outdoor rooms” that orient towards retail/ commercial uses and the view. These landscape rooms will be shaded by a ceiling of tree branches and can be programmed for different usages such as art displays, a playground, and picnic areas. Stormwater features should be designed and integrated with the stair and retaining wall.

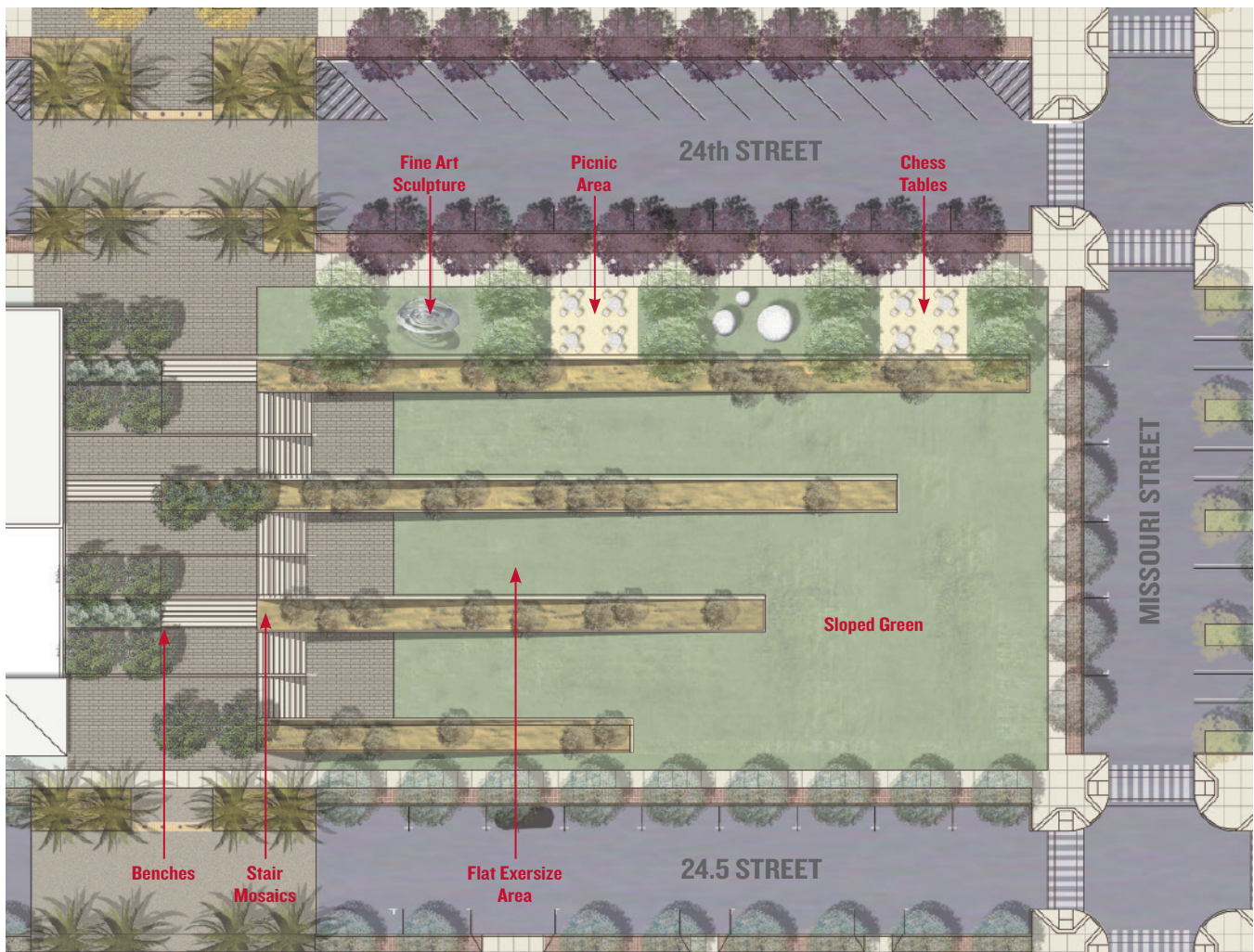


View of terraces from sloped green



View from terraces showing recessed seating area.





24th Street Central Park Concept Plan

### Development Controls

- Locate an accessible portion of the park adjacent to the sidewalk along 24th Street.
- Integrate the park with the design of the Community Uses in block G.



Connecticut Street Stair

24th Street Plaza and Connecticut Stair

#### 4.2.2 CONNECTICUT PARK TERRACE

Where Connecticut Street is too steep for automobiles, the Connecticut Street “right-of-way” is designed as a pedestrian connection between 25th Street and 23rd Street and through the Central Park. The Connecticut Park Terrace is a series of open spaces and stairs that connect 25th Street to 23rd Street.

##### 25TH TO 24TH STREET

Between 25th and 24.5 Streets, the park roughly follows the existing topography for the first 150’ and then transforms into a stair and terrace to climb up to 24.5 Street. Between 24.5 and 24th Streets the Connecticut Park Terrace merges with the 24th Street Central Park.

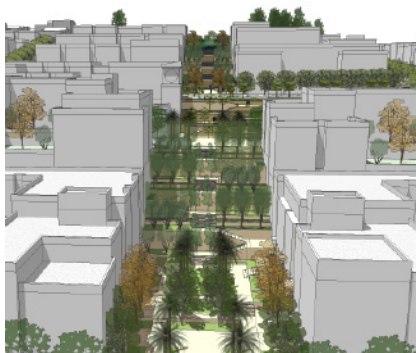
##### 24TH TO 23RD STREET

As envisioned, the Connecticut Park Terrace between 24th and 23rd Streets at the north will contain two small plazas at the top and bottom of the stairs. The plazas are connected by a series of terraces with seating and extensive planting, providing opportunities for passive recreation with views to the south. The 24th Street plaza at the bottom of the stair is flanked by small commercial uses with an allee of large trees and seating below. The plaza paving extends across 24th Street and is marked by a grove of palm trees, providing a marker and some civic character to this core area of the project. The 23rd Street Plaza will have more plantings compared to the 24th Street Plaza. There may be a double row of trees framing the view and a seasonal stormwater fountain integrated into the design of the plaza, stairs and walls.

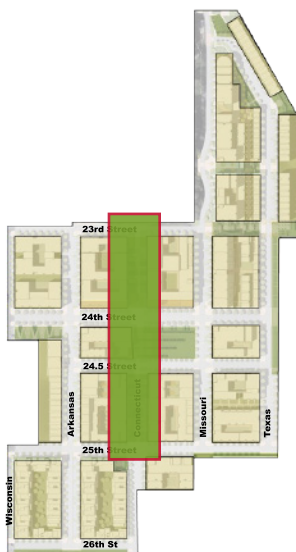
#### Development Controls

- a. The design of the stairs and terraces shall be integrated with adjacent building parcels.
- b. Flat usable park or plaza areas shall be located at the top and bottom of stair connections.

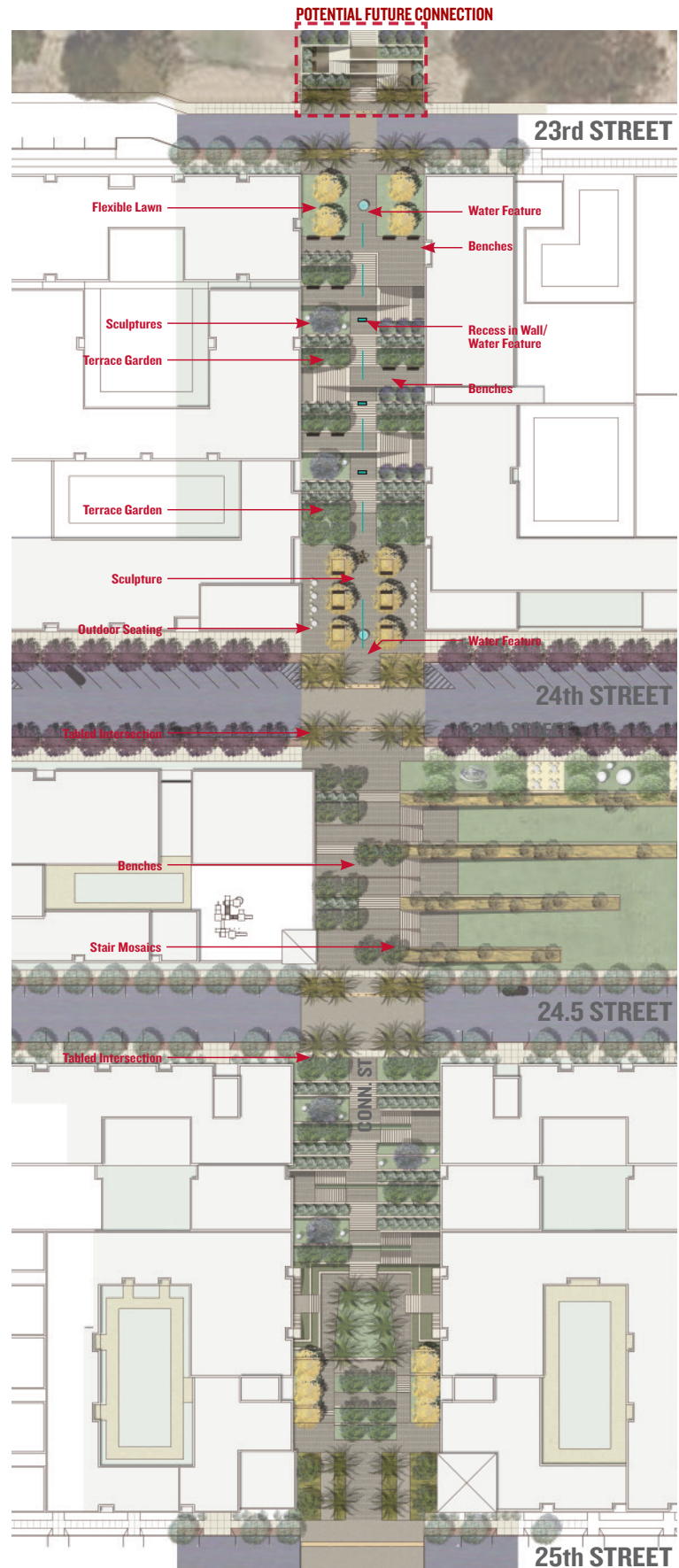


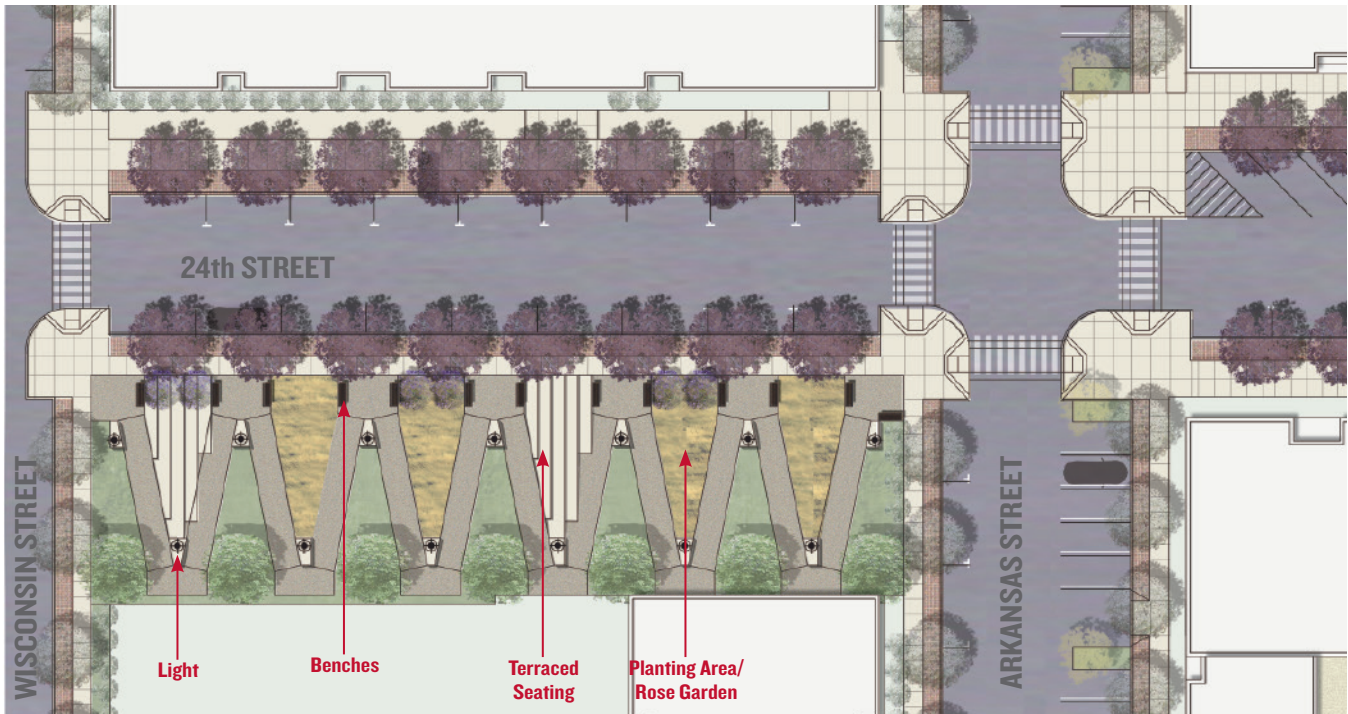


Connecticut Park Terrace t



KEY PLAN





#### 4.2.4 24TH STREET SQUIGGLE PARK

Squiggle Park is located at the western end of the 24th Street retail corridor and has an impressive view to the East Bay. It is bounded by 24th, Wisconsin and Arkansas Street. Because the portion of 24th Street between Wisconsin and Arkansas Streets slopes more than the maximum allowable slope for accessibility, a 5% accessible ramp is provided to accommodate an accessible connection between Starr King Elementary School and the Community Center. The park can be entered from all sides. The ramp meanders through the park, creating a series of experiences including terraced seating and sloped planting areas for gardening, horticulture and sculpture display. Seating and shade is provided where ramp landings engage the sidewalk.



Squiggle Park

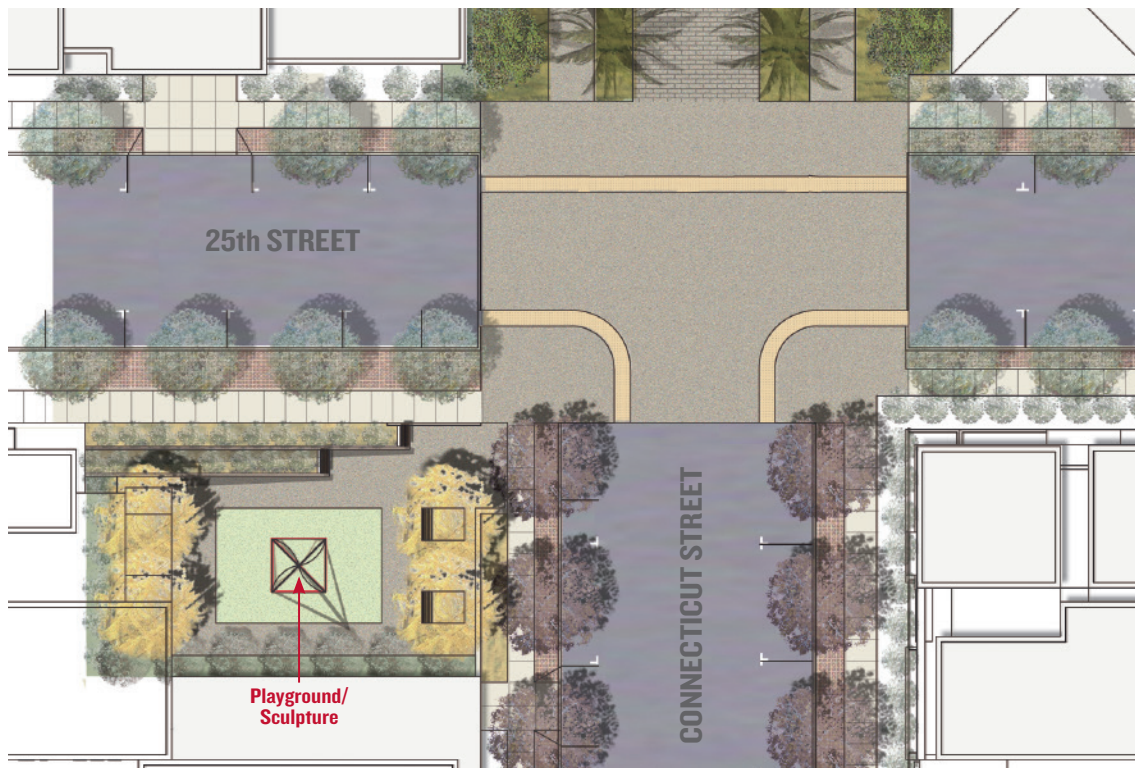
#### Development Controls

- a. An accessible ramp shall be provided to link Wisconsin Street to Arkansas Street.



KEY PLAN





25th Street Minipark



View southwest from 25th and Connecticut Streets



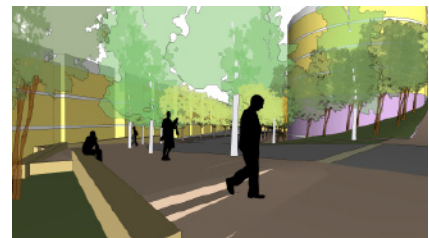
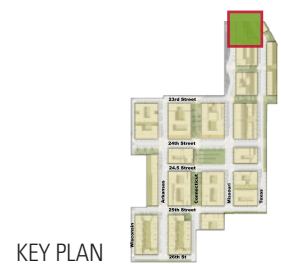
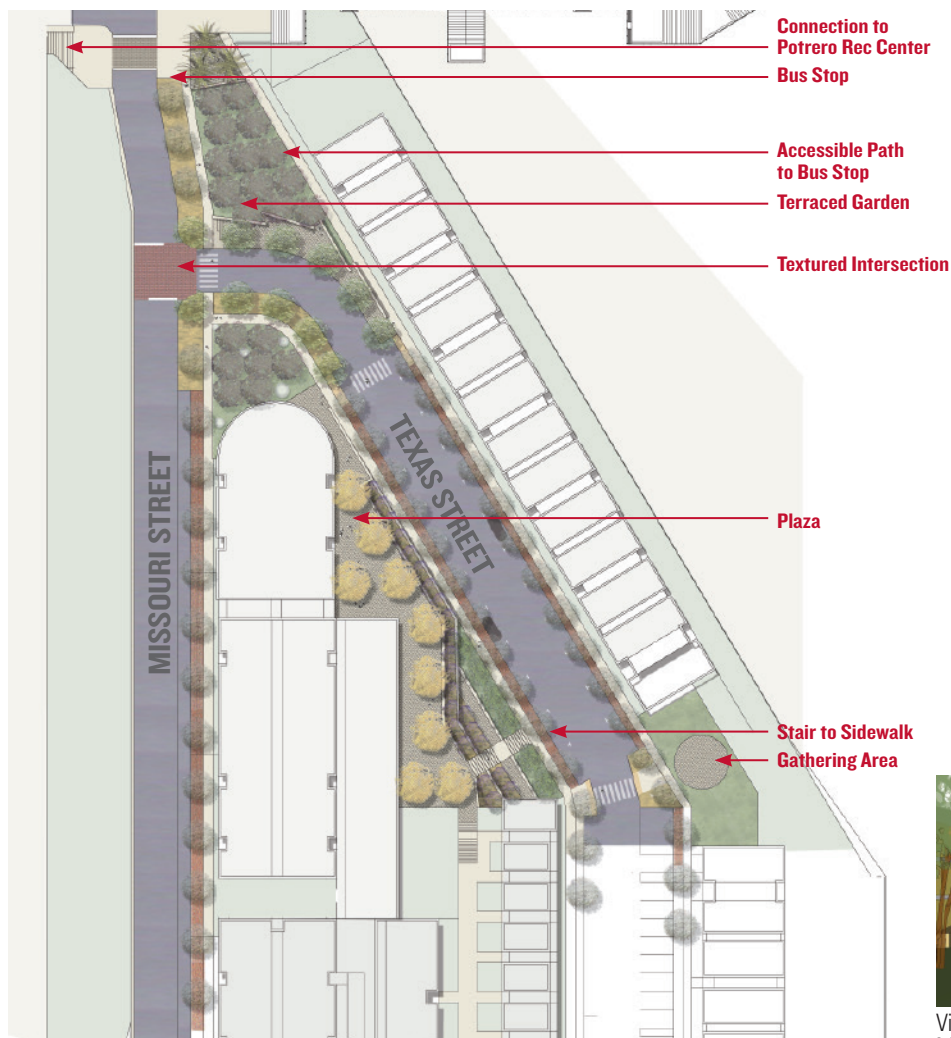
View northeast from inside the park



Accessible park entrance from corner of 25th and Connecticut

#### 4.2.5 MINIPARK

The Mini Park provides a small scale, safe, outdoor space for small children within short walking distance of the southwestern blocks. The mini park should be designed for intensive use with low fences, sculptural play equipment for children and a landscaped seating area for adults. See section 5.2 for details on size and location of the open space.



View of intersections between Texas Street and Missouri Street.

## 4.2.6 GATEWAY OPEN SPACE

The Gateway Open Space is a series of spaces at the northern gateway to the new development. As conceived here in the DSG, starting from the northern site boundary, small plazas should formalize links to the Potrero Rec Center within the 22nd Street right-of-way and to the potential off-property stair down to the Dogpatch Neighborhood. South of the plaza on the east side of Missouri Street a terraced garden should be located leading to the intersection of Missouri Street with Texas Street. The sidewalk running adjacent to the housing east of Texas Street creates an accessible path to the bus stop. On the west side of Texas Street is a terraced plaza with a stair leading up to the mews between the lower and upper buildings on block N & O. A small gathering area is located between blocks P and R east of Texas Street.

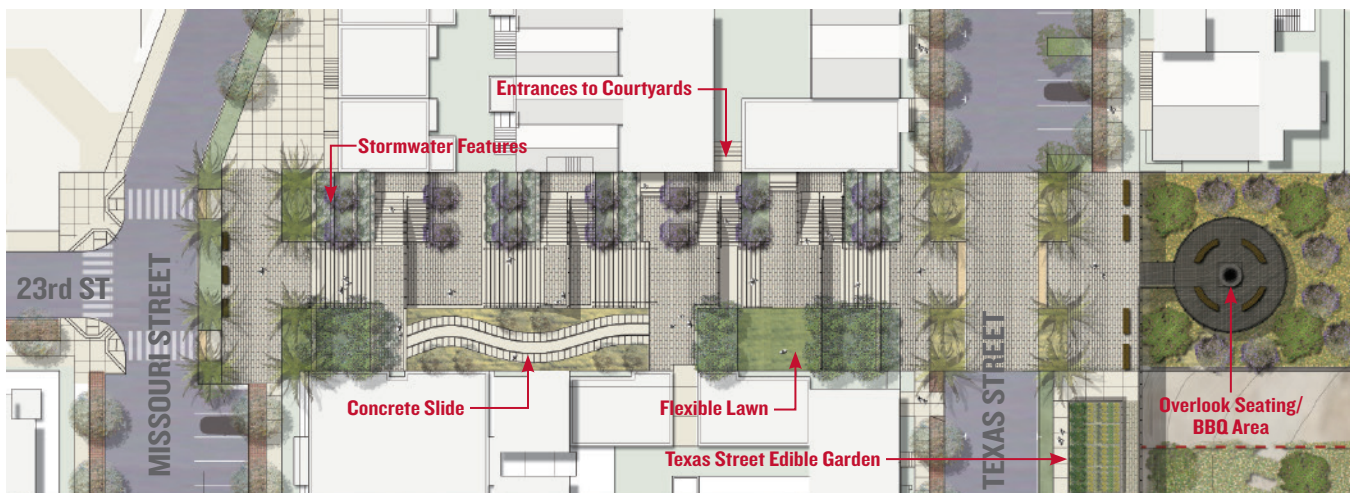


Gateway Open Space adjacent to Block O.

### Design Guidelines

- a. An accessible sidewalk should be provided to link Texas Street to the 22nd Street Bus Stop.

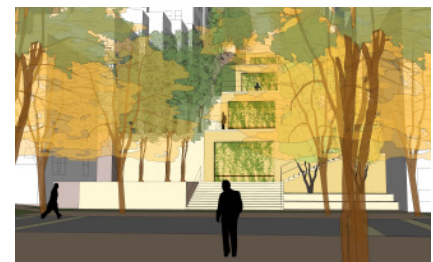




23rd Street Stair

#### 4.2.8 23RD STREET STAIR

This concept for 23rd Street Stair provides both a pedestrian connection between Missouri and Texas Street and a recreational opportunity. This park takes advantage of the steep topography with potential for one or more concrete slides parallel to the stairs. Private porches, stoops and courtyards open onto the stair terraces to activate the open space as well as to provide security. At the bottom of the stair on the east side of Texas Street is an elevated platform or small plaza that is marked by a grove of trees where people can enjoy the spectacular view of the East Bay, have picnics and barbecue.



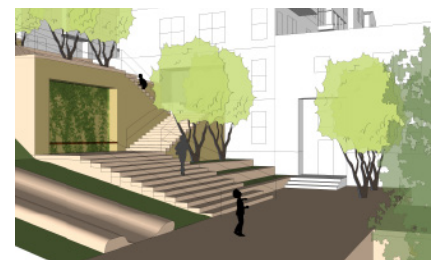
View west on the 23rd Street Stair from Texas Street showing the potential for stormwater management to be incorporated into retaining walls.



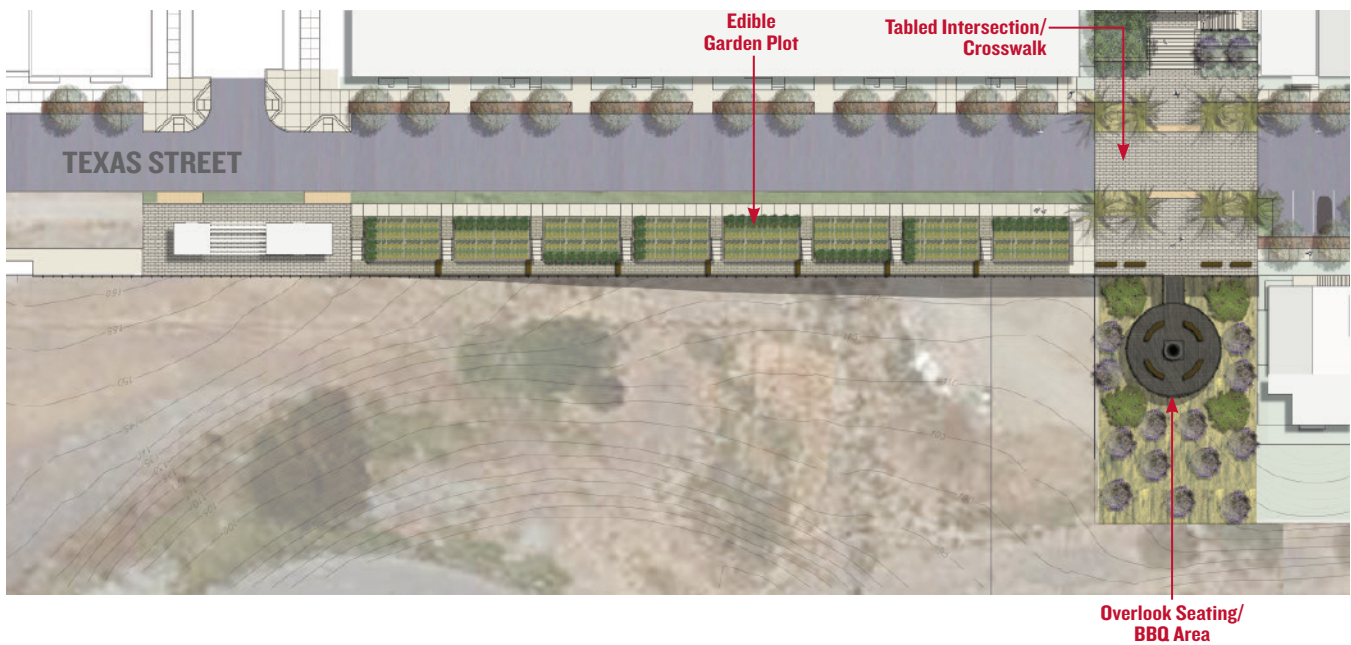
KEY PLAN

#### Development Controls

- The design of the stairs and terraces shall be integrated with adjacent building parcels.
- Flat usable park or plaza areas shall be located at the top and bottom of stair connection.



Typical stair landing with slide, steps and terraces for seating, shade and green walls associated with stormwater management.



#### 4.2.9 TEXAS STREET COMMUNITY GARDEN

The Texas Street Community Garden transforms the eastern edge of Texas Street above the Food Bank into an urban farm and overlook. Public paths through the garden are to be open to the public during daylight hours.

##### Development Controls

- a. A six-foot public sidewalk shall be open to the public at all times.



KEY PLAN



## 4.3 SITE LIGHTING, PAVING AND FURNISHING

### Development Controls

#### Site Lighting

1. Lighting on streets, stairs, and mews play a key role in creating safe public spaces. As such, light levels shall be as specified in the San Francisco Better Streets Plan.
2. Street lights and other site lighting shall be designed to minimize up lighting and glare.

#### Furnishing

3. Site furnishing shall be defined in the Streetscape Master Plan. Site furnishings may include lighting, signage, seating, bike racks, fencing, retaining walls, screens, trellises, utility enclosures and other minor architectural structures. Furnishings shall be selected to reinforce overall design concepts throughout the neighborhood and provide an opportunity for public art.

### Design Guidelines

#### Site Lighting

- a. Lighting shall be pedestrian scaled and be coordinated with street trees and site furnishings.
- b. Lights should be selected for longevity and ease of maintenance, with light levels as low as possible without compromising safety.
- d. Lights and site electrical equipment should be planned with tree locations having priority over the joint trench network when feasible.
- e. Lights with uniform spacing should contribute to the structure of streets and parks.
- f. Streetlights should use low voltage fixtures and energy efficient bulbs per SF PUC requirements.

#### Paving

- g. Concrete sidewalks should include lampblack and finishes to minimize reflection and staining.
- h. Tree grates, unit pavers, stone cobbles, gravel, or under planting should be used at the base of street tree plantings.

#### Furnishing

- i. Some street furniture may provide an opportunity for public art.
- j. Built-in and prefabricated furnishings should be unified in color and form throughout the public open space.
- k. Furnishings should be selected with attention to permanence and durability.



Seating wall and pedestrian scaled light fixture.



Low seating wall design with tile inlays.



Art Installation in Visitacion Valley..

## 4.4 PLANTING GUIDELINES

Planting consists of street trees, park trees, shrubs and native grasses and lawns. Tree plantings will consist of a mix of evergreen and deciduous, chosen to reinforce urban design concepts, provide a continuous canopy at streets, mark site entries, create distinct identity to streets and open spaces, provide variety and resiliency to disease, and aid in stormwater management. Shrubs and groundcovers provide an intermediate scale of detail and texture between trees and buildings at parks, streets and residential areas. All planting to be consistent with San Francisco's Water Efficient Irrigation Ordinance Ch. 63, SF Administrative Code.

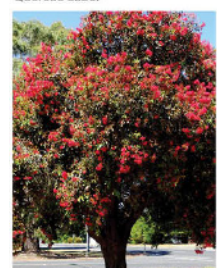
	Street/ Location	Recommended Species	Mature Size	Water Needs	Tree Character
●●●●●	Wisconsin Street/ Connecticut Street (between 25th & 26th Street)	<i>Tristania conferta</i> (Brisbane Box) <i>Quercus suber</i> (Cork Oak) (to Match with Existing Street Trees)	Medium to Large Evergreen	Low	Upright to rounded form
●●●●●	24th Street	<i>Lyonothamnus floribundus</i> (Catalina ironwood) <i>Eucalyptus polyanthemos</i> (Silver Dollar Eucalyptus) <i>Ginkgo biloba</i> (Ginkgo) <i>Quercus lobata</i> (Valley Oak)	Medium to Large Evergreen  Medium to Large Deciduous	Low	Upright form
●●●●●	Arkansas Street/Texas Street	<i>Ceratonia siliqua</i> (Carob Tree) <i>Corymbia ficifolia</i> (Red Flowering Gum) <i>Acacia melanoxylon</i> (Black Acacia)	Medium to Large Evergreen	Low	Rounded form
●●●●●	23rd Street/ 24 1/2th Street/ 25th Street/ 26th Street	<i>Olea europaea</i> (Fruitless Olive) <i>Arbutus 'Marina'</i> (Arbutus Marina) <i>Tristania laurina</i> (Water Gum)	Small Evergreen	Low	Sculptural multi trunk tree with mediterranean character
●●●●●	Missouri Street	<i>Quercus suber</i> (Cork Oak) <i>Quercus agrifolia</i> (Coast Live Oak) <i>Acacia melanoxylon</i> (Black Acacia)	Medium to Large Evergreen		
●●●●●	Planters in 90 degree parking	<i>Fraxinus americana</i> 'Autumn Purple' (White Ash) <i>Ginkgo biloba</i> (Ginkgo) <i>Araucaria excelsa</i> (Norfolk Island Pine)	Medium to Large Deciduous	Low	Upright form
✱	Accent Tree at major intersection	<i>Washingtonia robusta</i> (Mexican Fan Palm) <i>Phoenix canariensis</i> (Canary Island Date Palm) <i>Brahea edulis</i> (Guadalupe Palm)	Tall Evergreen	Low	Upright form



Olea europaea



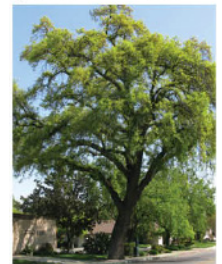
Quercus suber



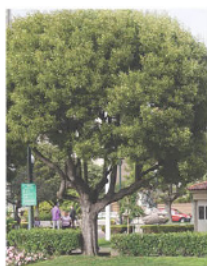
Corymbia ficifolia



Lyonothamnus floribundus



Quercus lobata



Acacia melanoxylon



Arbutus 'Marina'



Ceratonia siliqua



Eucalyptus polyanthemos



Fraxinus americana

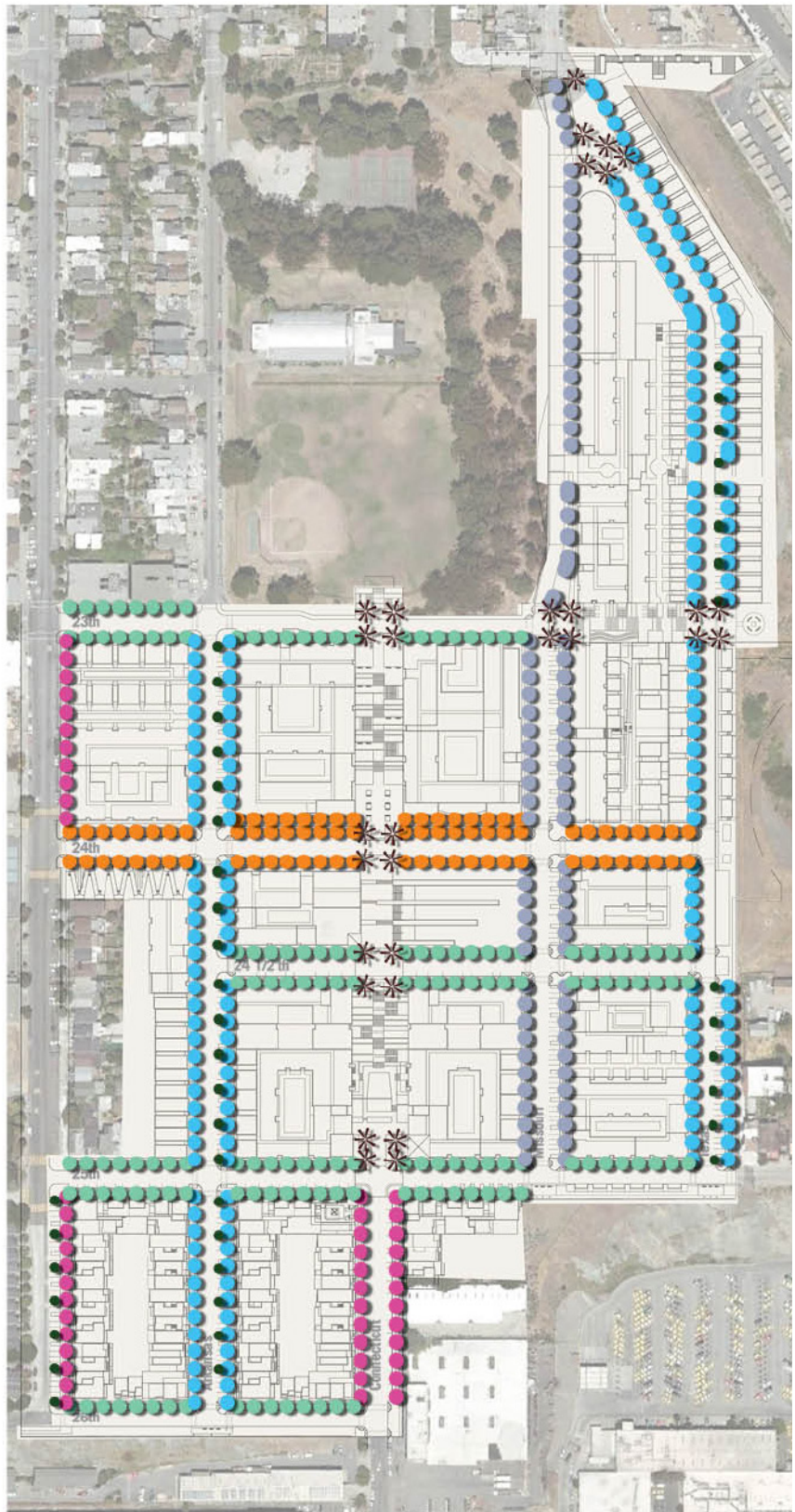


Ginkgo biloba



## LEGEND

- *Tristania conferta/ Quercus suber*
- *Arbutus 'Marina'/ Olea europaea/ Tristania laurina*
- *Lyonothamnus floribunda/ Eucalyptus polyanthemos/ Ginkgo biloba/ Quercus lobata*
- *Ceratonia siliqua/ Corymbia ficifolia/ Acacia melanoxylon*
- *Quercus suber/ Quercus agrifolia/ Acacia melanoxylon*
- *Fraxinus americana/ Ginkgo biloba/ Araucaria excelsa*  
(planter at 90 degree parking)
- ✱ *Washingtonia robusta/ Phoenix canariensis/ Brahea edulis* (Accent Tree at major intersection)
- Alts *Laurus 'Saratoga'/ Quercus cerris/ Rhamnus alaternus*



## STREET TREE PLANTING DIAGRAM



## Design Guidelines

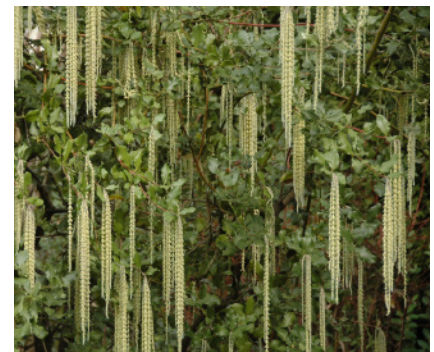
- Plantings should be selected for longevity, ease of maintenance, low water use and adaptability to serpentine soils.
- Import soil should be provided in sufficient volume to support anticipated future plant sizes.
- Temporary irrigation should be provided where needed to establish plantings.
- Permanent irrigation should be provided for intensively used areas.
- Shrub and groundcover plantings should be primarily native or climate adapted Mediterranean plantings such as those from Southern Europe, Chile, South Africa and Australia.



*Pacific Wax Myrtle*



*Lilac*



*Silk Tassel*



*California Flannel Bush*



*California Buckeye*



*Pride of Madeira*

## RESTORATION/ PARK/ STAIR PALETTE

*Carpenteria californica* | Tree-anemone

*Romneya coulteri* | Matilija Poppy

*Ceanothus* sp. | Lilac

*Fremontodendron californicum* | California Flannel Bush

*Heteromeles arbutifolia* | Toyon

*Myrica californica* | Pacific Wax Myrtle

*Garrya elliptica* | Silk Tassel

*Rhamnus californica* | Coffeeberry

*Sambucus* spp. | Elderberry

*Kniphofia uvaria* | Red Hot Poker

*Muhlenbergia rigens* | Deer Grass

*Muhlenbergia emersleyi* | Bullgrass

*Muhlenbergia lindheimeri* | Lindheimer's muhlygrass

*Quercus agrifolia* | Coast Live Oak

*Aesculus californica* | Buckeye

*Prunus ilicifolia* | Holly leaf Cherry

*Prunus lyonni* | Catalina Cherry

*Yucca gloriosa* | Soft-tip Yucca

*Cupressus macrocarpa* | Monterey Cypress

*Olea Europea* 'Swan Hill' | Fruitless Olive

*Pinus pinea* | Italian Stone Pine

*Acacia melanoxylon* | Blackwood Acacia

*Pinus Torreyana* | Torrey Pine





*Giant Red Aeonium*



*Parry's Agave*



*Aloe*



*Sedum*



*Deer Grass*



*Myrtle Spurge*

## STREET PLANTING PALETTE

*Muhlenbergia emersleyi* | Bullgrass  
*Muhlenbergia rigens* | Deer Grass  
*Muhlenbergia lindheimeri* | Lindheimer's Muhlygrass  
*Iris germanica* | Iris  
*Agave alba medio picta* | White-Striped Century Plant  
*Agave huachucensis* | Parry's Agave  
*Aeonium 'Cyclops'* | Giant Red Aeonium  
*Cotyledon orbiculata* | Pig's Ear  
*Aloe 'Johnsons Hybrid'* | Aloe  
*Adenanthos drummondii* | Albany Woollybush  
*Leucadendron 'Red Tulip'* | Leucadendron  
*Cussonia spicata* | Spiked Cabbage Tree  
*Libertia peregrinans* | New Zealand Iris  
*Euphorbia myrsinites* | Myrtle Spurge  
*Sedum 'Blue Carpet'* | Sedum  
*Sedum 'Dragon Blood'* | Sedum  
*Cordyline Australis* | Cabbage Tree  
*Yucca gloriosa* | Soft-tip Yucca



**SITE PLAN**





Illustration of building development

## 5. BUILDING DEVELOPMENT

### 5.1 CONTROLS AND GUIDELINES

The intent of the Rebuild Potrero design controls and guidelines is to create buildings which: 1) reflect the fine-grained scale typical of San Francisco's residential neighborhoods; 2) reinforce the topography with built form; 3) define street walls which create a continuous, active, safe, and walkable streetscape; and 4) create a variety of architectural expressions.

Individually, these controls and guidelines may only achieve a limited effect, but cumulatively they may reinforce one another to create a whole, livable neighborhood environment. The quality and success of the buildings and public spaces will depend on how masterfully they are interpreted and embraced by the designer.

Deviation from the strict adherence of these controls and guidelines, as provided in the Potrero Hope SF SUD (Planning Code Section 249.XX) will be evaluated based on how the alternative(s) performs to achieve the above criteria.



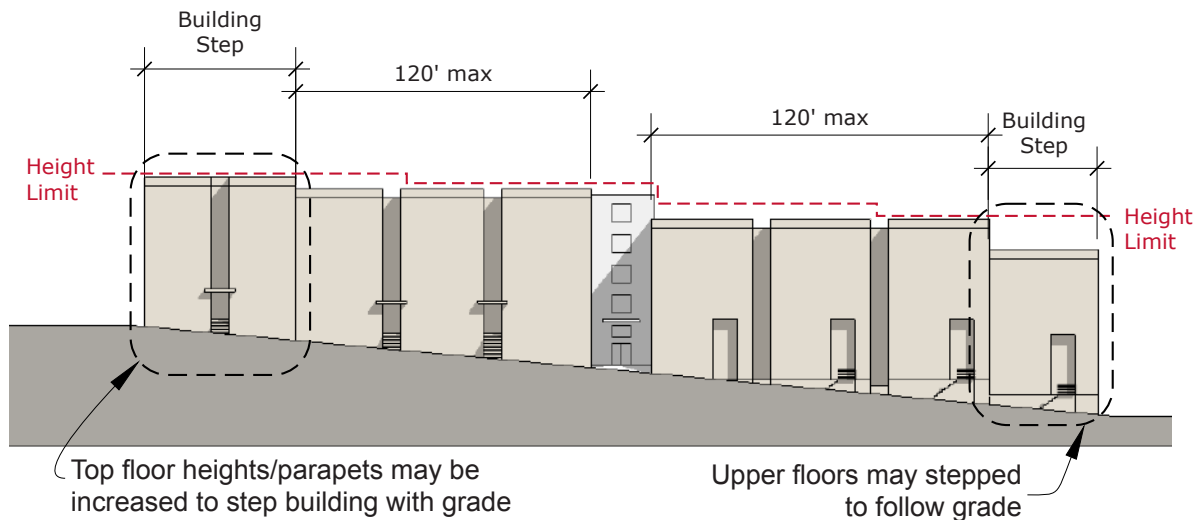
Texas Street at 23rd Street Stair





ZONING HEIGHT DIAGRAM - FIGURE 5.1





### 5.1.1 BUILDING HEIGHTS

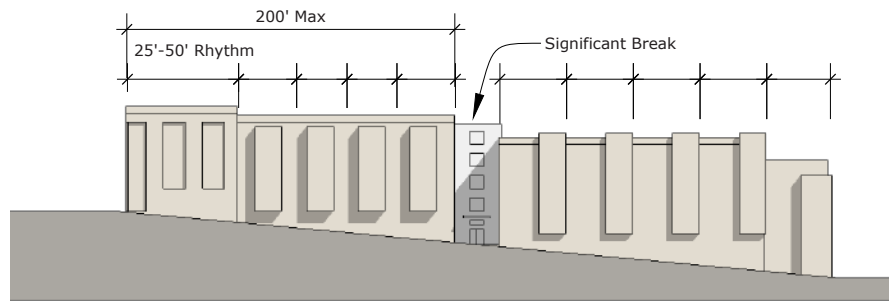
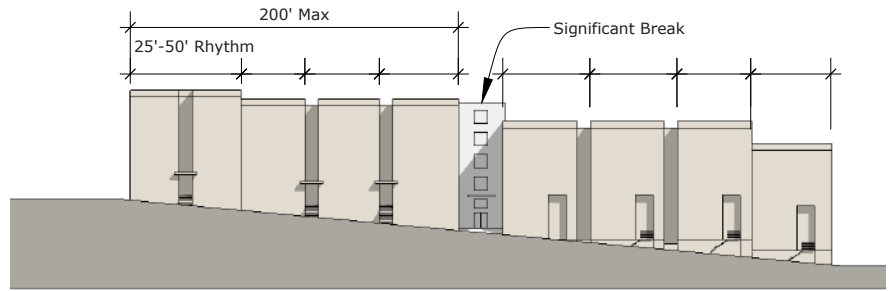
Height controls are intended to accommodate higher density on the site while maintaining the stepping character of buildings on the hill. Measurements shall follow the provisions of the SF Planning Code Sec. 260. In addition to assuring buildings are appropriately scaled, the height requirements below seek to assure that buildings step relative to grade, such that buildings' overall program and scale relate and express the grade of the site below them.

#### Development Controls

1. Maximum building heights are established in the Zoning Height Diagram. Height measurements and exceptions shall follow the provisions of the San Francisco Planning Code Sec. 260, except that for the sake of measuring height, street grade and curb grade shall be the grade of the street or curb after any street construction or reconstruction.
2. For residential buildings with ground floor walk-up units, one additional foot of height, up to a total of five feet, shall be permitted above the designated height limit for each foot the ground floor unit is raised above sidewalk grade.
3. In addition to meeting all Planning Code height requirements, buildings shall step with grade along all street frontages regardless of whether they reach maximum allowable height. On streets with grades 5% or less, no step is required. On streets with grades over 5% and less than 15% building facades shall step with grade at a minimum of every 120 feet. On streets with grades greater than 15%, buildings shall step with grade at a minimum of every 80 feet. Stepping can be achieved with the following methods: (a) including changing the elevations of finished floors and/or roofs for no less than 4-feet between steps, (b) adding floors at higher grade elevations; and/or (c) stepping back floors at lower elevations. However, projects that achieve the stepping requirement other than through methods (a), (b), and (c) listed above may be granted a Minor Modification pursuant to Planning Code Section **[new sud]**. While all projects are required to visually break down the scale of wide facades, projects that achieve same effect of breaking down the scale of a building through other means than those listed above may be granted a Minor Modification pursuant to Planning Code **[new sud]**.
4. At least 40% of each block length shall have a minimum building-height-to-street-centerline ratio of 1:1.5 (i.e., a minimum of 1 foot of building height for every 1.5 feet of width from street centerline to building façade). The centerline of the street is calculated from the centerline of each street right of way.
5. Heights are further restricted on portions of Blocks C, D, J, K, and L as described in Section 5.2. These particular blocks are restricted to an absolute height above sea level to assure preservation of views from Potrero Recreation Center and the Central Park. See Section 5.2 for specific height limits.

#### Design Guidelines

- a. Building heights and rooflines should be varied within the same block regardless of being within the same height zone.
- b. Where appropriate, upper floors should be stepped back from the facade to help break down the building's scale and increase the building's stepping.



Examples of significant breaks

## 5.1.2 MASSING AND BULK CONTROLS

The intent of the massing controls is to create a varied urban form that reflects the fine-grained scale of San Francisco's residential urban fabric. Recognition is given to the differences between walk-up buildings and corridor access buildings. Walk-up buildings typically reflect the San Francisco pattern of narrow (25'-50') parcels, whereas corridor-access buildings typically have larger floor plates and a bigger scale on the street. Large buildings that feature building width 200-feet or greater than along any street or publicly accessible right-of-way, should incorporate multiple modules to read as multiple buildings that step to reflect the sites' topography.

### ■ BLOCK SPECIFIC DESIGN INTENT AND CONTROLS LOCATED IN SECTION 5.2

#### Development Controls

1. No building shall have a wall exceeding 200 feet in length without a significant break. Such a break can be in the form of (1) a 20 ft by 20 ft exterior court open to the sky located at street grade; (2) an at-street-grade interior break at least 10-feet wide that leads to the midblock area; (3) an at-street-grade entry portal with a width of at least 12 feet and clearance of at least 1.5 stories; or (4) an upper story break that meets the provisions of the Planning Code Section 270.1. Projects that achieve same effect of breaking down the scale of a building through other means than those listed above may be granted a Minor Modification pursuant to Planning Code [\[new sud\]](#).
2. The massing of residential buildings shall incorporate an articulation rhythm of less than 50 feet to reflect the typical pattern of San Francisco's



Massing and articulation should reflect 25'-50' San Francisco residential pattern.



residential buildings. Massing articulation may include stepping the façade with the slope of the street, breaking the roof plane, and/or changes to façade plane.

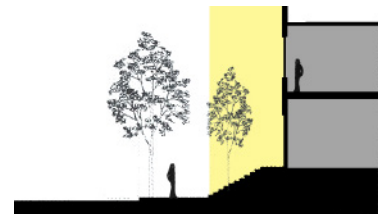
3. Maximum dimensions shall be measured above grade. Massing controls do not impact subgrade parking podiums or below-grade building area. The bulk controls refer to the external plan dimensions of the building design but do not apply to non-enclosed outdoor porches or decks.

### Design Guidelines

- a. Blocks developed as single projects should be designed to look and feel like multiple buildings above grade.
- b. Residential building facades over 50 feet in length should provide architectural breaks in the vertical and horizontal modulations of at least 2 feet to provide an articulation to the buildings.
- c. One and two story elements such as entry porches and bays should be used to bring down the scale of four and five story buildings.



One to two story elements bring down scale of buildings



### 5.1.3 LOT COVERAGE/REAR YARDS

#### Development Controls

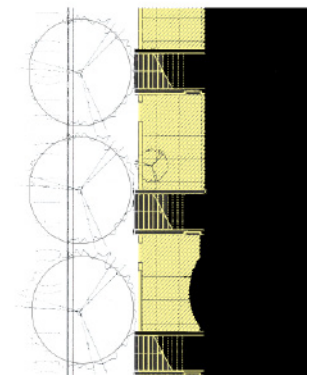
1. The maximum lot coverage of all residential levels, excluding permitted obstructions in SF Planning Code Section 136 is 75% of the lot area (provided at grade or above a parking podium).
2. Rear yards shall be a minimum 15 feet in depth when adjacent to neighboring residential properties.
3. There are no rear yard requirements within the plan area that do not abut parcels outside the plan area.

### 5.1.4 SETBACK LINES

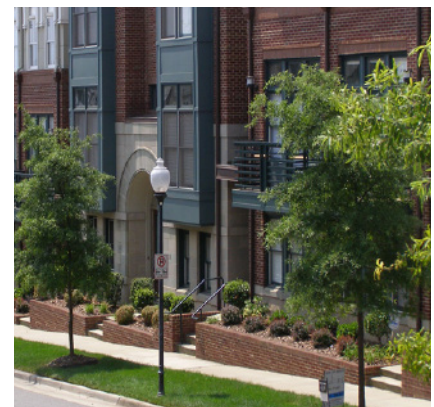
Setback lines help define the streetwalls and create a continuous urban fabric. As with most other San Francisco neighborhoods, the building facades subject to these controls and guidelines should align with the streets and define view corridors and vistas. Front building setbacks create a transitional space between the public realm of the street and the private realm of the dwelling units.

#### Development Controls

1. Residential buildings shall be setback a minimum of five feet from the property line (back of sidewalk). Greater setbacks are required along the south side of 24th Street between Connecticut and Arkansas Streets (10 feet), Missouri Street between 25th and 23rd Streets (6 feet), and on the south side of 25th Street between Connecticut and Wisconsin Streets (12 feet) for their entire length.
2. There shall be no required setback for properties that face the Connecticut steps and 23rd Street steps. The obstructions outlined below in 5.1.4.4 are allowed to encroach beyond the property line. In addition, steps and stoops may extend up to five feet beyond the property line into the right-of-way; however, their design and configuration must be coordinated with stair / open space design.



Setback/Stoop Zone showing transitional space between public and private realm





Joint porches step up steep streets



Shared stairs to flats step up the hill.



Shared portal entry

3. In addition to the obstructions allowed by Planning Code Section 136, the following obstructions are also permitted: (a) within the required setbacks at the lowest story closest to street grade: steps, balconies, and porches not exceeding a maximum height of 10' from back of sidewalk, landscape planters and berms; (b) for the entire façade, rectangular bays up to 15 feet wide and 3 feet deep for no more than 65% of the building facade length; curved or segmented bays up to 20-feet wide and three feet deep for no more than 65% of the building facade, sunshades of any dimensions; combination bays and balconies described under Planning Code section 136(c )(2)(G) shall not be allowed.

### Design Guidelines

- a. A majority of the building plane should be built to the established setback line for the block.
- b. All setback areas along residential buildings should provide front porches, stoops, terraces/balconies and landscaping for ground floor units.
- c. On residential blocks, setbacks should include a minimum of 40% of area to softscape (plantings).
- d. On a sloping site, setbacks can accommodate level changes and warped surfaces between the back of sidewalk and the building entrances.

### 5.1.5 RESIDENTIAL ENTRANCES

Residential building entrances perform important roles in the overall design and character of neighborhoods. Frequent entrances to small groups of units or single units and generous lobbies to multi-unit buildings visible from the street help animate streetscapes and make them safe and walkable.

The Guidelines for Ground Floor Residential Design shall be followed. However, where conflicts between this document and the Guidelines for Ground Floor Residential Design, the Potrero HOPE SF Design Standards and Guidelines shall control.

### Development Controls

1. Ground floor entries for dwelling units, as individual stoops, shared entries for multiple units, or building lobbies shall be provided along all street frontages at regular intervals.
2. Multi-unit buildings shall have secured entries and lobbies directly accessible to the sidewalk, public open space, or public right of way. Main entries may also be in the form of exterior portal entries.
3. Ground floor units shall have direct, individual access to sidewalk or public right-of-way. Where topographic conditions locate ground floor units more than 8 feet from grade, porches and/or balconies shall be provided. Ground floor units are defined as the closest unit to the sidewalk grade without a habitable floor below. (Senior units are exempt.)
4. Where provided, stoops and stairs shall have a minimum width of 40 inches for individual units, 60 inches for shared entries.
5. Building and unit entrances shall occur at or above the back of walk elevation.



### Design Guidelines

- a. Building entries should be articulated and proportionate in size to the number of units served. i.e. larger entries for lobbies to corridor buildings, smaller entries to private front doors. Private entryways should be no less than five feet wide at the building face. Grouped entryways should be no less than ten feet wide.
- b. Shared portal entries should be used when possible to access interior courtyards (especially important when walk-up units are accessed solely from interior courtyard) directly from a sidewalk, open space, or public right of way.
- c. Shared portal entries should be inviting, well lit and provide visual access into the courtyard from the sidewalk.
- d. Shared portal entries should be at least 1.5 stories in height and have significant width (generally 12' minimum), open balconies and/or corridors can encroach into the space. Shared portals should be proportionate in size to the number of units served.
- e. Security gates at shared portal entries can provide an opportunity for artistic ironwork.
- f. Ground floor residential units should be configured to assure that residential entries are provided at a regular interval across the building façade.
- g. Developments should aim to have unit or building entries no less than every 50-feet.

### 5.1.6 RESIDENTIAL DESIGN

Residential facades should be designed with the express purpose of enhancing the pedestrian experience and increasing the number of “eyes on the street.” Buildings should be inviting and blank facades minimized. Where blank walls cannot be avoided due to steep slopes, they should be mitigated by landscaping or architectural treatments.

### Design Guidelines

#### Facade Design and Building Orientation

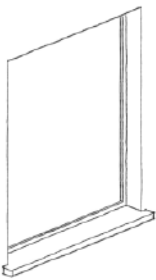
- a. Corners should be designed to emphasize the street corner. Emphasis may include building or unit entries, special architectural character, and/or stepping landscaped areas where the building is not built to the corner.
- b. Materials and detailing used on visible side and rear elevations shall be consistent with those on front elevations.
- c. Building facades should respond to solar orientation. (Sun shades on south and west facing facades, for example.)
- d. The total street frontage dedicated to parking and loading access should be minimized.



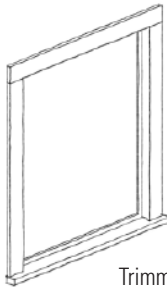
Residential facades should be designed with purpose of enhancing the pedestrian experience



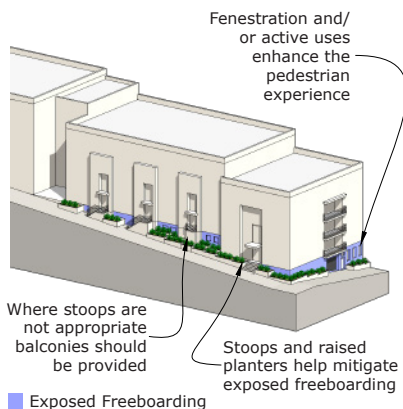
Sun shades protect windows from mid-day sun.



Recessed or "Punched" Window



Trimmed Window



Limit Blank Facades

## Building Materials

- e. Materials should reinforce architectural character, building articulation and add visual interest.
- f. Changes in material and/or color should be used to articulate building elements such as building entries; base, body and parapet caps or bays and arcades.
- g. Changes in material and/or color should occur at appropriate facade locations to appear integral with the building construction, rather than a surface application (i.e. inside corners not outside corners).
- h. High quality materials, such as concrete, masonry, wood and tile, should be used as much as possible particularly at important locations to articulate the building facade, providing visual interest as well as durable performance.
- i. Stucco should be of a high quality and should not be used for architectural detailing.

## Fenestration /Windows

- j. Windows should be organized, patterned and grouped to reflect and reinforce the building organization and programming.
- k. Window detailing should reflect the building architectural character.
- l. Window trim should be consistent with the architectural character. Windows without trim should be recessed a minimum of two inches to provide a "punched" recessed character on street facing facades or an alternative architectural treatment to provide a distinctive and high quality façade treatment
- m. Flush windows are strongly discouraged on primary facades.
- n. Where visible side elevations longer than 30' are on property lines and located above adjacent buildings, provide fenestration via a Building Code variance or by pulling portions of the building back from the property line.
- o. Large mechanical grills or vents on primary facades are strongly discouraged and, if necessary, should be well designed and integrated into the facade.

## 5.1.7 BLANK FACADES

Blank facades should be minimized wherever possible. Because of the steep slopes on most blocks, segments of habitable floorplates will often be above the sidewalk grade with inhabitable building space (parking structures, crawl space, or grade) immediately adjacent to the setback/build-to line. These exposed blank faces should be mitigated through good building design and landscape treatments.

## Development Controls

1. The lowest habitable floor, "ground floor", shall never be more than one story above sidewalk grade.



2. Exposed blank facades shall be kept to a minimum and architecturally treated to minimize its impact. Treatments may include stoop entries, fenestration, landscape screening, raised planters, and other architectural features that improve the pedestrian experience.
3. Garages that border streets with less than 5% slope shall be wrapped with active uses to a depth of 25 ft as required by the Planning Code.

### Design Guidelines

- a. Exposed blank facades, including exposed parking structures, greater than 5' in height should maintain the rhythm, articulation and architectural treatment of the building above.
- b. Exposed blank facades on corners should not be greater than 8' in height measured from back of walk.
- c. When exposed blank facades or parking structures are exposed on backsides of buildings interior to blocks and/or visible from other streets, they should reflect a residential design character and rhythm.

### 5.1.8 METERS, UTILITIES AND TRASH

Functional aspects of buildings, including but not limited to meters, utility hookups, and trash bins, detract of the appearance of a buildings and the abutting streetscape when not properly hidden from view. Building design needs to carefully consider how to organize such functions so that they can be easily accessed but hidden from primary facades and not unduly interrupt pedestrian entrances and front facade activation.

### Development Controls

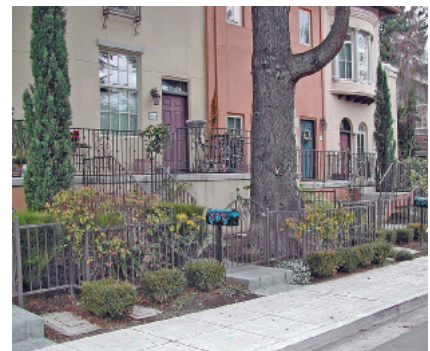
1. In no case shall utility enclosures and transformers be permitted along 24th Street between Arkansas and Missouri Streets.
2. Dumpsters and garbage cans shall be concealed in buildings or trash enclosures integrated into the design of buildings.

### Design Guidelines

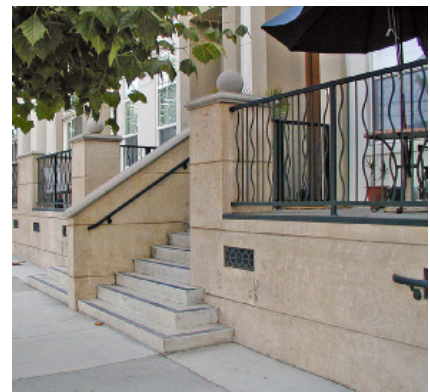
- a. Where utilities, transformers, trash enclosures, and similar functional aspects of buildings must be placed along the front facade of a building along a right-of-way, such features should be hidden from view through landscaping, public art, or be well integrated into the architecture.
- b. Exposed utility connections and meters along street fronts should be avoided or integrate with architecture and landscape design.



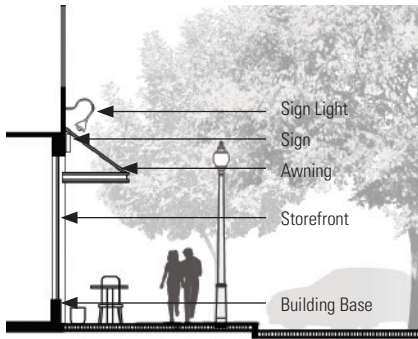
Porch area above low wall making up change in grade



Low transparent fences define front yards and patios.



Metal fencing should be integrated into the architecture of the buildings and incorporating local artistic elements is encouraged.



Typical section through storefront and sidewalk realm



Large clear glass display windows encourage window shopping and a visually interesting public realm.



Individual awnings and columns articulate building facade rhythm.

### 5.1.9 GATES AND FENCES

Security gates and fences are to be decorative in nature and should provide opportunity for local character defining features, such as public art. Security concerns should be addressed by creating well-lit, well-used and active residential frontages that encourage 'eyes on the street'.

#### Development Controls

1. Low fences used to define yards or patios within the front setback shall not exceed 3'6" in height.
2. Full height security gates shall not be allowed to encroach into the setback zone and shall be at or behind the principal plane of the building facade.
3. Chain link fences and barbed wire are not allowed.

#### Design Guidelines

- a. The placement and design of gates should be welcoming and avoid the impression of walled enclaves.
- b. Fences shall be designed to be integrated into the architecture of the building and the block.
- c. Metal fencing or low masonry walls are desired and incorporation of local artistic elements is strongly encouraged.

### 5.1.10 RETAIL/ SERVICE FACADES AND ENTRANCES

24th Street will become the Main Street for the new neighborhood. Retail frontages along 24th Street (and elsewhere, if provided) are to feature typical aspects of a San Francisco neighborhood commercial street, including, but not limited to: frequent interval of shops, generous tall storefront windows with unobstructed visual connection between the sidewalk and shop interiors, and attractive signage and design detailing. Outdoor activation including sidewalk seating, and display of merchandise is also encouraged.

#### Development Controls

1. Retail spaces larger than 4,000 sq ft require a Conditional Use authorization.
2. Storefronts shall be articulated at regular increments of 35 feet to express a consistent vertical rhythm along the street.
3. Retail/Service space at the ground floor shall have a minimum 14 feet floor-to-floor height.
4. Retail/service space shall be fenestrated with transparent windows and doorways for no less than 60 percent of the street frontage at the ground level and allow visibility to the inside of the building. The use of dark or mirrored glass shall not count towards the required transparent area.
5. Commercial Signs shall meet the requirements of Planning Code Article Six for signs in NC-2 (Neighborhood Commercial - Small Scale) Districts. All other signs shall meet the requirements of Planning Code Article Six for signs in residential districts.



### Design Guidelines

#### Entries

- a. Retail entries should be designed to create transparency and a smooth but defined transition from public to private space.
- b. Commercial and storefront entrances should be easily identifiable and distinguishable from residential entrances through the use of recessed doorways, awnings, transparencies, changes in colors and materials, and alternative paving.
- c. Elements or features generating activity on the street, such as seating ledges, outdoor seating, outdoor displays of wares, and attractive signage are encouraged at all mixed-use buildings.
- d. Retail building frontages should not be used for utilities, storage, and/or refuse collection.

#### Storefront Design

- e. Large display windows are strongly encouraged.
- f. Ground floor visibility should go beyond window displays and extend into the depth of the space.
- g. A well designed base with decorative material is desired at display windows.

#### Building Base

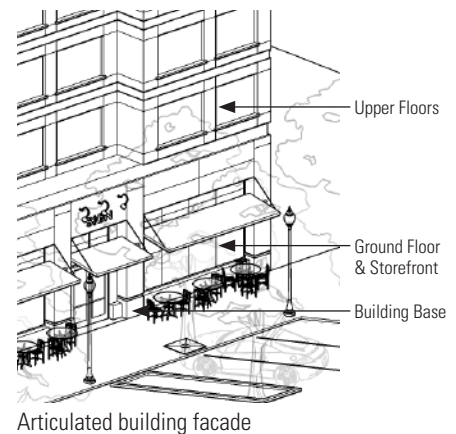
- h. Non-residential ground-floor uses shall be distinguished from but integrated with the building's upper-floor uses through varied detailing and through the use of awnings, belt courses, or other architectural elements.
- i. The building base should ground the building and provide greater detail and visual interest at the pedestrian level.
- j. The building base should feature a change in material or color.
- k. Where structured parking extends above grade, its appearance should be consistent with the building base.
- l. The building base should be incorporated into the storefront design at columns and below windows.

#### Awnings and Canopies

- m. Awnings over storefront windows and entries are strongly encouraged to provide signage, shade, and pedestrian cover.
- n. Individual awnings, which articulate the building facade rhythm, are desired in lieu of long continuous horizontal awnings.
- o. Awning colors are recommended as accents and should be integral with the building's overall color palette.

#### Building Signage

- p. Retail/building signage should be designed to be visible and read by pedestrians. It should not be designed to be read from any further than across the street.
- q. Signage should be tastefully designed and consistent with the overall design of the building.





A variety of roof forms breaks down building mass and adds interest and variety

- r. Facade signs of individual letters, highlighted by separate wall washing lights or backlit as silhouettes are recommended and preferred.
- s. Stylistic signage representing the character of the shop or business is encouraged.
- t. Blade signs that are simple and attractive are encouraged.
- u. Neon and other artistic forms of signs are encouraged for variation and individuality.

### 5.1.11 ROOF DESIGN

#### Development Controls

1. Mechanical equipment located on the roof of buildings shall be screened from public view with enclosures, parapets, landscaping and other means. Such equipment shall also be screened from neighboring buildings to the extent feasible. Photovoltaic or solar panels are excluded from this requirement.

#### Design Guidelines

- a. A variety of roof forms and interesting roof lines should be used to contribute to the overall character of the development, including elements such as vertical accents, varied parapets, roof gardens and trellises.
- b. Roof design should attractively incorporate and integrate sustainable technologies (renewable energy opportunities, plantings and the collection and storage of stormwater runoff) to be compatible with roof design and use, as project economics allow.

### 5.1.12 BUILDING LIGHTING

#### Development Controls

1. All exterior building fixtures shall direct light downward, using the following methods: “Full Cut Off” or “Fully Shielded” fixtures (i.e. fixtures do not allow any light to be emitted above the fixture). Architectural accent lighting is exempted from this requirement.

#### Design Guidelines

- a. Building lighting should include “shut off” controls such as sensors, timers, motion detectors, etc, so lights are turned off when not needed for the safe passage of pedestrians.
- b. Above the pedestrian level, building lighting is limited to architectural accents and building facade lighting. Large building mounted security lights are discouraged.



Garage entry width should be minimized.



### 5.1.13 PARKING, PARKING ENTRANCES AND CURB CUTS

#### Development Controls

1. No garage entries shall be located on 24th Street between Wisconsin and Missouri Streets.
2. Garage entrances shall be no wider than 20-feet if combined for ingress and egress, and no wider than 12' if ingress and egress are separated.
3. If off-street loading is provided it shall be integrated into the auto entry with a combined width of no more than 20 feet and meet the requirements and maximums provided in the San Francisco Planning Code.
4. No building located on streets with less than 10% slope shall have more than 2 garage entries on any one street façade.
5. Except for Block F, no block face shall have more than four parking entries, or 48-feet of cumulative building width, whichever is greater.



Garage entry integrated into building design

#### Design Guidelines

- a. Garage entrances and curb cuts should be designed to minimize their impact on the safety and vibrancy of the streetscape for pedestrians.
- b. Parking, loading and garage entries should be recessed a minimum of 3 feet from primary building plane.
- c. On lots 50 feet or wider, entries to shared garages should be placed not less than 10 feet from lobbies where possible.
- d. Curb cuts should be kept to a minimum to allow the maximum number of on-street parking spaces and to enhance pedestrian safety. Location of curb cuts should be positioned to maximize on-street parking.
- e. Bike parking and curb cuts should be coordinated to minimize conflicts between bicycles, pedestrians, and drivers.
- f. Care should be taken to avoid locating garage access directly across from building lobbies of adjacent properties.



Courtyard common open space

### 5.1.14 USABLE OPEN SPACES

Usable open spaces are important elements in the overall open space plan for Potrero. These spaces must be well designed, well lit and secure, enable 'eyes on the street.' Security is the most important concern that residents have for these spaces. In general, open space controls are governed by the San Francisco Planning Code.



Common open space at podium level

#### Development Controls

1. A minimum eighty (80) square feet of usable open space per residential unit shall be provided on each block. Open space may be provided as private usable open space, common usable open space or as publicly accessible open space.



Private open space



Private podium level open space screened from common space.

2. Private open space shall be provided in the form of private patios, yards, terraces or balconies. Private open space shall have a minimum dimension of 6 feet on a deck, balcony, porch or roof and shall have a minimum dimension of 10 feet if located on open ground, a terrace, or the surface of an inner or outer court.
3. Common open space shall be provided through common gardens, building courtyards, or rooftop terrace spaces. Common open space shall be open to the sky and have a minimum dimension of at least 15 feet. Common usable open space shall be configured to assure generous access to natural light. However, such open space need not meet the exact exposure requirements for usable open space as described in Planning Code Section 135(g)(2). Common open space must be accessible to all residents in the building in which it is located.
4. Community rooms, recreation or exercise centers with direct access to other common open space or street, may be provided to fulfill a portion (to a maximum of 33%) of common open space requirements, if well integrated into the project's overall open space program.
5. Projections permitted into (over) required private and/or common open space are limited to balconies, bay windows, and decorative building facade features allowed in usable open space described in Sec. 135 and 136 of the San Francisco Planning Code.
6. Plantings in podium courtyards shall have a minimum soil depth of 9", 12" average for ground cover, 20" average for shrubs, and 36" average for trees.

### Design Guidelines

- a. Private and common open space should be designed to be visible from unit living areas.
- b. Common open space should be designed as usable surface area, containing both landscaped and hardscape areas. Landscaped green and/or garden space should comprise a large portion (more than 30%) of the common outdoor area where possible.
- c. Courtyards should include patios for ground level units.
- d. Ground level units facing on internal courtyards and common open spaces should be screened to provide privacy.
- e. Private and common open space areas should be designed to incorporate features designed to utilize rainwater and reduce runoff from rain or winter storm events where possible.
- f. Visual cues (landscaping, architectural features) should be incorporated to clearly differentiate private and public spaces.
- h. The design of private and common open spaces should follow "Bay Friendly Landscape Guidelines," and use primarily native and/or drought tolerant plants.



### 5.1.15 PEDESTRIAN MEWS/PASEOS

Pedestrian mews may be provided to give through access on larger blocks and/or to increase the number of units that have direct access to a public way. Mews are envisioned, though not required, for Blocks E, J, N and O. For further direction on how such mews may be designed and configured see Section 5.2.

#### Development Controls

1. Where provided, pedestrian mews shall be publicly accessible and inviting, provide through access from one public right-of-way and/or public easement to another, and have common entrances and ground floor units that open directly to the mews.
2. Buildings facing pedestrian mews shall meet all applicable development standards and guidelines as buildings that are located on a public right of way.
3. Clearance for pedestrian passage on pedestrian mews shall have a minimum of 6 feet in width.
4. Pedestrian mews shall be minimum 25 feet in width between building frontages or 30 feet in width where there are 4 story buildings on two sides.
5. Pedestrian mews shall meet all usable open space requirements to be considered usable open space.

#### Design Guidelines

- a. Pedestrian mews should be open to the public during daylight hours.
- b. Pedestrian mews should be well lit.
- c. Landscape planters and fences designating private open spaces should not be greater than 3 feet in height.



Examples of pedestrian mews



LAND USE CONCEPT PLAN - FIGURE 5.2







## 5.2 DESIGN INTENT - BLOCK BY BLOCK ANALYSIS

For each block, this section provides a description of one possible development scenario that would meet the Controls and Guidelines required throughout this document. Within the described scenarios, these discussions also provide a block's unique constraints and opportunities. The actual configuration of a block need not follow the illustrated scenario exactly as long as the overall intent has been met. As elsewhere in this DSG, provided Controls in this section are required, where as Guidelines are more flexible as long as the overall design intent has been met.





### 5.2.1 - BLOCKS A & B

For this scenario, Blocks A and B are envisioned as stepping walk-up buildings with corridor buildings located along 25th Street. Prototypes are based on a 92' wide module with 6-7 car parking garages. The block is illustrated with a 3,600 sq ft open space located at the corner of 25th and Connecticut Streets. The location of the open space may be moved to the south side of the blocks along 26th Street when the block design is refined.

#### Development Controls

1. A public open space mini park, shall be located on block B. The space shall be at minimum 3,600 sq ft in an area with a minimum width of 40'.

#### Design Guidelines

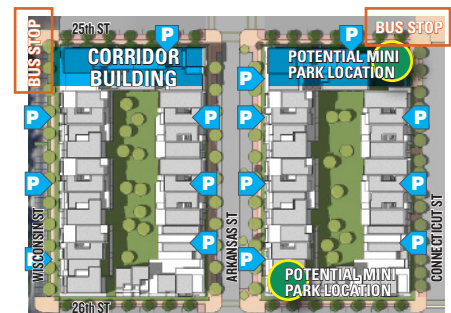
- a. Garages should be designed with the ability to enter and exit the garage by driving forward (i.e., the ability to turn around in garage to avoid backing out).
- b. Building facades should be designed to orient towards the mini-park, with windows and balconies overlooking the park. Common spaces should open to the park where appropriate.



Corner of Wisconsin and 25th Street

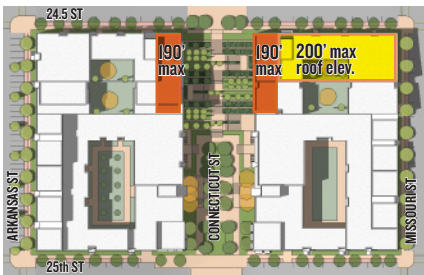


Walk-Up buildings step with slope of street



Block A & B Plan





Block C & D Plan

### 5.2.2 - BLOCKS C + D

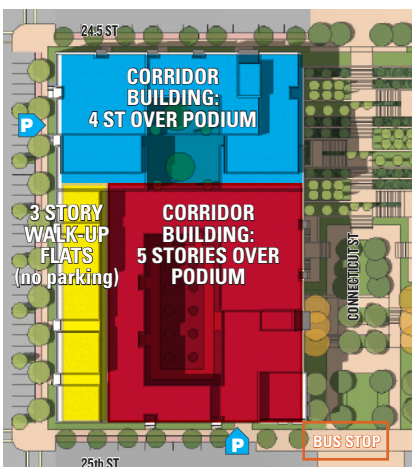
Each block is envisioned as three or more separate buildings; each block is envisioned to include a 3-4 story building over one or two levels of structured parking along 24.5 Street, a 4-5 story building over a parking podium lining the lower section of the Connecticut Street Open Space, and 3-story walk-up flat buildings along Arkansas and Missouri Street.

#### Development Controls

1. On block D, building's roof elevation shall not exceed 200 feet above sea level.\*
2. On blocks C and D, building's roof elevation for the first 30 feet of depth perpendicular to Connecticut Street stair shall exceed 190 feet above sea level.\*

#### Design Guidelines

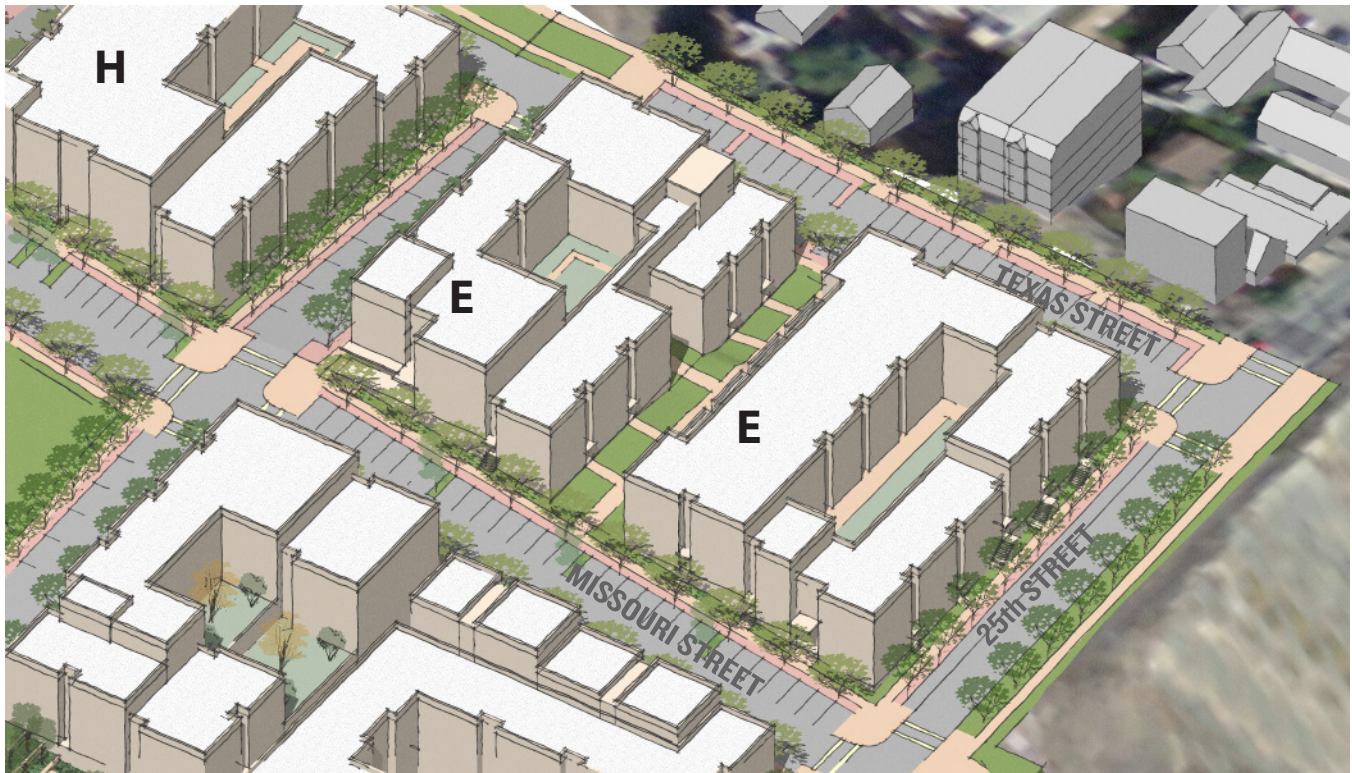
- a. Building facades should be designed to orient toward the Connecticut Park Terrace. Unit entries are encouraged to open onto the open space and terraces.
- b. Parapets and roof design, including mechanical equipment, should be designed to minimize visual impact to users of the Central Park.
- c. Garage entries should be located on 25th, Missouri, and Arkansas Streets.



Building Type Diagram

\* Elevations based on San Francisco City Datum



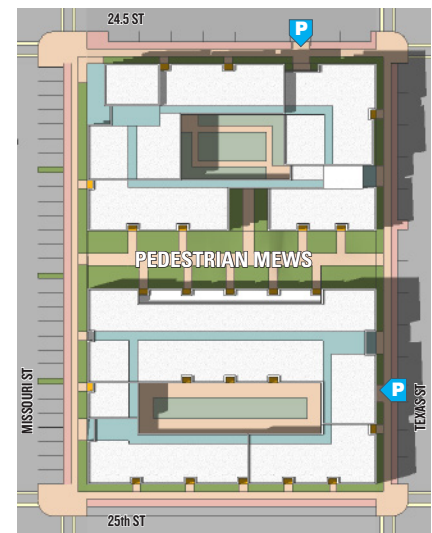


### 5.2.3 - BLOCK E

Block E is envisioned as one or two stepping podium buildings with garages entered off Texas and 24.5 Streets. The building steps up the ridge with a pedestrian mews between the two buildings.

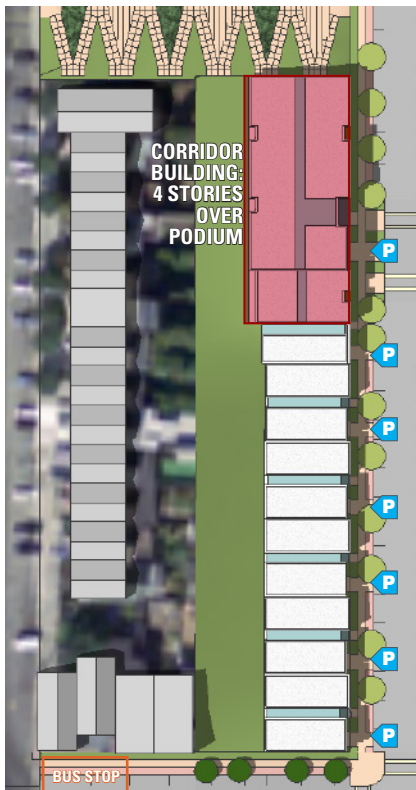
#### Design Guidelines

- Grade breaks, spaces between buildings used to make up changes in grade elevation, should be landscaped and include a pedestrian mews, common open space, private patios, and/or unit entries.
- It is preferred that parking entries be located on 24th and Texas Streets.



Plan showing two buildings stepping up the hill.





Block F Plan

### 5.2.4 - BLOCK F

Block F is envisioned as two different building types; a 4 story corridor podium building on the northern portion of the block and walk-up buildings stepping up the southern section. The southern section could be built with same prototype used in blocks A and B.

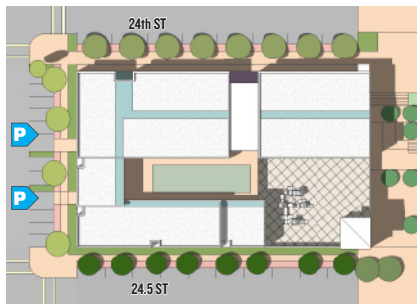
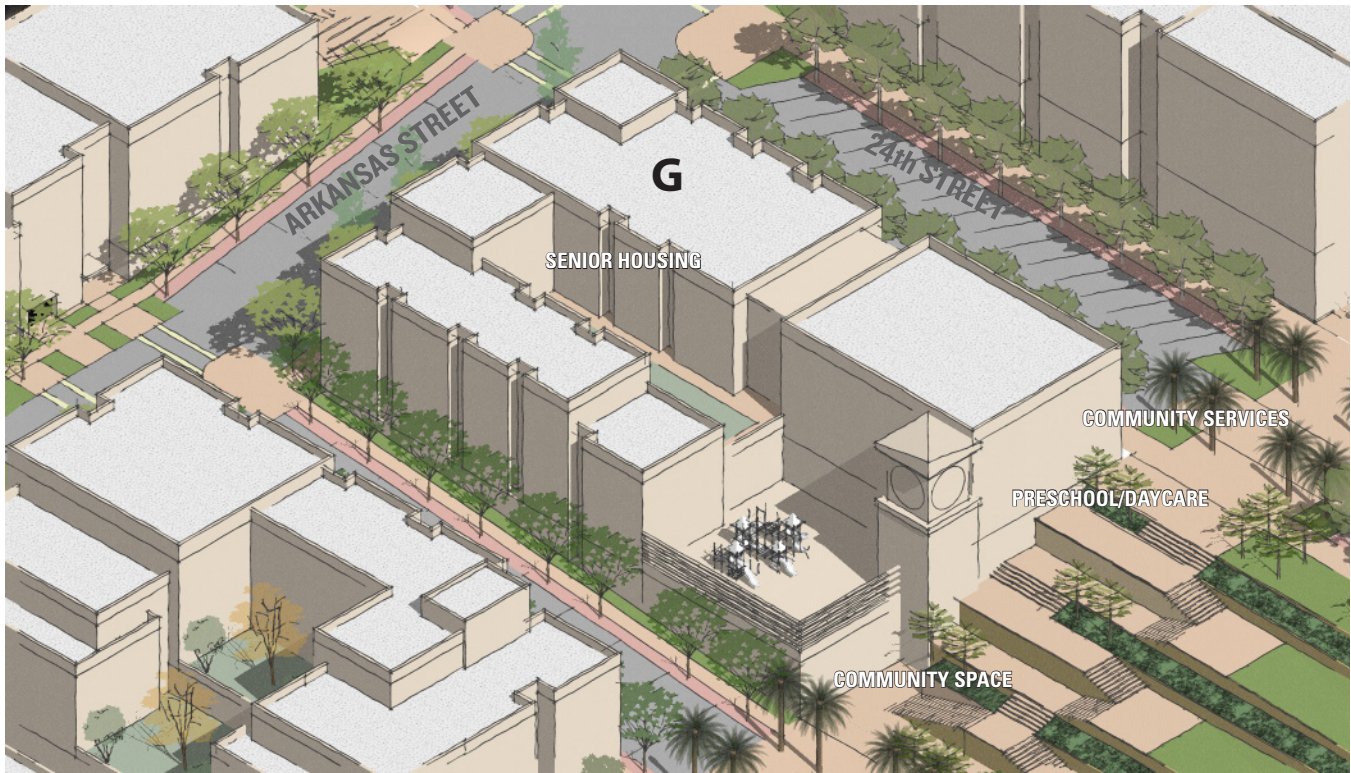
#### Development Controls

1. Rear yards shall have a minimum depth of 25 feet.

#### Design Guidelines

- a. Garage entries should be minimized.
- b. Garages should be designed with the ability to enter and exit the garage by driving forward (i.e., the ability to turn around in garage to avoid backing out).
- c. Units adjacent to “Squiggle Park” should orient to the open space.
- d. Where common rear yard open space cannot be adequately designed due to topography challenges, above grade balconies and patios are acceptable.





Block G Plan

### 5.2.5 - BLOCK G - COMMUNITY BUILDING/SENIOR HOUSING

Block G is envisioned as a mixed-use community building with affordable senior housing above. The community functions and senior common spaces should line 24th Street and the Connecticut Street Stair. The building footprint extends east of the setback line of blocks C and K to allow the building to punctuate views up Connecticut Street.

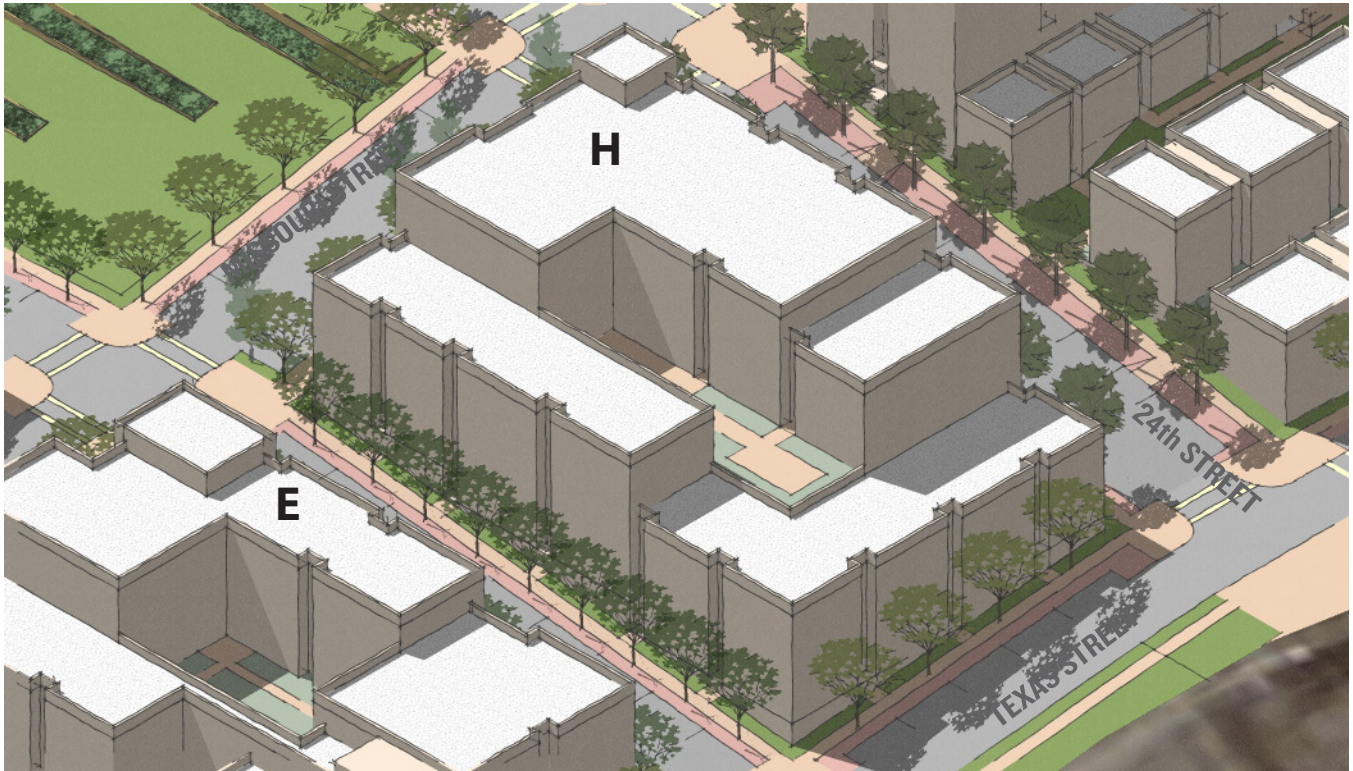
#### Development Controls

1. The building shall be set back 10 feet from back of walk along 24th Street to provide a wider pedestrian promenade from Arkansas Street to the Central Park.

#### Design Guidelines

- a. A significant architectural element should highlight the building from the north and the south and along the central park edge.
- b. The community building should be architecturally prominent and built with high quality architectural design and materials.
- c. The roof is to be considered a primary facade that will be viewed regularly from above and designed accordingly, with architectural details that may include decorative screening of mechanical equipment, green roofs, etc.
- d. Where possible, secondary building entrances should open onto Connecticut Street stair landings.



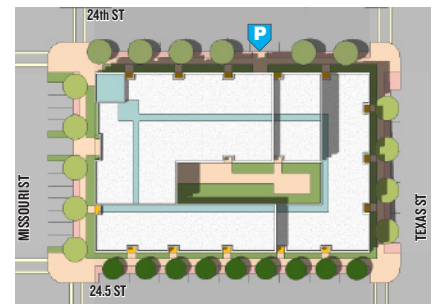


### 5.2.6 - BLOCK H

Block H is an extremely difficult block with steep grades on all sides. The block is envisioned as podium building at the corner of 24th and Missouri Streets with a 4 story building above and a single loaded corridor lining the parking structure facing 24.5 and Texas Streets.

#### Design Guidelines

- Building entry should be located at corner of 24th and Missouri Streets to provide easy and accessible access to 24th Street services and the Central Park.
- It is preferred that parking entrances are located on 24th, 24.5 or Texas Streets.



Block H Plan



### 5.2.7 - BLOCK J

Block J is envisioned as a transition block between the greater Potrero Hill neighborhood and the proposed mixed-use 24th Street core. The block is envisioned as three stepping corridor buildings with central courtyards stepping down the hill. A pedestrian mews may connect Arkansas and Wisconsin Streets.

#### Development Controls

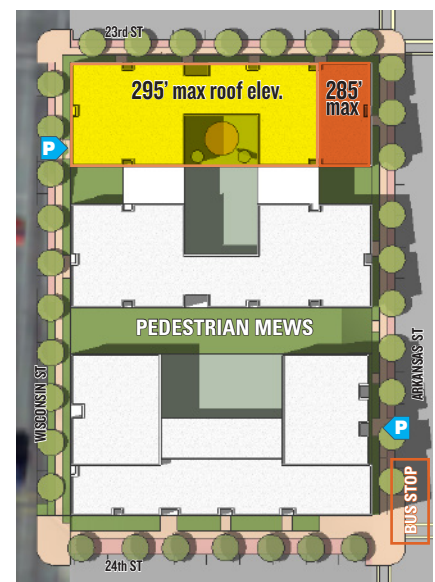
1. Building's roof elevation shall not exceed 295 feet above sea level.\*
2. Building's roof elevation for the first 30 feet of depth perpendicular to Arkansas Street shall not exceed 285 feet above sea level.\*
3. Parking entrances shall be located on Wisconsin or Arkansas Streets. No more than two garage entries shall be located on one side of a street.
4. No utility, trash, or other maintenance services shall be located on 24th Street.

#### Design Guidelines

- a. A shared residential entry/elevator lobby should be located on 24th Street.
- b. Buildings should step to follow topography with three steps minimum on Wisconsin and Arkansas.



View from 23rd and Wisconsin Streets



Block J Plan

\* Elevations based on San Francisco City Datum





### 5.2.8 - BLOCK K

Block K is envisioned to be a stepping corridor buildings with retail frontage on 24th Street. Parking podiums are located behind the retail uses on 24th Street and under the building located on 23rd Street. The middle courtyard is envisioned as an at-grade open space.

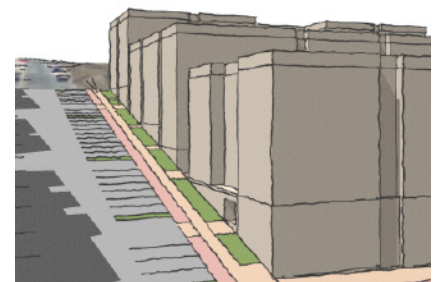
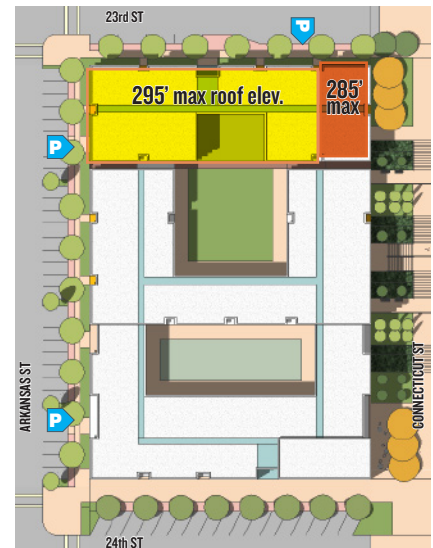
#### Development Controls

1. Building's roof elevation shall not exceed 295 feet above sea level.\*
2. Building's roof elevation for the first 30 feet of depth perpendicular Connecticut stair shall not exceed 285 feet above sea level.\*
3. Garage entries shall not be located on 24th Street.
4. Building frontages on 24th Street shall be lined with retail or active uses.
5. No utility, trash, or other maintenance services shall be located on 24th Street.

#### Design Guidelines

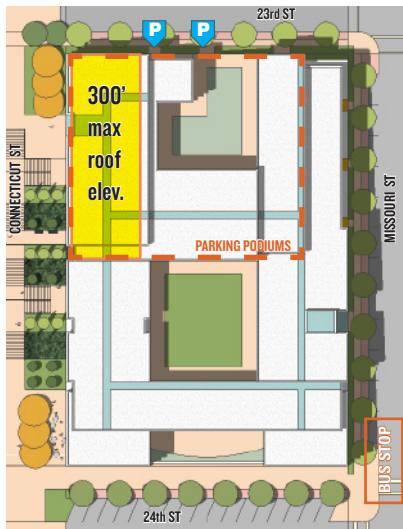
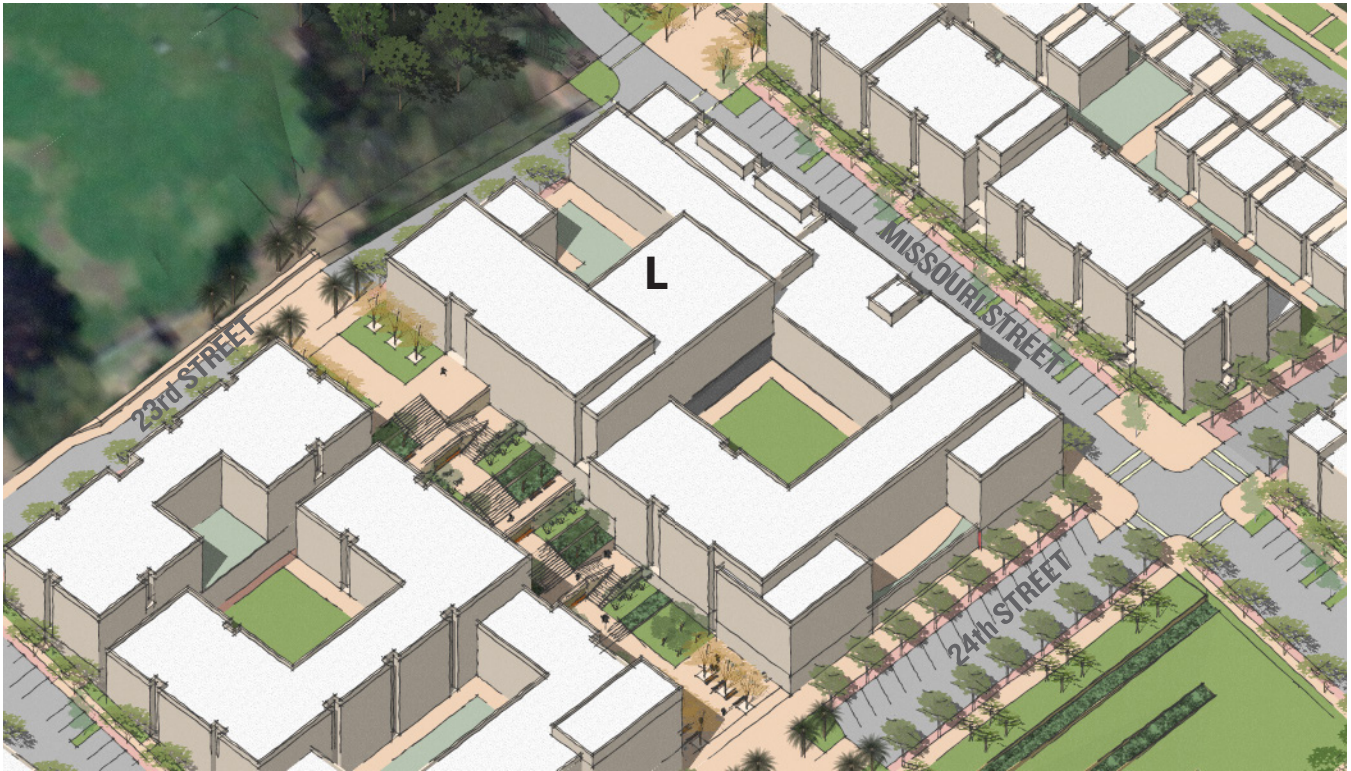
- a. The Connecticut Street stair facade should be activated with balconies and building entries where possible.
- b. The design of the Connecticut Street stair and buildings on Block K should be integrated and compliment one another.
- c. A shared residential entry/elevator lobby should be located on 24th Street.
- d. Garage entries should be located on Arkansas Street when possible.

\* Elevations based on San Francisco City Datum

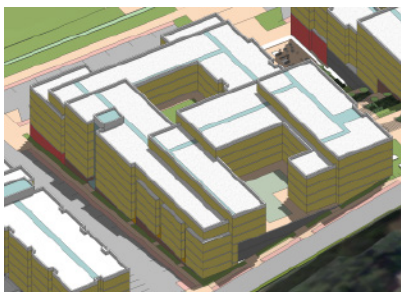


Buildings step up Arkansas Street





Block L Plan



View from 23rd and Missouri St

## 5.2.9 - BLOCK L

Block L represents the core of the 24th street mixed-use district. Block L is envisioned as stepping corridor buildings with a two level parking podium located off of 23rd Street with an at grade courtyard in the center of the block to take advantage of a difficult topography. The 24th Street frontage could be designed as a primarily single-loaded corridor building to limit cuts into existing grade.

### Development Controls

1. Building's roof elevation shall not exceed 300 feet above sea level.\*
2. The 24th Street facade shall be lined with retail uses with a minimum depth of 40 feet.
3. Garage entries shall not be located on 24th Street.
4. No utility, trash, or other maintenance services shall be located on 24th Street.

### Design Guidelines

- a. The Connecticut Street stair facade should be activated with balconies and building entries where possible.
- b. The design of the Connecticut Street stair and buildings on Block L should be integrated and compliment one another.

\* Elevations based on San Francisco City Datum



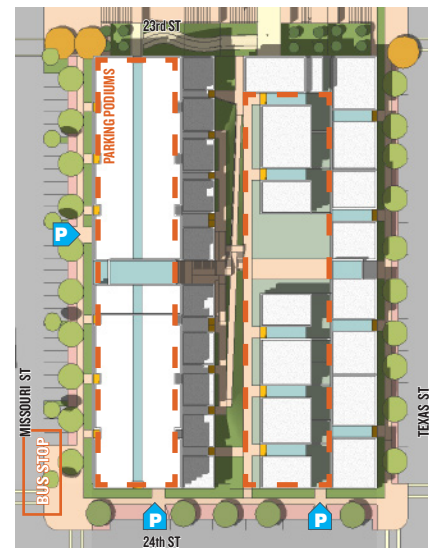


### 5.2.10 - BLOCK M

Block M is envisioned as a series of north/south bars of housing stepping up from Texas to Missouri Streets. The building along Missouri will likely be a corridor building with the rest of the block comprising a series of walk-up buildings with liner units stepping down Texas to the 23rd Street stair.

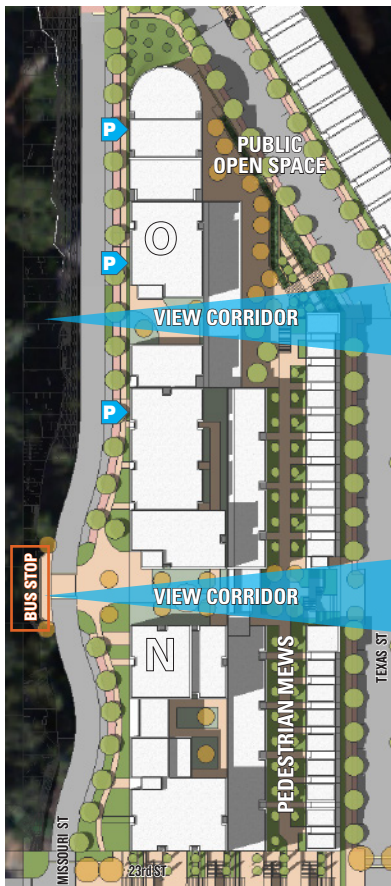
#### Design Guidelines

- Units located along the 23rd Street stair should orient toward the stair and ground floor units should have entries onto the stair where appropriate.
- The courtyard/mews should be accessible directly from 24th Street and the 23rd Street stair.
- The design of the 23rd Street stair and buildings on Block M should be integrated and compliment one another.



Block M Plan





## 5.2.II - BLOCKS N + O

Blocks N & O are envisioned as a series of buildings stepping up the hill. The blocks could be developed as a single project or two or more projects divided north/south by the view corridor/open spaces or east/west by the change in grade. The diagram shows a corridor building above 2-3 levels of parking podium that sits mostly above existing grade, with a 4-5 story single loaded liner building stepping down to the mews. A walk-up liner building fronting the street and the mews is envisioned along Texas Street. The design concept takes advantage of existing grade by locating all of the parking at the top of the site to lessen the amount of cut required.

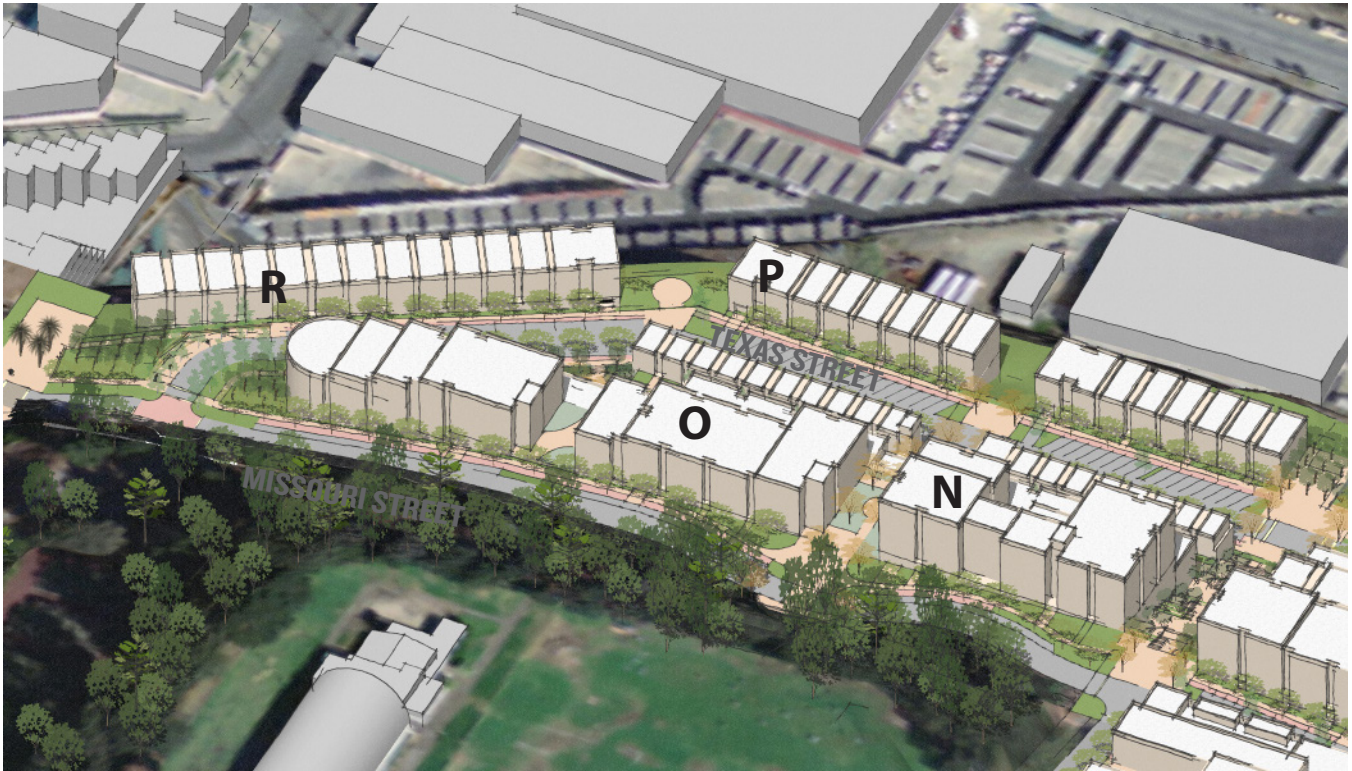
### Development Controls

1. A minimum 50 foot wide view corridor with gathering spaces at Missouri and Texas Streets shall be located between block N & O.
2. A minimum 30 foot view wide corridor shall be located on block O breaking up the building length and mass.
3. View corridors shall be made at sidewalk grade. Landscaping, furniture, stoops, balconies, and bay windows can protrude into view corridor.

### Design Guidelines

- a. The design of the 23rd Street stair, Gateway Open Space, and buildings on block N and O should be integrated and compliment one another.
- b. Obstructions to view corridors should be minimized.
- c. Elevator and stair access to the mews below may be located in the view corridor between blocks N and O. It should be designed to maximize views toward the bay and may not be any wider than necessary for access.





Walk-up Buildings over below grade podium

### 5.2.12 - BLOCKS P + R

Blocks P & R are envisioned as walk-up buildings over parking podiums. Through units would be organized around shared stair cores to take advantage of the views to the east. The parking podiums would serve multiple walk-up stair cores and may have elevator access to street level that would provide access to the walk-up units.

#### Development Controls

1. A minimum 40' wide view corridor shall be located opposite and centered on the breaks between blocks N & O and between blocks P and R.
2. Rear yards shall have a minimum depth of 15'.
3. Where common rear yard open space cannot be adequately designed due to topography challenges, above grade balconies and patios are acceptable.



Block P/R Typical Plan



Prominent corner seen from 25th St.

### 5.2.13 - BLOCK X

Block X combines an existing small open space on SFHA land with SF Unified School District land. The site may be developed as one building or multiple buildings stepping up the site.

#### Design Guidelines

- a. The corner of the building located at 25th and Connecticut Streets should be designed with a special architectural feature and presence.



Plan





## APPENDIX

### A. OFF-SITE OPPORTUNITIES

This section identifies potential future connections to both recreational and transportation amenities to the north and east of the site.

### B. STEEP STREETS DIAGRAM

### C. SUD MODIFICATION TABLE

### D. ACKNOWLEDGEMENTS



The 23rd and Connecticut Stair completes the connection to Rec Center. Conceptual Stair Layout / Design to be determine in consultation with RPD.



View of proposed stair.



View from Plaza



### A.I CONNECTICUT STREET/ POTRERO RECREATION CENTER STAIR (POTENTIAL CONNECTION, OUTSIDE OF REBUILD POTRERO JURISDICTION)

Continuing the Connecticut Street stair north across 23rd Street would complete the connection from the Community Center and the Central Park to Potrero Recreation Center. The stair could provide a pedestrian pathway and overlook with planting and seating in the area now occupied by the rocky cut made for the construction of 23rd Street. The stair is envisioned as a more transparent and contemporary interpretation of historic examples that exist in San Francisco. The stair will need to be integrated into the retaining walls on the north side of 23rd Street. The orientation of the stair may not be on axis with Connecticut Street Stair and may be oriented along the wall. Implementation of the stair requires coordination with and approval by the San Francisco Recreation and Park Department. In 2017-2018 the Recreation and Park Department will be improving the baseball field, including moving the backstop closer to the intersection of Arkansas and 23rd to enlarge the field, improving ADA access, and improving irrigation and drainage. The stair would be integrated within the Recreation Center property in a way that will not impact the function of existing recreational facilities.





## A.2 POTENTIAL PATH CONNECTION

Connecting the intersection of Missouri and 23rd Streets to the flat “bench” area within the Potrero Rec Center Park could provide a relatively flat connection to Connecticut Street north of 22nd Street.

## A.3 POTENTIAL 22ND STREET CONNECTIONS

There is potential to increase connections from the northern border of the site, along the 22nd Street right-of-way to the Potrero Recreation Center to the west and 22nd Street to the east. The connection to Potrero Rec Center will use the 22nd Street right-of-way to formalize connections to Connecticut Street, Arkansas Street, and the Potrero Rec Center. The potential stair connection to the east is located on private property.





### C. SUD MODIFICATION TABLE

The following Controls as provided in the Design Standards and Guidelines document cannot be modified:

DSG Control No. or Nos.	Topic
5.1.1 control 1	Height
5.1.5 controls 1 and 2	Residential Entrances
5.1.7 control 2	Blank Facades
5.1.8 control 1	Meters, Utilities and Trash
5.1.9 controls 2 and 3	Gates and Fences
5.1.11 control 1	Roof Design
5.1.13 control 1	Parking, Parking Entrances and Curb Cuts
5.2.7 control 3	Block J
5.2.8 controls 1, 2, and 3	Block K
5.2.9 controls 1, 2 and 3	Block L

The following Controls as provided in the Design Standards and Guidelines can only be modified through the Major Modification process as described in Subsection xxx.xxx of this Special Use District:

DSG Control No. or Nos.	Topic
5.1.7 controls 1 and 3	Blank Facades
5.1.12 control 1	Building Lighting
5.1.13 controls 2, 3, 4, and 5	Parking, Parking Entrances and Curb Cuts
5.1.14 control 1	Usable Open Space
5.2.2 control 1	Block C & D
5.2.7 control 2	Block J
5.2.13 controls 1 and 2	Blocks P & R

If a modification for any of the Controls in the Design Controls and Guidelines that are listed below is sought such that the modification would deviate by ten percent or more from the quantitative standard, the Major Modification process described in Subsection xxx.xxx of this Special Use District would be required.

DSG Control No. or Nos.	Topic
5.1.3 controls 1 and 2	Lot Coverage / Rear Yard
5.1.4 controls 1 and 2	Setback Lines
5.1.5 control 3	Residential Entries
5.1.9 control 1	Gates and Fences
5.1.15 controls 2, 3, and 4	Pedestrian Mews / Paseos
5.2.1 control 1	Block A & B
5.2.11 control 1 and 2	Block N & O
5.2.4 control 1	Block F
5.2.5 control 1	Block G

For any other modification being sought from the Controls of the Design Standards and Guidelines document, the Minor Modification process described in Subsection xxx.xxy of this Special Use District would be required.

### D. ACKNOWLEDGEMENTS

We are pleased to acknowledge the organizations below for the wide range of contributions made to Rebuild Potrero, including time, thoughtful input, food, materials and funding. We are also grateful for the many individuals who have participated in and are continuing to contribute to the Rebuild Potrero process. Thank you all for your time and commitment!

Antonio Roman-Alcala  
Bank on San Francisco  
Beroni Lumber  
Campaign for HOPE SF  
Citi  
Community Initiatives  
Daniel Webster Elementary School  
Dogpatch Neighborhood Assoc.  
Enterprise Foundation  
Evelyn & Walter Haas Foundation  
First 5 San Francisco  
Goat Hill Pizza  
J. Carpenelli Design  
Jennifer Dhillon Associates  
Jen Ramos  
Jessica Wolin  
J.P. Morgan Chase Foundation  
KDG Enterprises  
Mary G. Burke, MD  
Nibbi Brothers Construction  
Parkview Heights Homeowners Association  
Potrero Annex Resident Management  
Potrero Hill Archives Project  
Potrero Hill Association of Merchants and Businesses  
Potrero Booster Neighborhood Association  
Potrero Hill Neighborhood House  
Potrero Hill Recreation Center  
Potrero Terrace Resident Association  
RAMP SF Academy

Recology Golden Gate  
Ruby's Clay Studio  
San Francisco County Transportation Authority  
San Francisco Department of Public Health  
San Francisco Food Bank  
The San Francisco Foundation  
San Francisco County Transportation Authority  
San Francisco Housing Authority  
San Francisco Mayor's Office of Housing  
The San Francisco Parks Alliance  
San Francisco Public Library, Potrero Branch  
San Francisco Planning Department  
San Francisco Recreation & Parks Department  
San Francisco State University Health Equity Institute  
San Francisco State University Public Health Department  
SF Metropolitan Transportation Agency  
SF SAFE  
S.H. Cowell Foundation  
Seifel Consulting  
Sierra Heights Homeowners Association  
Starr King Elementary School  
Stephen Pulliam  
Tali Sedgwick, RD  
YMCA Urban Services

#### Planning Commissioners

Rodney Fong, President  
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Katy Tang  
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Jane Kim  
Norman Yee  
Scott Wiener  
David Campos  
Malia Cohen  
John Avalos

### Rebuild Potrero Team

#### Developer:

BRIDGE Housing Corporation

#### Public Partner:

SF Mayor's Office of Housing  
San Francisco Housing Authority

#### Project Consultants:

Curtis Development + Consulting  
Keystone Development Group, LLC  
Equity Community Builders, LLC

#### Master Plan Architect/Urban Design:

Van Meter Williams Pollack LLP

#### Architecture Consultant(Block A&B):

HKIT Architects, YA Studio

#### Landscape Architect:

GLS Landscape Architecture

#### Civil Engineer:

Carlile Macy

#### Sustainability:

SvR Design

#### Geotechnical:

Engeo

#### EIR Consultants:

ICF International  
Atkins Global

#### Transportation Consultants:

CDM Smith  
Fehr & Peers  
Nelson Nygaard

#### Renderings:

Thomas Prosek



