



CALLE 24 SPECIAL AREA DESIGN GUIDELINES

COMMUNITY WORKSHOP 1 | JUNE 11, 2019



AGENDA

- Introductions
- Presentation
- Breakout Discussions
- Next Steps

INTRODUCTIONS

- San Francisco Planning Department
 - John M. Francis:
Planner/Urban Designer, Calle 24 SADG Project Manager
 - Luiz Barata: Architect/Urban Designer
 - Trent Greenan: Architect/Urban Designer
 - Maia Small: Architect/Urban Designer, Project Supervisor
- Mayor's Office of Economic & Workforce Development
 - Diana Ponce De Leon: Project Manager

INTRODUCTIONS

- Calle 24 SADG Community Working Group
 - Josh Arce: resident, union representative
 - Erick Arguello: Calle 24 Latino Cultural District, resident
 - Lou Dematteis: resident/homeowner, artist
 - Luis Estrada: business owner
 - Gabby Lozano: resident, business owner
 - Rafael Moreno: resident, non-profit service provider
 - Christina Olague: resident, non-profit service provider
 - Marie Sorenson: resident
 - Joe Toboni: for-profit developer
 - Feliciano Vera: MEDA, non-profit developer
 - Amparo Vigil: business owner

WHAT BRINGS US TOGETHER?

- Reflect on unique character of Calle 24 with community stakeholders
(residents, business owners, non-profits, artists, cultural organizations, religious organizations, developers, etc.)
- Utilize what we hear and learn to draft and adopt Special Area Design Guidelines for Calle 24





WHY DESIGN GUIDELINES?

- What are design guidelines?
 - Direction for achieving a desired design outcome on private property
- Why do we want / need them?
 - Establish a set of goals, values, and qualities by which projects are evaluated during project design review
 - Special Area Design Guidelines provide district/corridor-level specificity



WHY DESIGN GUIDELINES?

- Relationship to City policy and legislation
 - Calle 24 Latino Cultural District (Board of Supervisors Resolution 168-14, 2014)
 - Calle 24 Special Use District (Planning Code Section 249.59, 2017)
 - Guidelines will help further goals/objectives of City policies
- Design Guidelines do **NOT**:
 - Change height limits
 - Change zoned land use
 - Change traffic/circulation/parking



PROCESS

- Calle 24 SADG Community Working Group
- Community Workshops (2)
- Planning Commission Hearings (2)



WHAT ARE DESIGN GUIDELINES?

General principles of design excellence and neighborhood compatibility

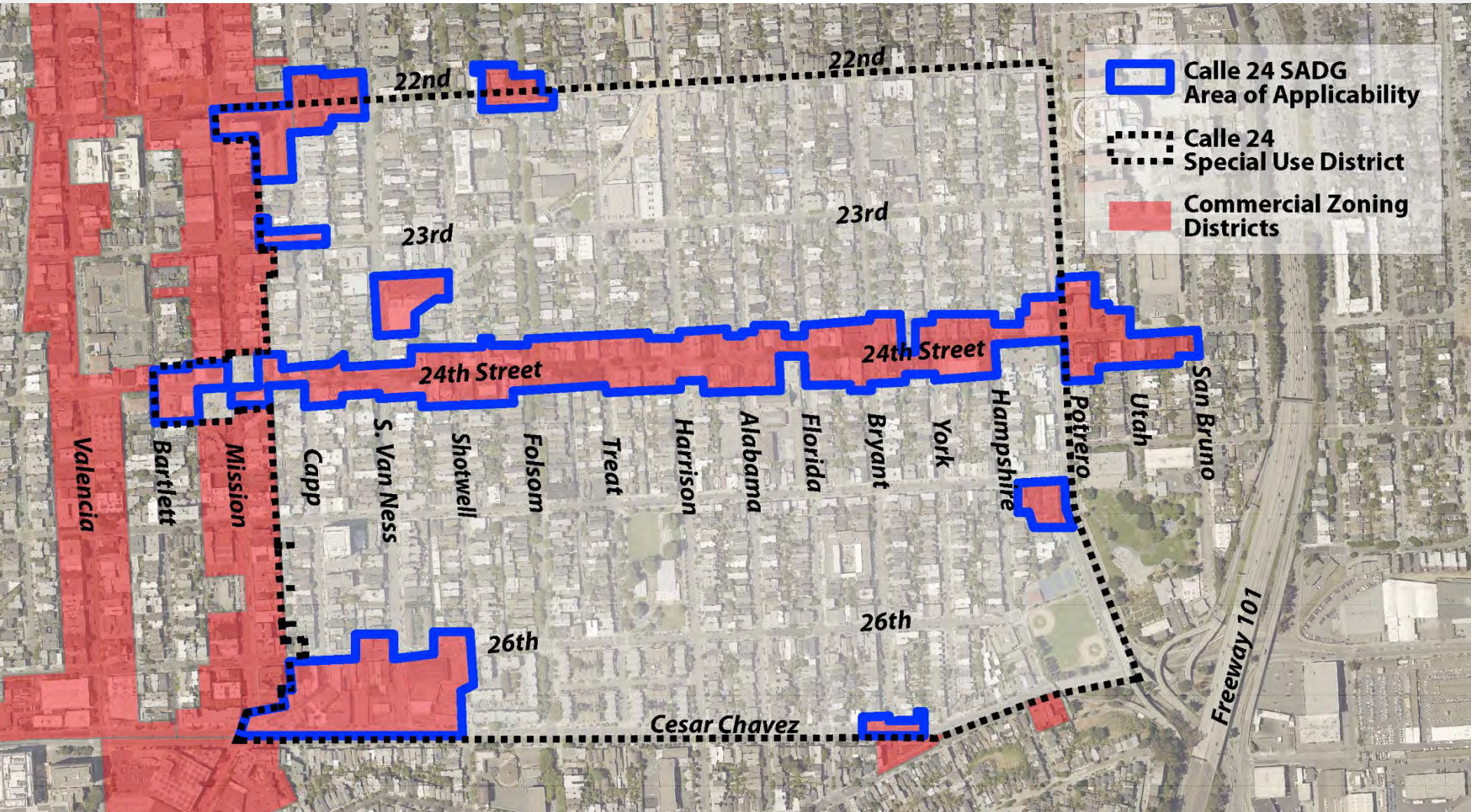


WHEN ARE THEY APPLIED?

During project design review...

1. *Building application submitted (new construction or renovations)*
2. **Design review (sometimes multiple rounds)**
3. *Planning Commission review (if necessary)*
4. *Project approval*

WHERE WILL THEY APPLY?





WHAT WILL THEY DO?

Guidelines will address...

- New construction
- Building renovations
(e.g. changes to building facades, including storefronts)
- Signage
- Public art
- Site design
(i.e. relationship to neighboring buildings, transition between the building and the sidewalk)

WHAT WILL THEY DO?

Design Review Process

- Establish a baseline of what's acceptable and—more importantly—promote design excellence
- Explain how projects can better support existing neighborhood patterns and context
- Encourage constructive conversations between neighbors



WHAT WILL THEY DO?

Approval Process

- Create effective process
- Help San Francisco's design values be accessible to the Planning Commission, staff, and the public to foster a coordinated and consistent system of review





WHAT WILL THEY DO?

Expected Results

- Contribute positively to the human experience
- Demonstrate how buildings, open space, and streets work together to promote personal and social well-being

CALLE 24 OBSERVATIONS





SITE DESIGN



“Building heights are relatively low, 2-4 stories”



“Stepping back taller buildings is good”



ARCHITECTURE



“Warm, human scale”



min
re®
S
&
NED
ED

Smile
you're
on
Camera!

KEEP FEET
OFF THE
BUILDING.
PLEASE.
THANK YOU.
NO PICK-UP
OR DELIVERY
FOR 1 HOUR
PRIOR TO
STORE
CLOSURE.

“Not too modern/glassy”



“Victorian details”



“Large variety of buildings and businesses”

“Art incorporated
into architecture”





IGLESIA ADVENTISTA DEL 7º DIA

“Small windows”
“Many doors”
“Small storefronts”



← 3049

24th St
CALLE 24
LATINO CULTURAL DISTRICT

“Stucco, wood”



STOREFRONTS



“Various languages spoken”
“Large, colorful signage”

EL CHICO
PRODUCE #4



“Recessed retail entries”

“Space for merchandise display behind glass and on sidewalk”

MISSION
SKATEBOARDS
San Francisco

“Blade signs”

Taqueria
Vallarta
Tacos
El Hacer



Taqueria



Vallarta

Tacos
Al Vapor

Combination
Plates

SEAFOOD

Veggie
Burritos

TACO BAR
12 CHOICES OF MEAT
MISSION BURRITO 7 VEGI
TACOS AL VAPOR OPEN LATE

“So much detail in the built environment!”
“Fine grain texture”
“Bright color”



PUBLIC REALM

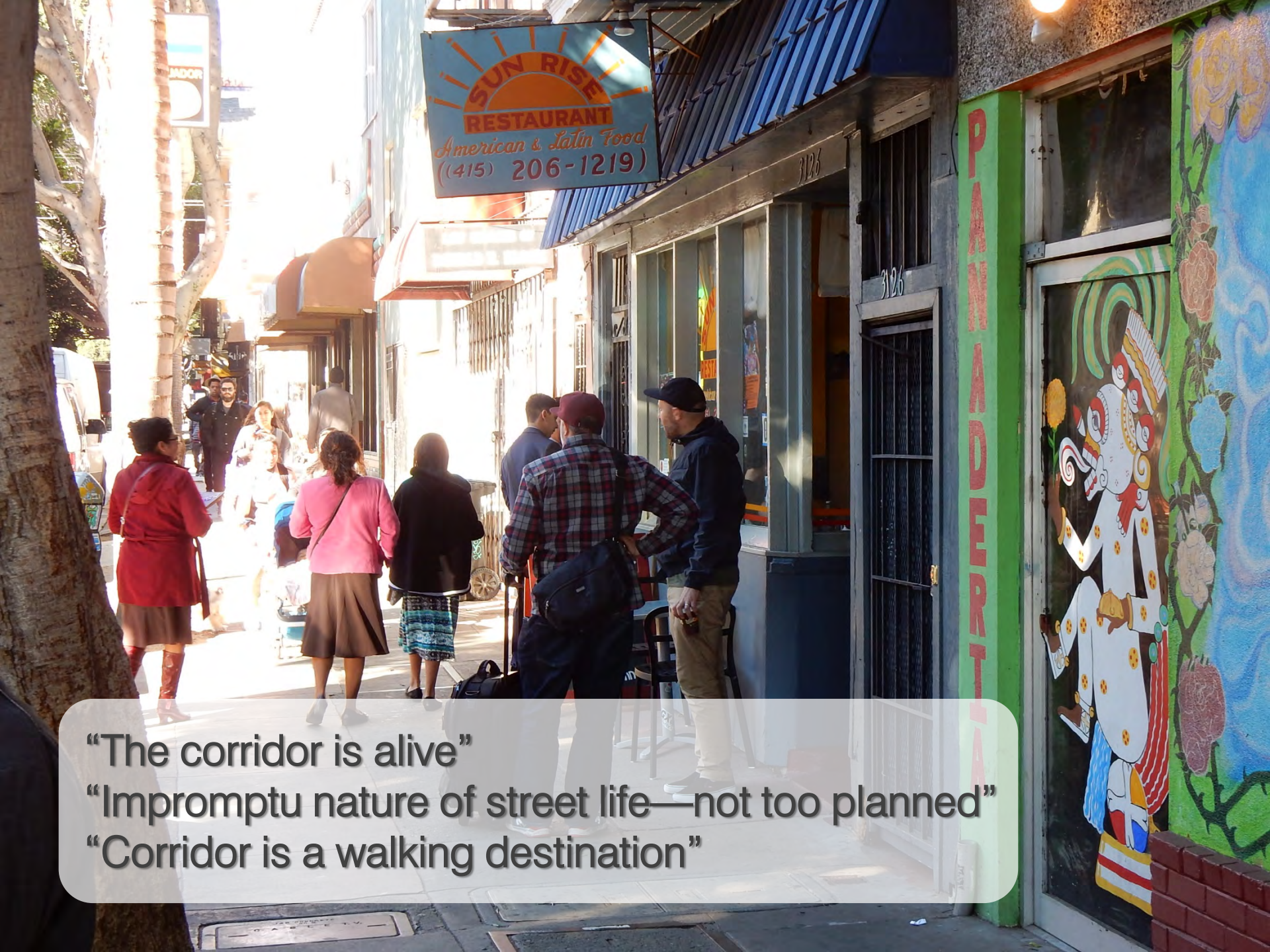
PARKING
M. TO 8 A.M.
S. & THUR.
STREET CLEANING

Panaderia
LA MEXICANA
BAKERY

ORGANIC,
NATURAL FOODS,
AND MORE.



“Street trees”
“Families/kids”



“The corridor is alive”

“Impromptu nature of street life—not too planned”

“Corridor is a walking destination”



“Small plazas (placitas) in large bulb out areas”



“Outdoor vending/sales”



ART & CULTURE



EL TECOLOTE
BILINGUAL NEWSPAPER PERIÓDICO BILINGÜE

Mission community calls for Moratorium
on luxury condominiums....

FOUNDING STAFF OF
EL TECOLOTE 1970

FAMILY

THE COSMIC RACE

When the
revolution comes
I will be in the
front lines of
the world
- J.A.L.

ALFONSO
poet

Painted by
Hernandez, R. Apie
Pili, Llamas, others...

“Social activism”
“Human connection”



“Buildings completely covered in murals”

OP-LAUNDROMAT • GIANT LOAD WASHERS • LAVANDERIA • MAQUINAS GRANDES

WASH & FOLD

Now Open

WASH & FOLD SERVICE
33
9410
FREE Wi-Fi
Wash & Fold
Now Open

“Community-serving businesses”





“Cultural institutions”



“Churches”



“Most events in the city”



BREAKOUT DISCUSSION

What makes Calle 24 a unique place in San Francisco?

- What do you like?
- What is your favorite building and/or public space?
- What elements are at risk? What is important to preserve?
- What aspects of the built environment (i.e. buildings, public art, public spaces, signs, etc.) help to preserve Latino heritage and culture?
- What could be improved?



NEXT STEPS

- Planning Commission Informational Hearing: July 18
- Draft Guidelines: July-Oct
- Community Workshop #2: October
- Guideline Refinements: Nov-Dec
- Planning Commission Adoption: Jan/Feb



THANK YOU!

Questions?

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