



DESIGN GUIDELINES

SPECIAL AREAS & TOPICS

San Francisco
Planning



Planning Commission Informational
November 21, 2019

S WHAT ARE DESIGN GUIDELINES ?



Design Guidelines are implementation documents for city design policies and objectives. They partner with planning code to shape new development.

They consist of general principles of design excellence and neighborhood compatibility to improve the way new projects will look and work.

They do not change heights, zoning, uses, tenants, parking or affordable housing requirements.

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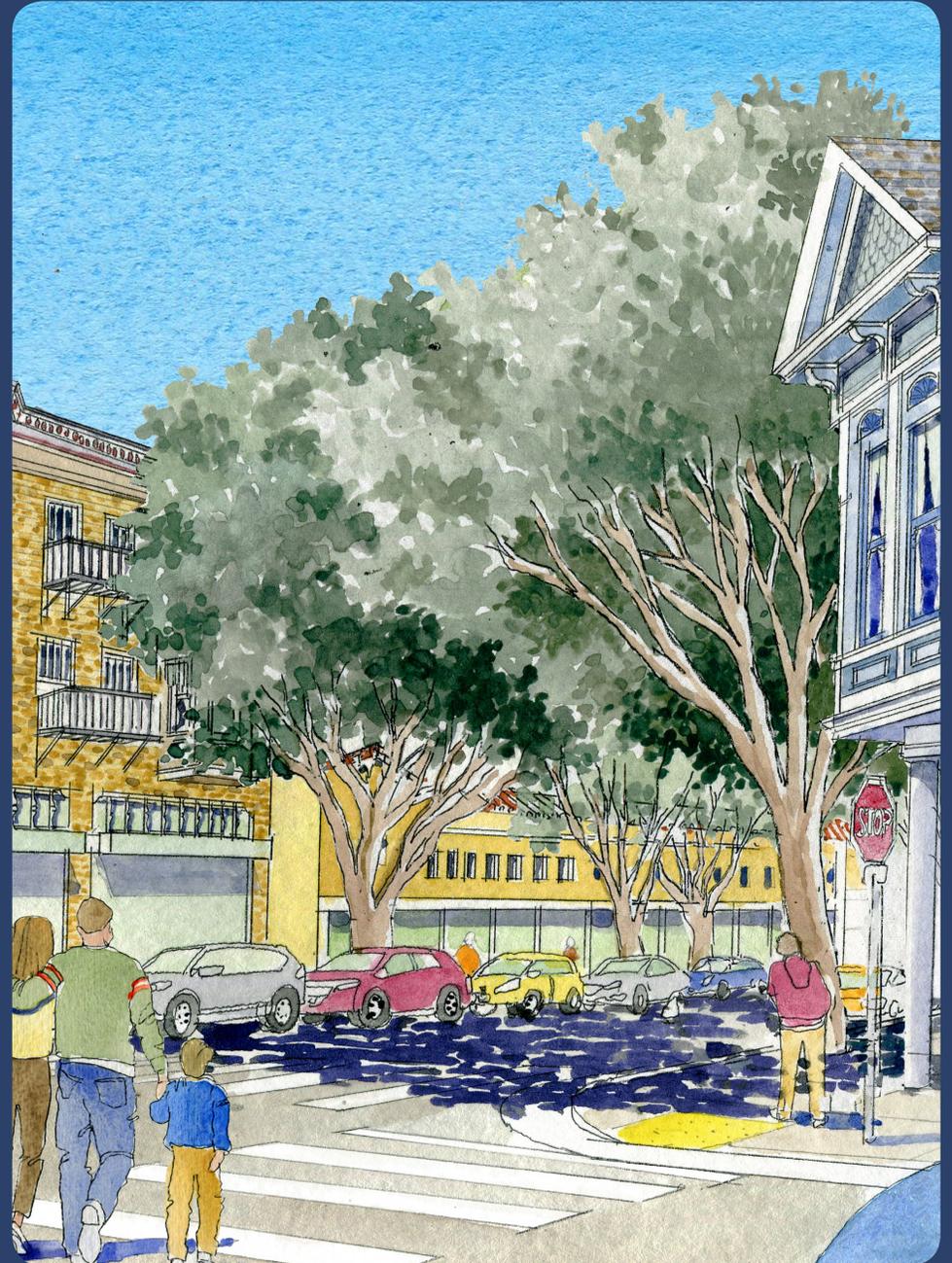
WHAT ARE SPECIAL AREA OR TOPIC DESIGN GUIDELINES ?

Special Area or Topic Design Guidelines are additional, more detailed and specific, guidance by project place or type.

They work on top of one of the city's base design guidelines: the Residential Design Guidelines or Urban Design Guidelines.

These more honed guidelines help articulate a neighborhood's design values.

Polk/Pacific SADG was the first, adopted in 2018.



WHAT IS COMING UP ?



Calle 24 Special Area Design Guidelines

Recommendation from Calle 24 SUD process / MAP2020
Adoption November 21



Retained Elements Special Topic Design Guidelines

Recommendation from HPC
Adoption December 5



Japantown Special Area Design Guidelines

Recommendation from JCHESS
Adoption December 19



CALLE 24 SPECIAL AREA DESIGN GUIDELINES

PLANNING COMMISSION ADOPTION HEARING | NOVEMBER 21, 2019



AGENDA

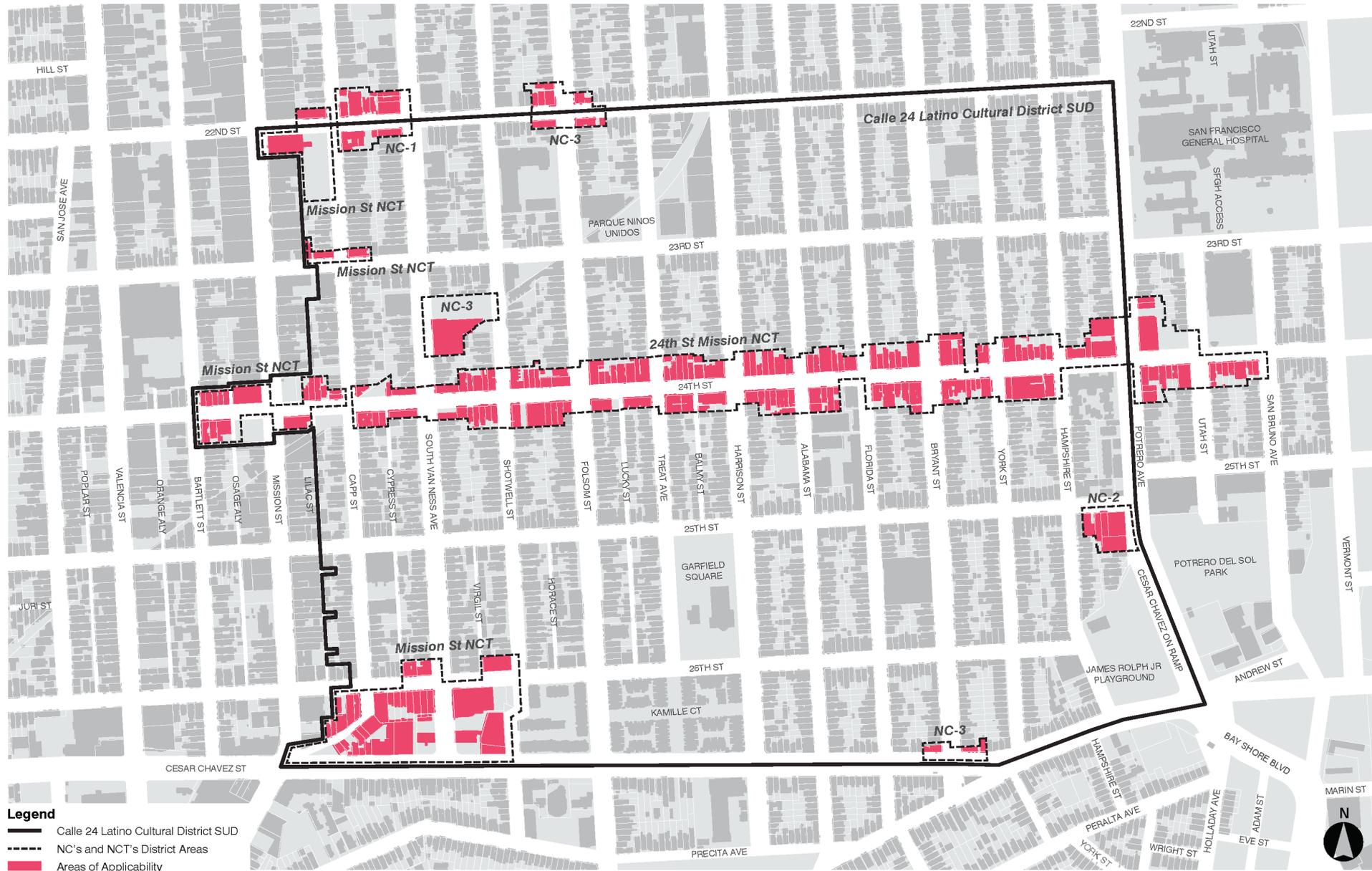
- Why Special Area Design Guidelines (SADGs)?
- Community Engagement
- Guideline highlights
- Equity assessment
- Questions



WHY CALLE 24 SADGs?

- Preserve unique neighborhood characteristics in the built environment (emphasis on commercial properties)
- Recognize Latino cultural heritage in Calle 24 district through design
- Support City policy

WHERE WILL THEY APPLY?



- Legend**
- Calle 24 Latino Cultural District SUD
 - NC's and NCT's District Areas
 - Areas of Applicability





WHAT WILL THEY DO?

Guidelines will address...

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

Guidelines do **NOT** change...

- Height limits
- Zoned land use (or impact commercial/residential tenancy)
- Traffic/circulation/parking



CALLE 24 SADGs IN CONTEXT

- Calle 24 Latino Cultural District (Board of Supervisors Resolution 168-14, 2014)
- Calle 24 Special Use District (Planning Code Section 249.59, 2017)
- Mission Action Plan 2020 (endorsed by Planning Commission, 2017)
- Urban Design Guidelines (adopted by Planning Commission, 2018)
- Economic Development Strategies (OEWD: small business strengthening, organizational capacity, etc.)

Taller #2 de las Guías de Diseño del Área Especial Calle 24

Martes, 29 de Octubre,
6:15-8:15pm

Acompañe a sus vecinos de Calle 24 en el segundo taller comunitario para ver un adelanto del borrador de las Guías de Diseño del Área Especial Calle 24. Las Guías serán utilizadas por el Departamento de Planificación de San Francisco para ayudar a informar el diseño de todo desarrollo urbano que se proponga en un futuro en el área. ¡Comparta sus ideas para preservar el carácter único del corredor!



Taller Comunitario #2 de Guías de Diseño del Área Especial Calle 24
Martes, 29 de Octubre, 6:15-8:15pm
Brava Theater, 2781 24th Street (esquina con York St)

¡Interpretación en español, refrigerios y actividades para niños!



¿Preguntas? Contacte a John M. Francis
en SF Planning a john.francis@sfgov.org.

Spanish Language Community Workshop Flyer



Community Workshop #2 at Brava Theater

COMMUNITY ENGAGEMENT

- Community Working Group Meetings
 - October 30, 2018
 - January 29, 2019
 - October 16, 2019
- Community Workshops
 - June 11, 2019
(Cesar Chavez Elementary)
 - October 29, 2019 (Brava Theater)
- Planning Commission
 - Informational, July 18, 2019
 - Adoption, November 19, 2019



CALLE 24

SPECIAL AREA DESIGN GUIDELINES

San Francisco
Planning



What makes Calle 24 unique?



Color



Sense of spontaneity



Small storefronts



Outdoor vending



Fine-grain texture



Human scale



Art integrated into buildings



Street life (art, music, families, etc.)



Victorian architecture



Layering of cultural fabric



Mom & pop retail serving locals



Vintage/multi-lingual signage

What are your concerns for the future of Calle 24?



Loss of locally-produced, Latino art



Loss of small, locally-serving, and affordable Latino businesses



Uniform/homogenous architecture



"Exclusive" aesthetic (e.g. glassy, muted colors, straight lines, etc.)



Loss of trees



Loss of community gathering spaces



Loss of vintage signage

S SITE DESIGN

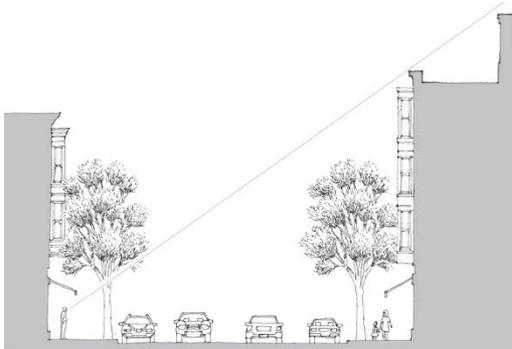


S2.1

SCULPT THE MASSING OF NEW BUILDINGS TO RELATE TO THE SCALE OF ADJACENT BUILDINGS

Calle 24 has a variety of building heights and widths. While some difference in height of adjacent buildings reflects different periods of development, a change of multiple floors that creates an abrupt transition should be avoided. Existing historic 3 story buildings on the corridor are approximately 40-45' in height.

"Stepping back taller buildings is good"



Stepping back upper floors of taller buildings maintains a predominant streetwall height and helps conceal building mass at the street level.

- » Provide adequate transitions between high and low buildings on a street of varied building heights.
- » New buildings that exceed adjacent ones by more than two stories should be set back from the streetwall at upper floors.

- » Upper story(s) should be set back to maintain the character of the corridor. New buildings should be set back 15' after 45' of height to maintain the predominant streetwall scale.



Different building heights add to the street character while keeping a consistent streetwall.



ARCHITECTURE



A3.1

PRESERVE AND ADAPTIVELY REUSE ARCHITECTURALLY SIGNIFICANT BUILDINGS

Calle 24 is home to several iconic buildings that are visual and cultural anchors in the neighborhood, some of which are historic resources. They include mixed-use buildings, theaters, and churches that punctuate the streetscape and contribute to the character of the corridor.

"Sense of history, Victorian details"



The arched, pedimented bays of this building give it a unique presence on the corridor.

- » Reuse existing structures of worthwhile architectural character to give them new life and preserve the unique qualities of Calle 24. Recognize and preserve the craft and detail inherent to older buildings, which have a value that is difficult to replicate in new construction.
- » Use significant buildings to inspire the quality of new development through their materiality, texture, and articulation.
- » New buildings adjacent to significant structures should defer to the older structure in expression while also highlighting and complementing them.



Prominent volumes, rich detailing, and textured materials can provide an inspiration for new buildings.

A3.4

INCORPORATE ART, TEXTURES, COLORS, AND MATERIALS THAT HAVE A STRONG PRECEDENT ON THE CORRIDOR

Most buildings in the Calle 24 district maintain their original materials and provide guidance for integrating new buildings. Combined with vibrant colors, the result is a festive, lively environment unique within the city.

"Bright colors"
"Stucco, wood, fine-grain texture"



Victorian buildings provide an opportunity for vibrant facade expressions.

- » Use common façade cladding materials such as wood siding, brick, and durable, smooth stucco. Cast stone and terra cotta may also be appropriate. Avoid modern materials with little precedent such as sprayed-on textured stucco, metal siding, cement panels, or faux patinas.
- » Minimize the number of cladding materials on new buildings. Facades should generally be limited to two primary materials, excepting the ground floor. A change of material should be made at projections or recesses instead of on the same plane.
- » In taller buildings, cladding materials that are perceived to be lighter such as wood should be used above heavier materials such as stone or brick.
- » Consider incorporating decorative metalwork into architecture.
- » Simulated materials should be avoided. For example, vinyl siding should not be used to simulate wood siding.
- » Use vibrant colors that highlight architectural details. Muted and stark colors including grey, black, and white are discouraged.
- » The texture, scale, and pattern of side walls should be consistent with that of the primary building façade.
- » Architecture provides numerous opportunities to incorporate art in the tradition of Calle 24. Consider custom balcony railings, gates at residential entries, lighting fixtures, custom tiles, mosaics, etc.



Art is found throughout Calle 24 in a variety of ways.



Locally crafted glyphs are incorporated into this new storefront.

A7.1**USE A VARIETY OF SIGNAGE TO MAINTAIN DIVERSITY OF CHARACTER**

Signage is integral to the unique character of Calle 24. With a diversity of types and expressions that recall different eras of development, including neon, cabinet signs, and painted blade signs, they contribute to a layering of elements that distinguishes Calle 24 from other commercial corridors. The district has a history of re-using existing signage to suit new businesses while acknowledging the quality and cultural impact of previous signs and businesses that are part of the community's collective memory. Signs that feel authentic to the street's character have a high level of craft and personalization. These guidelines are intended to encourage a diversity of well-crafted signage types while celebrating the informal, spontaneous character of signage currently found on Calle 24.

*"Large, colorful signs"
"Layering of signs and architecture
preserves culture and history"*

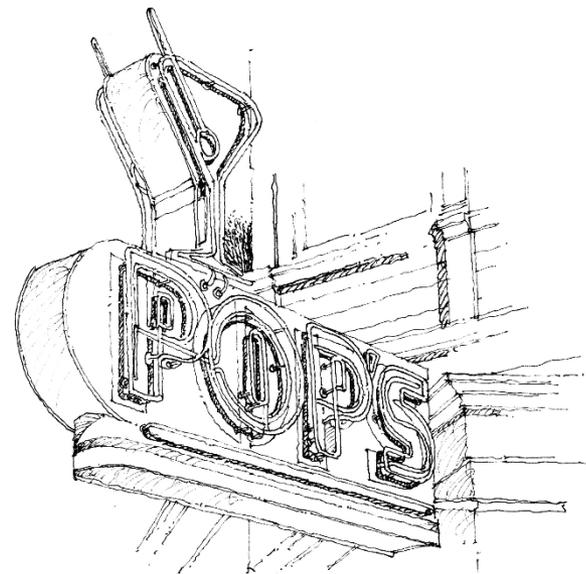
- » Consider a wide range of sign types including wall mounted letters, blade signs, neon, window signs, sandwich boards, and wall painted signage.
- » Consider re-using and/or repairing existing signage including cabinet signs with new or updated business graphics to maintain the overall character of the street.
- » Cabinet signs should project perpendicular to façade to avoid covering architectural details, windows, etc.
- » Consider seeking a vintage sign designation for original, architecturally or culturally significant signage per Planning Code Section 608.14. New signage should not compete with the old signage.
- » Orient and size signs to the pedestrian scale so as not to overwhelm the building facade.
- » Use simple, bold graphics that minimize the amount of information for primary signs.
- » Use signs to demonstrate craft and uniqueness of the business. Artist hand-painted and three-dimensional sculpted signs are highly recommended.
- » For wall-mounted signage, individual metal letters are recommended. Channel letters may be lit from behind with an opaque face to create

a halo effect at night. Internally illuminated channel letters with translucent faces should not be used.

- » Signage should not include brands or logos that are not associated with the business.
- » Consider using signage types that are different from adjacent storefronts to maintain diversity and variety.
- » Stencils or spray paint should not be used for painted signage.
- » All conduit for illuminated signs must be concealed. Raceways should not be used.
- » Signage printed on paper or vinyl should not be used.



Often times the building signage is more significant than the architecture itself.



Hand painted signage continues the cultural and artistic traditions of Calle 24.



Older signage captures the style and spirit of a past era.



Neon signage plays an important role in the character of Calle 24.



Exterior lit blade signs create a subtle, welcoming nighttime presence.

A8.1

COMPOSE STOREFRONTS TO MAINTAIN THE PATTERN OF PEDESTRIAN-SCALED FACADE ELEMENTS

Despite the variety of storefront expressions in the Calle 24 District, most buildings display common historic elements that address the pedestrian and enliven the public realm. They range from a single bay on narrow buildings to a rhythm of bays on wider facades, but the overall effect is of a fine-grain pattern of varying expressions, creating a continually changing pedestrian experience. Diversity of expression is celebrated over uniformity.

"Mom & pop locally-serving businesses"
"Small storefronts"



French doors in place of storefront windows creates an easy transition from the business to the sidewalk.

- » Clearly articulate the ground floor base distinctly from upper floors but align architectural elements vertically where possible.
- » Relate the height of the ground floor to the scale of the building and adjacent structures. Ground floors are commonly 10-12 feet.
- » At corners, building storefront treatment should wrap the corner.
- » Consider a durable, contrasting material for ground floor facades. Natural materials are recommended.

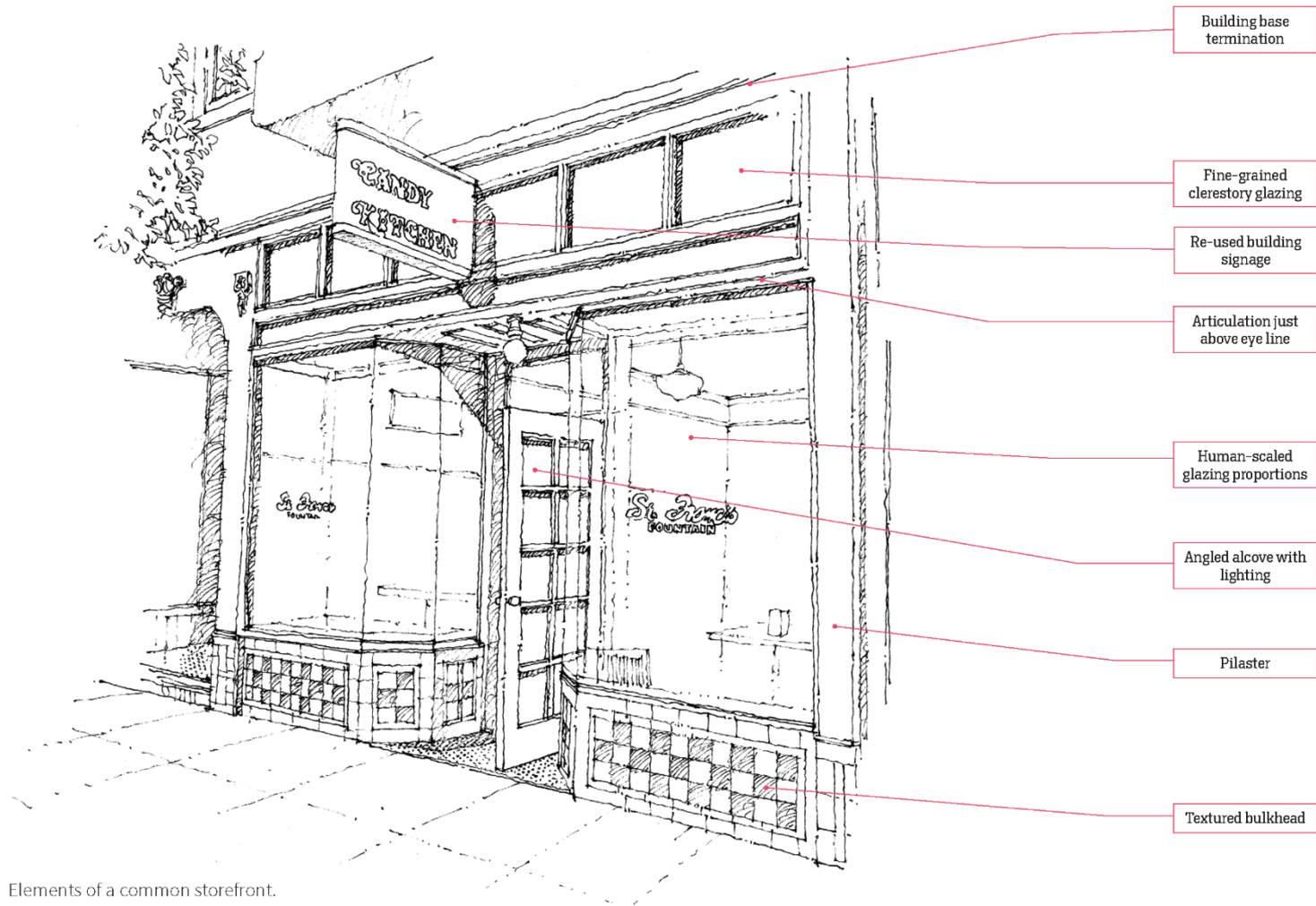


Maintaining transparency provides space for displays while welcoming pedestrians inside.

- » Articulate storefronts with clearly defined bays. Repeat bays on wider storefronts.
- » Compose openings with storefront and clerestory windows.
- » Use pilasters to frame storefront bays and create a rhythm of openings that organize individual elements.
- » Compositionally integrate signage, canopies, lighting, and other fine-grained architectural elements to impart human scale and enhance the public realm.



Merchandise placed on the sidewalk is essential to the character of Calle 24.



Elements of a common storefront.

A8.2 USE WINDOWS AND DOORS THAT PROMOTE TRANSPARENCY AND ENCOURAGE A STRONG CONNECTION BETWEEN PUBLIC AND PRIVATE REALM

To support the market atmosphere of the corridor, storefront designs that encourage visual access to interiors and easy movement of pedestrians in and out of the business are recommended.

- » Where appropriate to the business, consider full glass French doors or retractable windows instead of traditional storefront windows to encourage a free flow between the public and private realm.
- » Maintain, restore, and build clerestory windows on existing and new storefronts. Clerestory windows are a fundamental element of a

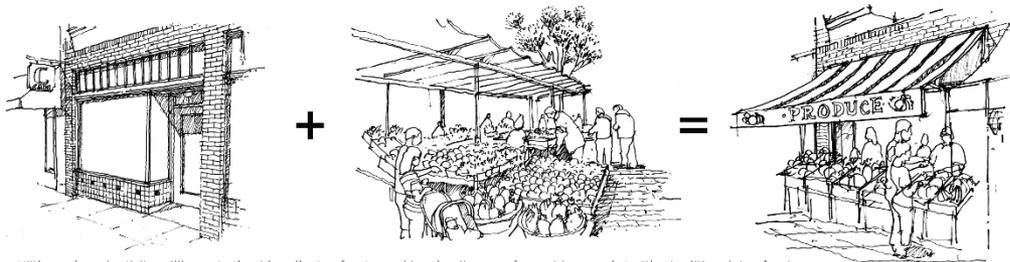
traditional storefront that exist on most older buildings, however, many have been covered up over the years and used for signage space. Uncovering and restoring clerestory improves transparency, architectural expression, interior access to light, and appropriate scale to the ground floor.

- » Clerestory windows should be separated from storefront windows with a horizontal band. Modulation of the panels should align with other architectural elements of the façade.
- » Maintain existing recessed alcoves and build them in new construction to support the pattern on the street and to provide additional

transparency and display areas. Alcoves should be angled to provide a natural transition from the sidewalk to business. For wider buildings, two storefronts may share a combined alcove.

- » Consider walk-up counters to enliven the sidewalk where appropriate to the business. Counters must maintain transparency requirements when closed.
- » Wood and steel storefront windows are common original materials and are recommended for new windows. When aluminum is used, a butt joint system at angled alcoves is recommended to avoid the prominent thick sections of the material.

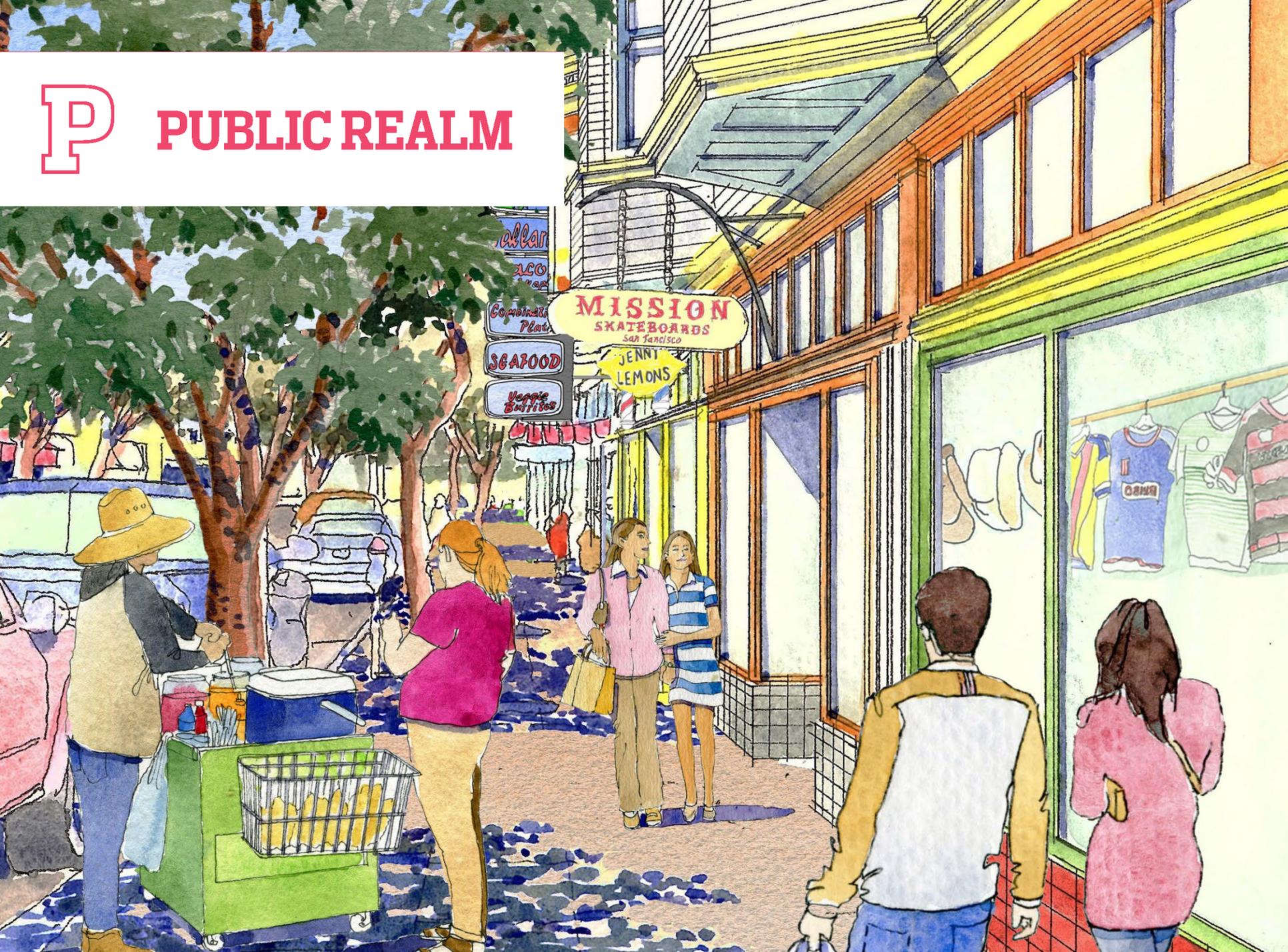
"Provide space for street vendors"



With goods and activity spilling onto the sidewalk, storefronts combine the vibrancy of an outdoor market with a traditional storefront.



P PUBLIC REALM



P3.1

PROMOTE MURALS TO CELEBRATE LATINO CULTURAL HERITAGE, HIGHLIGHT ARCHITECTURE, AND ACCENT BLANK WALLS THAT FACE THE PUBLIC RIGHT-OF-WAY

Murals are the primary artistic expression on the Calle 24 corridor and have been part of the history of the neighborhood for decades. The installation of new murals and preservation of existing murals help to continue the layering of the community's cultural fabric.

"Social activism"
"Buildings completely covered in art"
"Neighborhood pride"

- » When murals are painted on primary facades, relate the composition to the architectural detailing of the façade.
- » Take advantage of blank side walls between buildings of different heights to introduce murals.
- » Mural designs inspired by and relating to the history, culture, and character of Calle 24 and of Latino heritage in San Francisco are strongly encouraged.
- » Architecture should not be altered to accommodate a mural.
- » Locate murals on side walls, alleys, and primary building facades. Murals may be located on public and private property. Those on public property require approval by the San Francisco Arts Commission.
- » Murals should not cover existing windows or affect transparency requirements.
- » Murals should not include brands or logos.
- » Where feasible, preservation of and continued visual access to existing murals is encouraged. If preservation is infeasible, consider providing space for new murals.
- » Work with local artists and organizations to commission murals.



Latino cultural expression is encouraged for new murals.



This mural successfully integrates the artwork with the facade features.



EQUITY ASSESSMENT

- Equity Goals
- Anticipated Benefits and Potential Burdens
- Potential Unintended Consequences
- Strategies to Mitigate Burdens
- Monitoring



EQUITY ASSESSMENT

- Equity Goals
 - Increase cultural and aesthetic representation of Latino community in built environment
 - Guidelines are attainable for low-income and immigrant property and businessowners and do not contribute to displacement
 - Decrease community, project applicant, and staff resources for design review



EQUITY ASSESSMENT

- Anticipated Benefits
 - Community, project applicants, City staff*
 - Mitigated cultural and community displacement pressures, in coordination with and support of other City policies and strategies
 - Clearer design expectations reduce time and costs
- Potential Burdens
 - Project applicants, community*
 - Higher material/construction costs
 - Loss of developable area
 - Minor limitations on design flexibility



EQUITY ASSESSMENT

- Potential Unintended Consequences
Community, project applicants, City staff
 - Higher material/construction costs for businesses/property owners already facing displacement pressures
 - Costs of burdens passed through to consumer
- Strategies to Mitigate Burdens
 - Design flexibility
 - Improve and ensure access to existing City small business assistance programs
 - Continue to implement existing and explore new anti-displacement strategies in coordination with community and City partners



EQUITY ASSESSMENT

- Monitoring
 - SADG compliance
 - Displacement trends
 - Community receptivity to projects and guideline efficacy/benefits/burdens
 - Length of design review process
 - Utilize existing monitoring processes to evaluate (e.g. MAP2020 annual reports, Calle 24 SUD Monitoring Report)
 - Use information gathered to identify opportunities for additional community support



THANK YOU!

Questions?

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