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
  - Feliciana 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”
“Not too modern/glassy”
“Victorian details”
“Large variety of buildings and businesses”
“Art incorporated into architecture”
“Small windows”
“Many doors”
“Small storefronts”
“Stucco, wood”
“Various languages spoken”
“Large, colorful signage”
“Recessed retail entries”
“Space for merchandise display behind glass and on sidewalk”
“So much detail in the built environment!”
“Fine grain texture”
“Bright color”
PUBLIC REALM
“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
“Social activism”
“Human connection”
“Local pride in the neighborhood”
“Color”
"Buildings completely covered in murals"
“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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