



CALLE 24 SPECIAL AREA DESIGN GUIDELINES

PLANNING COMMISSION INFORMATIONAL PRESENTATION | JULY 18, 2019



AGENDA

- Why Special Area Design Guidelines (SADGs)?
- Process to date
- Next Steps
- Questions



WHY SPECIAL AREA DESIGN GUIDELINES?



WHY DESIGN GUIDELINES?

- General principles of design excellence and neighborhood compatibility
- Establish a set of goals, values, and qualities by which projects on private property are evaluated during project design review
- Explain how projects can better support existing neighborhood patterns and context; help make San Francisco's design values accessible to the Planning Commission, Staff, and the public
- Encourage constructive conversations between neighbors



WHY CALLE 24 SADGs?

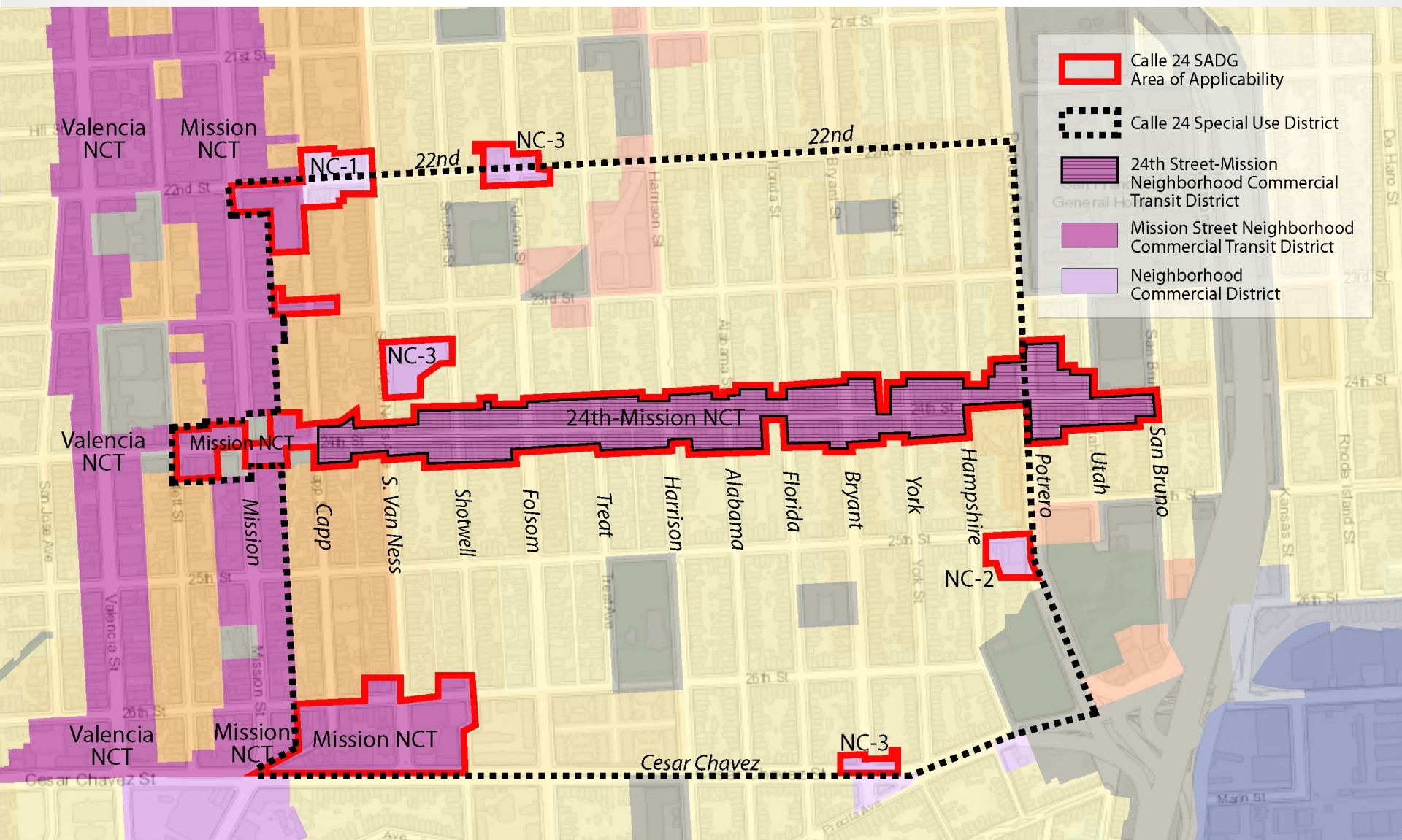
- Preserve unique neighborhood characteristics in the built environment (emphasis on commercial properties)
- Recognize Latino cultural heritage in Calle 24 district through design
- Support City policy



WHEN ARE THEY APPLIED?

- During project design review with Planning Dept. staff
- When necessary, Planning Commission determines project conformity with guidelines
- Foster a coordinated and consistent system of review

WHERE WILL THEY APPLY?





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 btwn neighboring buildings, transition between buildings and sidewalk)
- Signage
- Public art

Guidelines do **NOT**...

- Change height limits
- Change zoned land use
- Change 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 (MAP2020)
(endorsed by Planning Commission,
2017)
- Urban Design Guidelines
(adopted by Planning Commission,
2018)
- SADGs will help further
goals/objectives of City policies



CALLE 24 SADGs IN CONTEXT

Invest In Neighborhoods—OEWD

- Economic Development Strategy for the Calle 24 Latino Cultural District
 - Business strengthening
 - Support organizational capacity
 - Pursue strategies and policies to strengthen and preserve neighborhood cultural identity
 - Support cultural institutions
- Guide discussions around physical features along the corridor to maintain and enhance the character of the area
- Help guide city investments supporting small businesses



PROCESS TO DATE & NEXT STEPS

STAFF TEAM

- 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

COMMUNITY WORKING GROUP

- **Josh Arce:** resident, union representative
- **Erick Arguello:** Calle 24 Latino Cultural District, resident
- **Lou Dematteis:** resident, 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



PROCESS TO DATE

- Community Working Group Meetings
 - October 30, 2018
 - January 29, 2019
- Community Workshop #1: June 11, 2019
- Planning Commission Informational Presentation: July 18, 2019



COMMUNITY DISCUSSIONS

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?



Working Group Meeting, October 30, 2018



Community Workshop, June 11, 2019

COMMUNITY DISCUSSIONS

What we've heard...

"What do you like?"

"What makes Calle 24 unique?"

- Color
- Art integrated into buildings
- Vintage/multi-lingual signage
- Sense of spontaneity
- Street life (art, music, families, etc.)
- Small storefronts
- Outdoor vending
- Victorian architecture
- Layering of cultural fabric
- Fine-grain texture
- Mom & pop retail serving locals
- Human scale
- *And more...*

COMMUNITY DISCUSSIONS

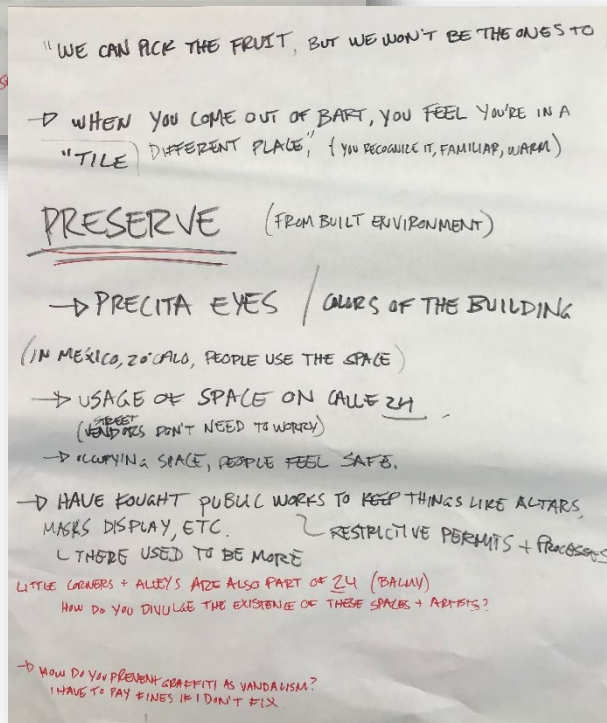
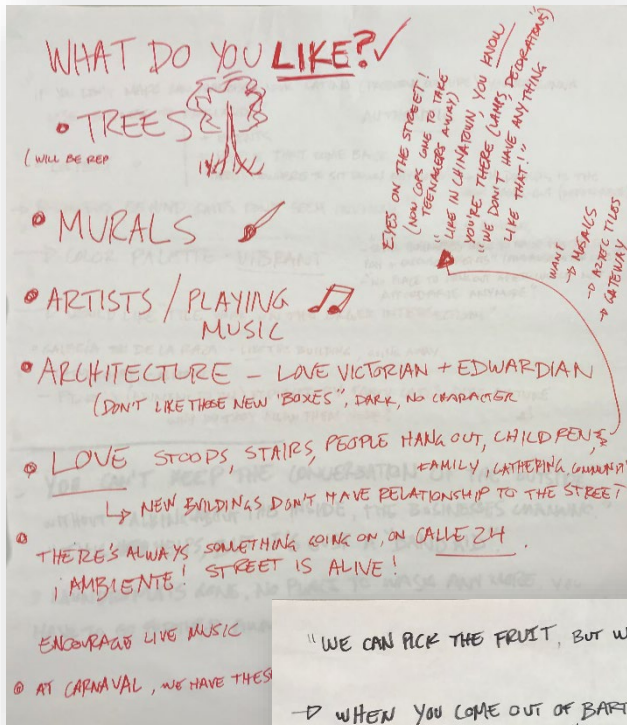
What we've heard...

Concerns...

- Loss of small, locally-serving, and affordable Latino businesses
- Loss of locally-produced, Latino art
- Uniform/homogenous architecture
- "Exclusive" aesthetic (e.g. glassy, muted colors, straight lines, etc.)
- Loss of vintage signage
- Loss of community gathering spaces
- Loss of trees

"This helps, but it's just a 'Band-Aid'" for addressing community displacement...

~ Community Member



Taller de Guías de Diseño del Área Especial de la Calle 24 Martes, 11 de junio, 6-8pm

Acompañe a sus vecinos para compartir ideas para proteger el entorno urbano único de la Calle 24: sus edificios, arte público, señalización, etc. Sus comentarios se incorporarán a las Guías de Diseño del Área Especial de Calle 24, un documento que el Departamento de Planificación de San Francisco utilizará para ayudar a informar el diseño de cualquier desarrollo futuro en la Calle 24 de la Misión.



Taller de Guías de Diseño del Área Especial de la Calle 24
Martes, 11 de junio, 6-8pm
Escuela Primaria Cesar Chavez, 825 Shotwell Street (entre las calles 22 y 23)

¡Interpretación en español, refrigerios y actividades para niños!



San Francisco Planning



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

Community Workshop Flyer

OUTREACH

- Working Group: members represent diverse cross-section of the Mission community
- Community Meetings
 - All outreach and presentation materials in Spanish and English
 - Spanish interpretation
 - Childcare and dinner
 - Advertising
 - Door-to-door canvassing/flyering of businesses
 - Flyer published in Spanish-language newspaper, *Tecolote*
 - Online (Facebook, Nextdoor, Planning Dept. listserve, Twitter, Working Group member networks, etc.)



EQUITY ASSESSMENT

- Intended community impact
- Desired program outcomes
- Unintended impact/outcomes
- Benefit/burden analysis
- Near- and long-term stakeholder engagement
- Implementation plan and impact monitoring



NEXT STEPS

- Draft Guidelines:
July through October 2019
- Working Group Meetings:
September & November 2019
- Community Workshop #2:
October 2019
- Satellite Display & Staff Office
Hours: October 2019
- Refine Draft Guidelines:
November-December 2019
- Planning Commission Adoption
of Final Guidelines:
January/February 2020



THANK YOU!

Questions?

John M. Francis

Planner/Urban Designer, Calle 24 SADG Project Manager

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WHERE WILL THEY APPLY?

