RESOLUTION ADOPTING THE URBAN DESIGN GUIDELINES FOR ALL PROJECTS IN COMMERCIAL, MIXED-USE AND NEIGHBORHOOD COMMERCIAL DISTRICTS AND PROJECTS WITH TWENTY-FIVE OR MORE RESIDENTIAL UNITS, 150' LONGER FRONTAGE, OR NON-RESIDENTIAL USES IN RESIDENTIAL DISTRICTS; ADOPTING FINDINGS, INCLUDING ENVIRONMENTAL FINDINGS, AND FINDINGS OF CONSISTENCY WITH THE GENERAL PLAN AND PLANNING CODE SECTION 101.1.

WHEREAS, in 2013 the Planning Commission requested that the Planning Department develop design guidelines that will provide consistently-applied design direction for projects during a period of increased development growth with competing public and private priorities;

WHEREAS, the Planning Department, in response, has developed Urban Design Guidelines derived through an intensive analysis of existing urban design policy found in the General Plan and other adopted area-specific, zoning-based, or use type, guidelines across the city that cover the topics of Site Design, Architecture and Public Realm;

WHEREAS, the Urban Design Guidelines support the built environment goals and values found in the General Plan that include that new projects be contextual and reflect existing neighborhood architecture and urban patterns; contribute high quality design to the city based on best professional standards and practices; enhance neighborhood uniqueness and cultural character; support an active pedestrian environment and human-scaled design; and reinforce sustainability practices.

WHEREAS, the Urban Design Guidelines will not modify or supersede any existing design guidelines or the General Plan;

WHEREAS, the Planning Department worked extensively with design and development professionals, city agencies, neighborhood groups, and members of the public over three years to refine the process, applicability, and content of the Urban Design Guidelines and considerably revised all three by broadening the outreach, changing the applicability, removing the waiver, balancing the content to
include more Neighborhood Commercial examples, and revising numerous aspects of the content as offered and requested;

WHEREAS, the proposed guidelines are not defined as a project under the California Environmental Quality Act Sections 15378 and 15060(c)(2) because they do not intensify development or change or affect zoning or transportation in the built environment;

WHEREAS, the Planning Commission has heard and considered the testimony presented to it at the public hearing and has further considered written materials and oral testimony presented on behalf of Department staff and other interested parties beginning with Planning Commission informationals on January 21, 2016; October 20, 2016; May 11, 2017; and January 11, 2018; and

WHEREAS, all pertinent documents may be found in the files of the Department, as the custodian of records, at 1650 Mission Street, Suite 400, San Francisco; and

MOVED, that the Planning Commission hereby approves the proposed Urban Design Guidelines (included as Exhibit A) for application in Commercial, Mixed-Use, and Neighborhood Commercial Districts and in Residential districts for projects with non-residential uses or residential projects with twenty-five units or more or with a frontage longer than 150’. The application of the Urban Design Guidelines in Residential Districts for residential projects with twenty-five units or more or with a frontage longer than 150’ shall no longer apply after the adoption of a revision to the Residential Design Guidelines.

Department staff will report annually to the Planning Commission on any proposed updates, functionality, compliance, or guideline interpretation issues. The effective date for application of the Urban Design Guidelines will be for site permits or project applications submitted on or after April 1, 2018 in applicable areas.

The proposed Special Area Guidelines, a separate project underway at the Planning Department, provides essential area-specific design guidance in key neighborhoods and thus should be supported by Department efforts as so-desired by established neighborhood groups that represent Neighborhood Commercial Districts.

FINDINGS

Having reviewed the materials identified in the preamble above, and having heard all testimony and arguments, this Commission finds, concludes, and determines as follows:

1. **General Plan Compliance.** The proposed Urban Design Guidelines are consistent with the following Objectives and Policies of the General Plan:

   **URBAN DESIGN ELEMENT**

   **OBJECTIVE 1**

   EMPHASIS OF THE CHARACTERISTIC PATTERN WHICH GIVES TO THE CITY AND ITS NEIGHBORHOODS AN IMAGE, A SENSE OF PURPOSE, AND A MEANS OF ORIENTATION.
Policy 1.1
Recognize and protect major views in the city, with particular attention to those of open space and water.

The proposed Urban Design Guideline S4 requires projects to “Create, Protect, and Support View Corridors” from the public realm. The proposed Urban Design Guideline A4 requires projects to “Design Buildings from Multiple Vantage Points” understanding that San Francisco’s unique topography affords view corridors that highlight architecture in the urban fabric.

Policy 1.2
Recognize, protect and reinforce the existing street pattern, especially as it is related to topography.

The proposed Urban Design Guideline S2 requires projects to “Harmonize Relationships between Buildings, Streets, and Open Spaces.” The proposed Urban Design Guideline S5 requires projects to “Create a Defined and Active Streetwall” specifically considering the width and character of the street. The proposed Urban Design Guideline S3 requires projects to “Recognize and Enhance Unique Conditions” including the specific site conditions of street crossings.

Policy 1.4
Protect and promote large-scale landscaping and open space that define districts and topography.

The proposed Urban Design Guideline S8 requires projects to “Respect and Exhibit Natural Systems and Features” including supporting existing topography and open space.

Policy 1.5
Emphasize the special nature of each district through distinctive landscaping and other features.

The proposed Urban Design Guideline P3 requires projects to "Express Neighborhood Character in Open Space Designs."

Policy 1.10
Indicate the purposes of streets by adopting and implementing the Better Streets Plan, which identifies a hierarchy of street types and appropriate streetscape elements for each street type.

The proposed Urban Design Guideline P4 requires projects to ”Support Public Transportation and Bicycling“ through the design of architecture and public realm amenities that encourage the use of both.

OBJECTIVE 2
CONSERVATION OF RESOURCES WHICH PROVIDE A SENSE OF NATURE, CONTINUITY WITH THE PAST, AND FREEDOM FROM OVERCROWDING.
Policy 2.6
Respect the character of older development nearby in the design of new buildings.

The proposed Urban Design Guidelines A2 and A3 require projects to “Modulate Buildings Vertically and Horizontally” and “Harmonize Building Designs with Neighboring Scale and Materials” to direct projects to be compatible with neighboring building context.

Policy 2.7
Recognize and protect outstanding and unique areas that contribute in an extraordinary degree to San Francisco’s visual form and character.

The proposed Urban Design Guidelines A2 and A3 require projects to “Modulate Buildings Vertically and Horizontally” and “Harmonize Building Designs with Neighboring Scale and Materials” to be compatible with neighboring building context and support the visual form and character of the city.

OBJECTIVE 3
MODERATION OF MAJOR NEW DEVELOPMENT TO COMPLEMENT THE CITY PATTERN, THE RESOURCES TO BE CONSERVED, AND THE NEIGHBORHOOD ENVIRONMENT.

Policy 3.1
Promote harmony in the visual relationships and transitions between new and older buildings.

The proposed Urban Design Guideline S2 requires projects to “Harmonize Relationships between Buildings, Streets, and Open Spaces” asks new projects to match massing patterns and sculpt to accommodate existing building massing, setbacks, and block patterns. The proposed Urban Design Guideline A2 requires projects to “Modulate Buildings Vertically and Horizontally” to be compatible with neighboring building lot widths and massing.

Policy 3.2
Avoid extreme contrasts in color, shape and other characteristics which will cause new buildings to stand out in excess of their public importance.

The proposed Urban Design Guideline A3 requires projects to “Harmonize Building Designs with Neighboring Scale and Materials” to be compatible with neighboring building context and avoid standing out without a larger civic purpose.

Policy 3.4
Promote building forms that will respect and improve the integrity of open spaces and other public areas.

The proposed Urban Design Guideline S7 requires projects to “Integrate Common Open Space and Landscape with Architecture” to better organize building massing for the benefit of natural ground and open space.
OBJECTIVE 4
IMPROVEMENT OF THE NEIGHBORHOOD ENVIRONMENT TO INCREASE PERSONAL SAFETY, COMFORT, PRIDE AND OPPORTUNITY

Policy 4.12
Install, promote and maintain landscaping in public and private areas.

The proposed Urban Design Guideline P5 requires projects to “Design Sidewalks to Enhance the Pedestrian Experience” including adding landscaping to sidewalk areas for public enjoyment and stormwater management.

Policy 4.13
Improve pedestrian areas by providing human scale and interest.

The proposed Urban Design Guideline A8 requires projects to “Design Active Building Fronts” to enhance the pedestrian experience and encourage neighborhood activity. The proposed Urban Design Guidelines A6 and A7 requires projects to “Render Building Facades with Texture and Depth” and “Coordinate Building Elements” to provide visual interest for pedestrians therefore encouraging walking and neighborhood engagement.

COMMERCE AND INDUSTRY ELEMENT

OBJECTIVE 6
MAINTAIN AND STRENGTHEN VIABLE NEIGHBORHOOD COMMERCIAL AREAS EASILY ACCESSIBLE TO CITY RESIDENTS.

Policy 6.7
Promote high quality urban design on commercial streets.

The proposed Urban Design Guidelines S4, S5, S6, A8, and P5 requires projects to “Harmonize Relationships between Buildings, Streets, and Open Spaces;” “Create a Defined and Active Streetwall,” “Organize Uses to Complement the Public Environment;” “Design Active Building Fronts;” and “Design Sidewalks to Enhance the Pedestrian Experience” all to foster neighborhood compatibility and enhance commerce and storefront uses in Neighborhood Commercial Districts and harmonize their compatibility with Residential Districts.

2. Planning Code Section 101 Findings. The proposed amendments to the Planning Code are consistent with the eight Priority Policies set forth in Section 101.1(b) of the Planning Code in that:

1. That existing neighborhood-serving retail uses be preserved and enhanced and future opportunities for resident employment in and ownership of such businesses enhanced;

The proposed Urban Design Guidelines would enhance neighborhood-serving retail by retaining and supporting the maintenance of its use and built environment character.
2. That existing housing and neighborhood character be conserved and protected in order to preserve the cultural and economic diversity of our neighborhoods;

   The proposed Urban Design Guidelines would enhance the retention and maintenance of neighborhood character by requiring that new projects be compatible with neighborhood characteristics at the site design, architecture and public realm scales.

3. That the City’s supply of affordable housing be preserved and enhanced;

   The proposed Urban Design Guidelines would not have an adverse effect on the City’s supply of affordable housing.

4. That commuter traffic not impede MUNI transit service or overburden our streets or neighborhood parking;

   The proposed Urban Design Guidelines would not result in commuter traffic impeding MUNI transit service or overburdening the streets or neighborhood parking.

5. That a diverse economic base be maintained by protecting our industrial and service sectors from displacement due to commercial office development, and that future opportunities for resident employment and ownership in these sectors be enhanced;

   The proposed Urban Design Guidelines would not cause displacement of the industrial or service sectors due to office development, and future opportunities for resident employment or ownership in these sectors would not be impaired.

6. That the City achieve the greatest possible preparedness to protect against injury and loss of life in an earthquake;

   The proposed Urban Design Guidelines would not have an adverse effect on City’s preparedness against injury and loss of life in an earthquake.

7. That the landmarks and historic buildings be preserved;

   The proposed Urban Design Guidelines would not have an adverse effect on the City’s Landmarks and historic buildings.

8. That our parks and open space and their access to sunlight and vistas be protected from development;

   The proposed Urban Design Guidelines would not have an adverse effect on the City’s parks and open space and their access to sunlight and vistas.

3. The application of the Urban Design Guidelines will support neighborhood compatibility and encourage the use of best professional design practices and standards for projects in Commercial, Mixed-Use, and Neighborhood Commercial Districts and in Residential districts for projects with
non-residential uses or residential projects with twenty-five units or more or with a frontage longer than 150’, in particular on sites where few or no design guidelines apply.

NOW THEREFORE BE IT RESOLVED that the Commission hereby APPROVES the proposed Urban Design Guidelines as described in this Resolution.

I hereby certify that the foregoing Resolution was adopted by the Commission at its meeting on MARCH 22, 2018.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:
Memo to the Planning Commission
HEARING DATE: MARCH 22, 2018

Date: March 15, 2018
Case No.: 2016-000162CWP
Project: Urban Design Guidelines
Staff Contact: Maia Small – (415) 575-9160
maia.small@sfgov.org
Recommendation: Adoption of Resolution

PURPOSE OF THIS HEARING
The Planning Commission will be presented with the proposed Urban Design Guidelines for adoption (see Exhibit A/Attachment A).

BACKGROUND
The Planning Department currently uses over thirty sets of design guideline documents that apply to specific zoning, areas, or use types across the city. While some areas have overlapping documents that apply, resulting in redundancy and potential conflicts, others have little or no guidance and rely solely on more general urban design policy articulated in the General Plan (see Attachment B). For example, the only guidelines that apply to most Neighborhood Commercial Districts are the existing Urban Design Guidelines found in the Commerce and Industry Element; these guidelines are limited to approximately one page and contain no means or visual examples. Mixed-use projects, many in newer zoning districts and downtown which have design review as a key component of approval, also have very little guidance in formal or areas-specific documents. New projects in Historic Districts must conform to compatibility requirements as required by the Secretary of Interior Standards but many of the guiding documents only address limited district-specific characteristics and leave gaps in other important aspects of neighborhood compatibility such as site design, open space coordination, and public realm design (see Attachments C). The Residential Design Guidelines (RDGs), written 15 years ago, are the most consistently-applied guidelines, and a critical document that shapes design review process in the R Districts: they identify and establish elements that contribute to neighborhood character and seek to reinforce patterns found in the existing context. The current RDGs primarily address neighborhood compatibility at the architectural and massing scale but have limited description of how very large projects should define blocks or public right-of-ways at the scale of the neighborhood. While many recent plan area design guidelines are detailed, neighborhood specific, and well-applied, these broader inconsistencies based on neighborhood commercial, mixed-use, and downtown commercial zoning commonly result in a confusing process for project applicants and a less reliable outcome in projects’ design quality and neighborhood compatibility (see Attachment D).

Design review process
Projects demonstrate conformance with design guidelines during design review. Procedurally this occurs during project entitlements per design finding requirements in Code Sections 309, 311, 312, and 329, along with a variety of other designations (Conditional Use authorizations, for example). This work is done prior to Planning Commission approval but can also follow through the application of conditions of
approval, Discretionary Review process, post-entitlement revisions, or addendum approvals. The Planning Department is also asked to confirm that projects involving public uses or public land conform to policies and design principles of the General Plan via General Plan Referrals. However, the history, complexity, and inconsistency in the way such guidelines and policies have evolved results in greater challenges for them to be specifically invoked and addressed.

NEED

In 2013, during the recent intense development phase and in the face of many competing project and public objectives, the Planning Commission requested that the Department undertake a project to provide better and more consistent design guidance for new projects, and to reduce areas where little guidance applies. In response, the Planning Department initiated a process to implement existing urban design policy through a set of guidelines that would bring more consistent guidance. Greater attention has also focused on the need to coordinate design review with preservation issues and public realm and transportation improvements to ensure that public and private projects are consistent with the goals, priorities, and policies of the Commission and the City.

FRAMEWORK

The proposed Urban Design Guidelines (UDGs) are based on existing policies, principles, and values established in the City's existing guideline documents and the various plans and elements in the General Plan (See Attachments E and F). The UDGs are an implementation document that provides more specific guidance to inform the shape of development in applicable areas. In doing so, the UDGs reinforce the collective values of the City and County of San Francisco (listed below) to ensure that buildings contribute to the overall environment. New projects should:

- Be contextual and reflect existing neighborhood architecture and urban patterns,
- Contribute high quality design to the city based on best professional standards and practices,
- Enhance neighborhood uniqueness and cultural character,
- Support an active pedestrian environment and human-scaled design, and
- Reinforce sustainability practices.

The Urban Design Guidelines do not change heights, zoning, parking or Better Street requirements. Additionally, as the UDGs do not intensify development, they do not require CEQA review. They specifically and exclusively address design qualities.

General Applicability. The Urban Design Guidelines apply to buildings in all districts outside RH-, RM-, and RTO-, M- and PDR-districts. All other guideline documents and the General Plan remain as-is and regulate new development as they do presently (see Attachment G).

Special Areas. Where the Urban Design Guidelines apply, sites in certain designated areas must also comply with Special Area Guidelines. Special Area Guidelines are neighborhood-specific guidelines adopted by the Planning Commission that have been developed to work in-concert with the Urban Design Guidelines to help projects be more intentionally responsive to unique neighborhood characteristics. In the event of a conflict, Special Area Guidelines supersede the Urban Design Guidelines. Special Area Guidelines can be developed at any time and the Department welcomes established
neighborhood groups that represent NC Districts to contact staff to begin the collaborative process. Special Area Guidelines are currently being developed for the following areas:

- North Beach
- Pacific and Polk Avenues
- Japantown
- Calle 24 - 24th Street

**Residential Districts.** In Residential Districts, the Urban Design Guidelines only apply to non-residential projects, or to projects that have either twenty-five units or more or a frontage longer than 150’ feet. The Residential Design Guidelines also apply. In the event of a conflict in such instances, the Residential Design Guidelines supersede the Urban Design Guidelines. The Urban Design Guidelines will no longer apply to residential uses in R Districts regardless of project size after the Commission adopts a revision to the Residential Design Guidelines.

**Historic Resources.** Individual resources, and sites in designated Historic Districts, must also comply with any applicable historic guidelines. In the event of a conflict, the Historic Guidelines supersede the guidelines listed above.

### DESIGN GUIDELINES APPLICABILITY MATRIX

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<tr>
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<th>Outside of RH-, RM-, RTO-, M-, and PDR- Districts</th>
<th>Areas with Special Area Design Guidelines</th>
<th>Areas with Other Existing Guidelines</th>
<th>R-District Larger Projects</th>
<th>Historic Districts</th>
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<td>IF UDGS APPLY</td>
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1 - Applicable Guidelines are those formally adopted, identified for specific areas

2 - Applies to non-residential projects, or to projects that have either twenty-five units or more or a frontage longer than 150’ feet. This provision will sunset once a revision to the Residential Design Guidelines is adopted.
The Urban Design Guidelines consist of three parts: Site Design, Architecture, and the Public Realm. Each section has at least one guideline that directly supports the overall values as defined above. Each guideline is described at the top of the page, followed by a sidebar that explains the rationale for the guideline, a range of means by which one might achieve that guideline, and illustrations that further describe its application. The range of means describes important parameters and methods by which a project can meet the guideline, but is not a prescriptive list. Projects may satisfy the guideline by applying one or all of the means or by suggesting something unique to the project that meets the intent. Images that represent examples are all San Francisco sites and express positive features that would meet the indicated guideline.

By clarifying and demonstrating the intent of existing urban design policy, the Urban Design Guidelines will enhance a clearer, coordinated, and consistent design review process including:

- Establish a well-defined mandatory review path for projects.
- Ensure applications specifically address how projects address each applicable guideline.
- Educate and train planning staff.
- Require design review findings in Planning Commission case reports.
- Provide a common language for all participants in the development of sites including the Planning Commission, Planning Staff, neighborhood groups, members of the public, project applicants and their design teams.

**PROCESS OF DEVELOPMENT**

The Planning Department began the Urban Design Guidelines project by fully examining the many sets of guidelines that cover plan or specific areas, specific zoning, and use types as well as the Urban Design Element and the General Plan. This analysis resulted in a large matrix that highlighted and defined the elements and characteristics that existing policy and guidelines cover. Planning Staff crafted an initial approach that covered these issues and began communicating with a working group of local neighborhood groups, architects, developers, outside experts, and agency representatives to assess the format and direction, and then returning to the Planning Commission for an informational to receive feedback and initiate a larger public process and dialog.

**OUTREACH**

Planning Department staff met with over twenty neighborhood organizations to both engage and workshop the forming draft of the Urban Design Guidelines from Spring 2016 through Spring 2018. These meetings included both presentations at existing community meetings as well as six workshops to enhance the process and content of the proposed guidelines. Planning Staff also made numerous requests to the public for San Francisco examples that would best demonstrate ways to meet the guidelines. All draft and meeting commentary requesting changes were documented during this two-year process (see Attachment H). This robust outreach process resulted in many revisions and enhancements to the Urban Design Guideline document and applicability including:

- Reinforcement that all guidelines come from existing policy.
- Clarification that all other guidelines stay in place.
- Confirmation that given multiple documents that might apply to one site and guidelines might conflict, more specific guidelines will always supersede more general ones.
• Reduction of the UDGs applicability in the R Districts from a general applicability to applicability only for non-residential projects or projects that have either twenty-five units or more or a frontage longer than 150' feet. The applicability to residential uses will sunset when revisions to the Residential Design Guidelines are adopted by the Planning Commission.
• Elimination of the originally proposed guideline waiver.
• Significant replacement of proposed imagery and greater inclusion of examples that support Neighborhood Commercial areas. NC areas are also graphically highlighted in the document.
• Creation of the Special Area Guidelines to support the unique characteristic and qualities of Neighborhood Commercial Districts.

FUTURE
To form a holistic process for design guidance for the city while firmly establishing that unique parts of the city require more specific direction, the Planning Department recommends the following future efforts to maintain this diversity of city fabric and conformance with design policy and best practices:
• Completion of the four Special Area Guidelines currently in progress
• Outreach to the NC Districts to inform neighborhood groups of the Special Area Guidelines
• Begin the Residential Design Guidelines outreach and revision process
• Completion and adoption of the Historic Design Guidelines
• Annual reporting to the Commission on the Urban Design Guidelines
• Collection of imagery and examples that demonstrate guideline means for inclusion and periodic UDGs updating.

REQUIRED COMMISSION ACTION

RECOMMENDATION: Adoption of Resolution

Attachments:
Attachment A - Urban Design Guidelines - adoption version
Attachment B - Map showing Existing Guideline Documents and Urban Design Guidelines Applicability
Attachment C - Map of Historic Districts and Urban Design Guidelines Applicability
Attachment E - Matrix of Guideline Origin from General Plan
Attachment F - Matrix of Guideline Origin from Existing Guideline Documents
Attachment G - Map showing Urban Design Guidelines Applicability
Attachment H - Matrix of all Public Comments and Department Responses
Attachment I - Matrix of all Urban Design Advisory Group Comments (on 2016 Research Draft) and Department Responses
Urban Design Guidelines

Exhibit / Attachment A

Urban Design Guidelines
Adoption Version
San Francisco Planning Department
1650 Mission Street Suite 400
San Francisco, CA 94103-3114
www.sfplanning.org

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March 22, 2018

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S5 Create a Defined and Active Streetwall
S6 Organize Uses to Complement the Public Environment
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S8 Respect and Exhibit Natural Systems and Features

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A2 Modulate Buildings Vertically and Horizontally
A3 Harmonize Building Designs with Neighboring Scale and Materials
A4 Design Buildings from Multiple Vantage Points
A5 Shape the Roofs of Buildings
A6 Render Building Facades with Texture and Depth
A7 Coordinate Building Elements
A8 Design Active Building Fronts
A9 Employ Sustainable Principles and Practices in Building Design

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P2 Locate and Design Open Spaces to Maximize Physical Comfort and Visual Access
P3 Express Neighborhood Character in Open Space Designs
P4 Support Public Transportation and Bicycling
P5 Design Sidewalks to Enhance the Pedestrian Experience
P6 Program Public Open Spaces to Encourage Social Activity, Play, and Rest
P7 Integrate Sustainable Practices into the Landscape
Built Environment Values for the City of San Francisco

Being a Good Neighbor

Good urban design is characterized by the thoughtful orchestration of buildings, landscape, open space, and streets. Such compositions result from fundamental principles that apply universally, as well as a deep understanding and response to site-specific conditions. San Francisco’s architecture spans various eras and architectural styles, but its urban fabric maintains a high degree of continuity and consistency within the variety of buildings. The Urban Design Guidelines establish that new buildings have the responsibility to sensitively respond to their context and existing patterns of development while being of their moment.

San Francisco’s urban design policy supports contextual sensitivity for two primary reasons: the first is that site-responsive design enhances our connection to our environment by maintaining a sense of orientation and familiarity. The second is that buildings that unduly distinguish themselves in form, materials, or character compete for attention with the larger urban fabric or buildings of greater public significance.

This expression of context occurs at three scales:

• **Site design**, where massing, open space, and site organization patterns respond to these values;
• **Architecture**, where design organization reflects adjacent volumes, proportions, and facade rhythms; and lastly,
• **Details**, where context informs the appropriate use of particular materials, tones, detailing, and placement of elements.

While projects should address all three scales, a context-specific response is not a prescription and each project should be evaluated on balance. The guidelines are especially important to help large projects with significant frontages contribute to fine-grained neighborhoods and new projects avoid creating substantial contrasts in scale or expression with existing neighborhoods. Over time, appropriate design will result in thoughtful layers that both uphold San Francisco’s unique neighborhoods and support their evolution.

Designing Sustainably

With the inclusion of sustainable design principles and practices, dense urban development is inherently environmentally-friendly. Concentrating people near shared infrastructure reduces environmental burdens and conserves natural areas for habitat, recreation, and undisturbed ecological function. Walkable and transit-friendly development reduces energy use, improves air quality, and enhances the health of individuals.

Preservation is a key piece of sustainable development. As the city grows, retaining significant and irreplaceable buildings or fabric may be as much a measure of achievement as building the new. Not only is it resource conserving, it retains, refreshes, and infuses the future with the city’s historical values, culture, and identity.

Supporting Human Needs

People interact with the built environment from their homes and workplaces, neighborhood streets, and public open spaces. Urban form that considers the quality and functionality of the building fabric, streets, and open spaces contributes to the livability of San Francisco. Buildings and building features that are scaled for human interaction such as steps, doors, windows, and seating contribute to physical and psychological well-being. Buildings that enhance the connection between the inner life of buildings and the outer public realm also help engage people to the larger sense of activity and spirit of the place. All of these goals support an experience of urban life in which people are the measure.

Endeavor. San Francisco is a global hub for invention, creativity, and economic vibrancy supported by density, diversity, and places for people to interact. This healthy economy depends on promoting and balancing a diverse range of options for housing, work, and recreation as well as physical and cultural infrastructure.

A beautiful, diverse, and sustainable city encourages thriving neighborhood commercial districts, healthy housing development, and the growth of educational and cultural institutions. Enhancing the quality of the pedestrian experience and transportation supports employment and quality of life, and encourages people to shop locally, which in turn supports small businesses and local jobs.

Though better design need not cost more, a well designed building with high quality construction ensures longer term value and promotes a higher
quality of life for the occupants and public alike. Higher quality construction along with integrated sustainable design ensures that buildings will endure and perform better over the life of the project, reducing operating costs and environmental impacts.

**Culture and Social Well-being.** The vibrancy that defines San Francisco—its diversity, rich culture and social history, along with its dynamic political life—is supported by buildings and spaces that foster robust urban social life. Fundamentally, the built environment is a physical manifestation of a city’s cultural values and experiences layered over time. New projects should provide thoughtful and accessible places and buildings that express their neighborhood culture and identity.

**Quality of Life.** There are many reasons people live in and love San Francisco—its unique and beautiful physical setting, mild climate, proximity to nature and open space. Along with promoting a safe and healthy environment, new development should support the individual experience, including senses of human-scale, beauty, and well-being. Human comfort is experienced spatially and visually through scale, enclosure, proportion, visual richness and compositional clarity. While we expect cities to feel dense, they can also remain familiar at the human-scale.

New development should contribute to an individual’s connection to place. Some people find delight in cities because of the achievement and physical beauty found in the spaces and buildings, while others enjoy a sense of community. The Guidelines are intended to promote the quality of individual buildings, and to enhance the experience of the city as a whole.

**Guideline Origin**

The Urban Design Guidelines are based on existing policies, principles, and values established in the Urban Design Element of the San Francisco General Plan. The Guidelines elaborate on those policies and other adopted policies and plans with more specific guidance to inform the shape of development in applicable areas. In doing so, the Guidelines reinforce the collective values of the City and County of San Francisco to ensure that buildings contribute to the overall environment in a manner that both sustains and delights. A detailed analysis of the correlation between specific guidelines and all existing city policy has been developed as a companion document and is available from the Planning Department.

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**Guidelines Organized by Values**

- **Establish relationships and logics**
  - S1 Recognize and Respond to Urban Patterns
  - A1 Express a Clear Organizing Architectural Idea
  - P1 Design Public Open Spaces to Connect with and Complement the Streetscape

- **Respond to context**
  - S2 Harmonize Relationships between Buildings, Streets, and Open Spaces
  - A2 Modulate Buildings Vertically and Horizontally
  - P2 Locate and Design Open Spaces to Maximize Physical Comfort and Visual Access

- **Enhance unique neighborhoods**
  - S3 Recognize and Enhance Unique Conditions
  - A3 Harmonize Building Designs with Neighboring Scale and Materials
  - P3 Express Neighborhood Character in Open Space Designs

- **Engage larger viewpoints and systems**
  - S4 Create, Protect, and Support View Corridors
  - A4 Design Buildings from Multiple Vantage Points
  - A5 Shape the Roofs of Buildings
  - P4 Support Public Transportation and Bicycling

- **Design the building interface with the public realm**
  - S5 Create a Defined and Active Streetwall
  - A6 Render Building Facades with Texture and Depth
  - A7 Coordinate Building Elements
  - P5 Design sidewalks to Enhance the Pedestrian Experience

- **Use program to support the urban experience**
  - S6 Organize Uses to Complement the Public Environment
  - A8 Design Active Building Fronts
  - P6 Program Public Open Spaces to Encourage Social Activity, Play, and Rest

- **Support sustainability**
  - S7 Respect and Exhibit Natural Systems and Features
  - S8 Integrate Common Open Space and Landscape with Architecture
  - A9 Employ Sustainable Principles and Practices in Building Design
  - P7 Integrate Sustainable Practices into the Landscape
Application of the Guidelines

Applicability

Good neighbors make great neighborhoods and great neighborhoods make a beloved city. Design review ensures that new development will appropriately contribute to fostering vibrant, healthy, livable urban places that express and advance San Francisco’s unique cultures and qualities.

The Urban Design Guidelines establish a set of goals, values, and qualities by which projects are evaluated in design review. They outline clear expectations that projects must demonstrate to be successfully entitled.

Application of and compliance with the Urban Design Guidelines is mandatory in the permit review process. Note that other guidelines may also apply depending on the zoning, location, building type, and scale of the project. In such cases where multiple sets of guidelines apply, the respective guidelines are viewed as “layers”, where the most specific guidelines – in the unlikely event of a conflict - would take precedence.

General Applicability. The Urban Design Guidelines apply to buildings in all districts outside RH-, RM-, and RTO-, M- and PDR-districts.

Special Areas. Where the Urban Design Guidelines apply, sites in certain designated areas must also comply with Special Area Guidelines. Special Area Guidelines are neighborhood-specific guidelines adopted by the Planning Commission that have been developed to work in-concert with the Urban Design Guidelines to help projects be more intentionally responsive to unique neighborhood characteristics. In the event of a conflict, Special Area Guidelines supersede the Urban Design Guidelines.

Residential Districts. In Residential Districts, the Urban Design Guidelines only apply to non-residential projects, or to projects that have either twenty-five units or more or a frontage longer than 150’ feet. The Residential Design Guidelines also apply. In the event of a conflict in such instances, the Residential Design Guidelines supersede the Urban Design Guidelines.

Historic Resources. Individual resources, and sites in designated Historic Districts, must also comply with any applicable historic guidelines. In the event of a conflict, the Historic Guidelines supersede the guidelines listed above.

Design Review

Design Review is an integral step in the permitting and entitlement process. The Urban Design Advisory Team (UDAT) is an internal Planning Department staff team that reviews new construction based on the Urban Design Guidelines and other relevant design guidelines, the Planning Code, and the policies in the General Plan.

Design Review typically occurs in two stages: Preliminary Project Assessment (PPA) stage, and entitlement submission stage. The intent of initial Design Review stage is to identify and respond to basic design issues early that may affect the approval process.

The second stage of Design Review occurs before entitlement action and encompasses a more detailed review of the project’s design. In this second stage, UDAT review focuses on all the components that relate to the overall policies of the Department, and the relationship of context and urban design principles. The scope of UDAT review includes massing, scale, articulation, materials, composition of open space, relation of the new building to existing buildings and street pattern, and location of functions especially as they relate to the public realm and aesthetics.

Order of Guideline Precedence

- Historic Resources / District Guidelines
- Any Other Applicable Design Guidelines
- Special Area Guidelines
- Urban Design Guidelines

Including the RDGs for Residential Districts

Each participating Neighborhood Commercial District
UDAT is comprised of staff planners with expertise in architecture, landscape architecture, historic preservation, and urban design. Design Review comments are communicated through the case planner and may involve subsequent review as the project evolves. Design findings are included in the planners’ case reports. The Planning Commission, in turn, will accept or enhance those findings as projects note their final review motions. In addition to graphic renditions of a project, sponsors should provide a narrative that articulates how their project’s design complies with the Urban Design Guidelines.

Demonstrated adherence to these guidelines will speed the entitlement process. These guidelines attempt to address the range of urban design considerations, and most, but not necessarily all, will apply to every building.

**Guideline Structure**

Where they apply, the Urban Design Guidelines promote a thoughtful approach to city building based on well-established patterns of building and habitation. They establish a baseline for appropriate design response, but are not intended to be a proxy for superior design.

Each guideline is described at the top of the page, followed by a sidebar that explains the rationale for the guideline, a range of means by which one might achieve that guideline, and illustrations that further describe its application. The range of means describes important parameters and methods by which a project can meet the guideline, but is not a prescriptive list. Projects may satisfy the guideline by applying one or all of the means or by suggesting something unique to the project that meets the intent. Each project will be evaluated on balance.

The illustrations are existing built examples in San Francisco that exemplify the means for the guideline indicated but are not necessarily exemplary of every guideline in the Urban Design Guidelines. Neighborhood commercial examples are highlighted to show the unique expression of those contexts. Note that photos with an \( R \) designation indicate that, while the example clarifies the means or intent of the indicated guideline, the Department recognizes that the specific site depicted is in a residential district in which the guidelines would not apply.
**Glossary**

**Adjacent**
Near, close, or contiguous.

**Articulation**
The act of giving expression. In architecture, it is the definition of the formal elements of architectural design. Through degrees of articulation, each part is united with the whole in such a way that the joined parts are put together. The articulation of a building reveals how the parts fit into the whole by emphasizing each part separately.

**Appropriate**
Fitting or suitable to a particular situation, location, or setting.

**Cadence**
The flow or rhythm of events, especially the pattern in which something is experienced. This is a common design metaphor for how a series of elements (building detail or urban scale) can express a legible and harmonious rhythm that defines itself as a set. (See: variation)

**Character**
Prevailing existing architectural elements, including building mass, scale, and era they were built.

**Comfort**
To ease the trouble of. This document uses the word comfort to describe the physical ease—temperature, wind pressure, glare, safety, air quality—of the human body in an outdoor place.

**Compatible**
Able to exist or occur together without conflict.

**Complement**
Something that goes well with something. This document uses this term to express how elements can be adjacent and agreeable in scale, proportion, composition, and type but not identical in style or manner.

**Context**
Setting. The interrelated conditions in which something exists or occurs. Context in urban design parlance typically refers to the physical and cultural environment around a specific site or how a proposed building may be described within its surroundings.

When reviewing a project for contextual compatibility, the Department considers a site’s context to include buildings and open spaces immediately adjacent to the subject site, the entire block face on which it sits, the facing block from the site, and the overall block pattern ranging in all directions by two or more blocks. The Department also considers the character of special or unique nearby structures, access to or frontage onto civic places and streets, and important nearby public environments such as neighborhood commercial districts.

**Districts**
Relatively large sections of the city distinguished by some identity or character. (From Kevin Lynch, *Image of the City*)

**Edges**
Perceived boundaries such as walls, buildings, and shorelines. (From Kevin Lynch, *Image of the City*).

**Fenestration**
The arrangement of windows and doors on the elevations of a building. Fenestration is often examined as a pattern.

**Glazing**
Glass windows, doors, and walls.

**Harmonize**
To be combined or go together in a pleasing way. Like complement, this document uses this term to describe how elements can visually fit together, or make meaningful relationships without being identical or duplicative.

**Historicism**
Reference or influence of patterns or approaches of the past. False or cursory historicism is often used to suggest an unwarranted or excessive regard of the importance of past styles.

**Human-Scale**
The set of physical qualities and quantities of information characterizing the human body, its motor, sensory, or mental capabilities, and human social institutions. This document uses human-scale to set or describe the size of and relationships between elements.

**Inflection**
A bend or angle. In urban design, a point of inflection is where a consistent block or street pattern changes often where two streets come together at an unusual angle.

**Landmarks**
Readily identifiable objects which serve as
external reference points. (From Kevin Lynch, Image of the City.)

Mass
A quantity or aggregate of matter usually of considerable size. V. The act of creating an amount of matter. In architecture, mass is used to describe the three-dimensional volume or shape of a building or part of a building or the act of creating it.

Mid-block open space
Public or private site area, often including multiple lots, left as open space in the center of city blocks. This is typically created by an ensemble of many lots that follow a similar pattern. For example, consistent application and compliance with rear yard requirements.

Modulation
A volumetric regulating according to measure or proportion. A three-dimensional modelling and definition of form that repeats, and supports the overall design. Recesses, projections, or other changes in facade planes, along with windows, materials, patterns and colors, and other similarly scaled elements can be used modulate.

Parti
The chief organizing thought or decision behind an architect’s design presented in the form of a basic diagram and/or a simple statement. A parti often explains a building’s form, circulation, program, or overall site strategy.

Program
An architectural program or brief is a statement of a client’s requirements. A program typically includes a list of uses, adjacencies, and circulation issues of the project.

Proportion
The relationships of the various objects and spaces that make up a structure to one another and to the whole. These relationships are often governed by multiples of a standard unit of length known as a “module”.

POPOS
Privately-owned public open space. Shared open spaces that are owned and managed by private entities but available for public use.

Reflect
To give back or exhibit as an image, likeness, or outline. This document uses “reflect” to describe how new elements may seem of the same family or extend a series of similar older elements. It is not intended to imply a mirror-like copy.

Relate
Indicate its connections with (something else). For the purposes of this document, one element relates to another if it expresses aspects of the other’s geometry, form, circulation, detailing, materiality, or use.

Scale
A proportionate size, extent, or degree, usually judged in relation to some standard point of reference.

Sidewalk
An elevated paved path for pedestrians at the side of a road and often between the roadway and a building. For the purposes of this document, sidewalks do not include private property or vehicular travel lanes.

Solid / Void ratio
A comparison between the amount of openings or windows to the amount of wall on a facade. A facade may have different kinds or numbers of openings than another but its solid/void ratio could be the same.

Streetwall
Combined facades of buildings generally built to the property line facing a street or open space. A clear streetwall helps define “the urban room” or the public realm. A consistent streetwall that is visually interesting and active ground floor uses promotes pedestrian activity.

Variation
A change or difference in condition, amount, or level, typically with certain limits. In design, variation describes how adjacent elements can contain different attributes with enough similarity to be recognizable as related. A pattern of variation generally requires the repetition of three or more elements. (See: cadence)

Volume
A three dimensional measure of space that comprises a length, a width and a height. In architecture, a volume can describe a three-dimensional portion of a building or shaped element.
The American dream starts with the neighborhoods.

Harvey Milk
S1 Recognize and Respond to Urban Patterns
S2 Harmonize Relationships between Buildings, Streets, and Open Spaces
S3 Recognize and Enhance Unique Conditions
S4 Create, Protect, and Support View Corridors
S5 Create a Defined and Active Streetwall
S6 Organize Uses to Complement the Public Environment
S7 Integrate Common Open Space and Landscape with Architecture
S8 Respect and Exhibit Natural Systems and Features
Site Design

The combination of San Francisco’s built elements and topography give it a unique identity among cities and its individual neighborhoods reveal its many cultures. The guidelines in this section guide the form, massing, and placement of development as it arrives in an evolving city.

Site design determines the massing of buildings and their relationship to topography, open space and the overall city fabric. Each building plays a role in the block, set of blocks, and street environment and should support the larger existing patterns of open space, circulation, uses, access to sunlight, and pedestrian experience. Three key patterns repeat in this section’s guidelines: enhancing mid-block open space, defining the streetwall, and shaping buildings based on adjacent street types.

Every increment of construction must be made in a way as to heal the city.

Christopher Alexander
San Francisco itself is art: every block is a short story, every hill a novel, every home a poem, every dweller within immortal.

William Saroyan
Urban patterns are the streets, blocks, lots, buildings, and open spaces which, when taken together, give a cohesive structure to the city. Many of San Francisco’s blocks are divided by a variety of smaller alleys, open spaces, and stair walks which promote walkability and modulate the scale of buildings. Sites that reinforce and continue existing urban patterns enrich and support these familiar qualities of the city.

- Design sites to improve or augment existing land use, open space, and building patterns.
- Design sites to help connect and define edges, landmarks, paths or districts.
- Extend and enhance the fabric of streets, alleys, sidewalks, paths, stairwalks, and open spaces to create walkable neighborhoods typical of San Francisco.
- Reduce the scale of blocks wherever possible by providing new streets, mid-block alleys, pedestrian paths, courtyards, and plazas that connect with other streets and public or common open spaces.
Streetwalls may not only define the line of the block, but the edge of a boulevard, district, or neighborhood. Civic buildings can act as markers of public space, gateways, or centerpieces in a neighborhood. Design projects to orient to key neighborhood elements as well as the street environment.
S2 HARMONIZE RELATIONSHIPS BETWEEN BUILDINGS, STREETS, AND OPEN SPACES

A building that relates to city fabric, to its immediate context, and adjacent human activity helps unify neighborhood experience and character. The relationship between areas of low, fine-scaled buildings and areas of high, large-scaled buildings can be more harmonious if the transition in building height and mass between such areas is managed in an intentional and sensitive manner.

» Develop site and building design to establish, respect, or enhance the mid-block open space and minimize their impacts to privacy and access to light. Different configurations for rear yards may be acceptable due site conditions.

» Relate building scale and massing to the size and scale of existing buildings. Consider setbacks and side terracing to reduce light and air impacts on adjacent buildings and provide more interesting side facades, or to transition to smaller-scaled residential neighborhoods.

» Reflect the existing patterns of side spacing and side setbacks.

» Sculpt building massing vertically and/or horizontally to a scale compatible to its context.

» Provide matching lightwells to augment livability and access to light and air.

» As groups of buildings create their own topography, shape new buildings to respond to, reconcile, or moderate differences between existing ones.

» Modify tall buildings to minimize wind impacts at the street level.

» Mass buildings to minimize shadow impacts on residential areas, lower buildings, parks, and open space.

» Use street widths to help establish the general massing, scale, and proportions of the building.

» Shape the height and bulk of towers with respect to views from important vantage points around the city.

» Place, orient, and shape open space to support adjacent existing open space conditions.

Modify the shape and spaces to support existing ones. By modifying typical rear yards, corner sites can better support streetwalls and mid-block open space.

Building massing should respect larger patterns in the urban fabric.

Modify site and building design to establish, respect, or enhance the mid-block open space and minimize their impacts to privacy and access to light. Different configurations for rear yards may be acceptable due site conditions.

Relate building scale and massing to the size and scale of existing buildings. Consider setbacks and side terracing to reduce light and air impacts on adjacent buildings and provide more interesting side facades, or to transition to smaller-scaled residential neighborhoods.

Reflect the existing patterns of side spacing and side setbacks.

Sculpt building massing vertically and/or horizontally to a scale compatible to its context.

Provide matching lightwells to augment livability and access to light and air.

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Use street widths to help establish the general massing, scale, and proportions of the building.

Shape the height and bulk of towers with respect to views from important vantage points around the city.

Place, orient, and shape open space to support adjacent existing open space conditions.
Place and shape front, side, and rear facades to support the overall urban design of the block.

New projects should reflect the scale of existing street frontages.

Massing should reflect similar dimensions to street widths and surrounding buildings.

Individual buildings can sculpt massing to respond to both a taller streetwall and a lower one.
The multiple grids of the City roll over its hills, creating transitions, interruptions, and irregularities in its geometry and lot patterns.

Projects can use terminated vistas, curves, and grid offsets to define local places, offering spatial variety and orientation.

Sites that respond to and celebrate these variations create unique places that support civic identity.

- Site and shape buildings to express unexpected adjacencies, ending points, crossings, and convergences that honor unique histories and places.
- Seize design opportunities to celebrate and reinforce irregularities, alignments, and juxtapositions of the urban fabric as points of identity.
- Design responses may create multiple important facades, frame a facade by a perpendicular street, or use angular site geometry to influence form.
- Consider celebrating corner buildings with traditional or reinterpreted treatments such as towers, belvederes, cupolas, awnings, marquees, gables, art and prominent entries.
- Use an inflection to create open space and integrate the landscape with the building.
- Designate a public space with an inflection that is shaped either by unique responses to buildings or street locations.

Develop unique design responses to atypical street patterns.

Corners can have special treatments.
ILLUSTRATIVE EXAMPLES

Building massing can articulate a unique change in neighborhood scale and orientation.

Built geometry can highlight important crossings without directly aligning with them.

Inflections in architecture can note important street crossings, transit access, or civic places.

Inflection points can shape special open spaces.
CREATE, PROTECT, AND SUPPORT VIEW CORRIDORS

While views from private property are not protected in city regulations, the General Plan does protect specific view corridors from the public realm.

Seeing the city’s hilltops, open areas, and surrounding water help people orient themselves in the city and beyond.

» Design sites, buildings massing, pathways, and the approach to sites, to respect existing view corridors as defined by the General Plan and create new viewpoints from public streets and spaces where feasible.

» Consider providing views to above or alongside physical elements and not just to vistas below.

» Step back or shape street walls to organize or frame long-range views.

» Exhibit skyline or bay vistas from publicly-accessible roof areas. Such view may change over time.

» Consider using bay windows, familiar San Francisco architectural features, as they not only offer views down street corridors to residents, but frame similar views for pedestrians.

Design roof gardens and POPOS to offer vistas.

Public buildings can establish special visual connections. Such views may change over time.

Building orientation and uses can take advantage of views from the public realm.
Organize buildings to shape long-range vistas where feasible.

Vistas may be above sites as well as below.

Sculpted streetwalls help define view corridors.
CREATE A DEFINED AND ACTIVE STREETWALL

Streetwalls help define public space, city identity, and promote interesting pedestrian spaces. The scale and design of building fronts at the street can support an active, engaging, and pedestrian-oriented street life.

» Positively reinforce the shape of the street or public space with the building; design the building to define the street and frame views.

» Design all public building frontages to allow active and direct engagement with the street to support pedestrian-oriented activity. Consider the width of the sidewalk in establishing the articulation of the streetwall.

» Provide a side setback or inset doorway if the context presents a consistent pattern of them.

» Absolute consistency in streetwall presences is not always necessary. In some settings, designing a street front with a variety of forecourts, setbacks, loggias, and recesses that act as a lively counterpoint to a streetwall may be appropriate, but not to such an extent that the overall sense of urban room enclosure is eroded.

» Where a project offers a forecourt or front setback, design it as an inviting spatial transitional element between the building wall and the street environment.

» Avoid dark, cavernous spaces when designing recesses and setbacks to create a safe and inviting environment.

» Consider sun and sky access in the design of street walls as appropriate to the use and character of the neighborhood.

» Relate setbacks to the established pattern of planes. Create a well-defined rhythm with architectural components.

» Shape upper floors of buildings to reinforce strong or predominant streetwall heights.

Mid-rise districts may present variable streetwall heights but should relate to each other in expression to help define the public realm and experience.
In downtown, streetwalls should both relate to the pedestrian realm and express district density.

Larger projects can continue a smaller existing pattern of streetwall scale.

Neighborhood commercial streetwalls should be present at the sidewalk.

The ground level of the streetwall should be active and permeable.
Sites should organize new uses to support neighboring ones to help catalyze or even initiate larger block activity.

As all streets—even alleys—include public space, design projects with inviting frontages on all accessible sides.

» Align mid-block passages, courtyards, and entries with existing pedestrian paths and program their frontages.

» Locate retail uses near neighborhood commercial areas and ground floor residential units near adjacent housing.

» Support adjacent institutional or civic uses with more public programming, including retail.

» Where visible loading docks or other more utilitarian built features are necessary, consider their adaptable use during off hours or for alternative purposes, for example as seating, for events, or as outdoor workspace.

» Where more than one frontage is possible, locate uses appropriate to the scale and intensity of each street or interface.

» Locate and design vehicular areas and appurtenances to enhance the pedestrian environment.

» Minimize the location, size, and number of curb cuts and locate parking access to minimize impacts on transit, bicycles, and pedestrian circulation.

» Screen at-grade parking from street view with ground floor uses such as residential, commercial, or office.

» Maximize active ground floor uses and street front quality.

» Integrate landscaping, screening, and physical barriers to lessen conflicts between pedestrians and motorists.

The public realm can be connected to active uses at grade or immediately above.

Civic entries can align with public pathways.
More utilitarian features, such as loading docks, can serve off-hour functions, such as lunchtime seating.

Organize internal uses and reconsider building openings in creative ways to connect to exterior spaces.

Locate ground floor uses in mixed-use projects to reflect and support existing uses on a block or street: retail with retail and residential with residential.
INTegrate common open space and landscape with architecture

When integrated into the built environment, common open space—such as rear yards, front setbacks, courtyards, and roof decks—enhance the quality of urban life.

A continuous landscape conceived of mutually supportive interior and exterior spaces imparts a better human experience.

» Complement the surrounding pattern of both public and private open space.
» Use open space to moderate the scale of buildings and use buildings to positively shape open space.
» Provide a gradient of private space (nearest residences) to semi-public space (in central and shared areas) to pass-through spaces (accessible to people from outside).
» Provide a sequence of spaces that transition between public and private realms.
» Offer views from open space.
» Connect building entries and circulation with pathways and access points.
» Create space that is active and protective.
» Locate and orient open space to maximize solar exposure during a useful part of the day and protection from wind.
» Provide seating or active elements to help enliven a space.
» Use trees, planting, and paving to develop defined human-scaled spaces.
» Maximize opportunities for sustainable plantings and permeable surfaces in sidewalks, roofs, courtyards, and rear yards.
» Complement building architecture with compatible landscape architecture in concept, form, and materials.

Include plantings in thresholds between inside and out.

Sculpt and detail building mass to add richness and spatial variety to frame open space.

Landscape and buildings together can frame entries.
Buildings can capture space and create active, civic environments.

Buildings can form intimate exterior spaces that relate to interior uses.

Connect building uses and circulation with exterior environments.
Respect and Exhibit Natural Systems and Features

Natural features provide contrast from the intensity of the built urban environment. Sites should support ways for residents to see and experience waterways, sand dunes, hills, cliffs and trees.

Retaining the natural environment promotes its health and our connection to it. Buildings that reflect the existing site topography and retain natural features help express city identities.

» Site, orient and sculpt buildings to reinforce and accentuate built and natural topography.

» Retain and highlight existing features, such as natural areas, rock outcroppings, waterways, and specimen trees.

» Use site design to frame visual connections to natural features such as waterways and hilltops.

» Employ environmental technologies and green infrastructure best practices to respond to the site, its surroundings, and local and regional ecological systems.

» Express a project’s sustainable operation, significance or efforts through explanation or physical/visual evidence.

» Preserve and introduce flora that provide wildlife habitat.

Encouraging a variety of elements that follow topography supports the city’s overall physical identity.

Buildings reinforce the natural topography by stepping up a hill.
Design can enhance the experience of natural elements including weather.

Orient interior uses to open into southern-exposed spaces.

Shape landscape and building form to express natural features and textures.

Building mass can frame special natural elements.

Reinforce existing topography and lot widths with building form.
Boldness has genius, power and magic in it

Johann Goethe
A1  Express a Clear Organizing Architectural Idea
A2  Modulate Buildings Vertically and Horizontally
A3  Harmonize Building Designs with Neighboring Scale and Materials
A4  Design Buildings from Multiple Vantage Points
A5  Shape the Roofs of Buildings
A6  Render Building Facades with Texture and Depth
A7  Coordinate Building Elements
A8  Design Active Building Fronts
A9  Employ Sustainable Principles and Practices in Building Design
Architecture

San Francisco has compelling architecture, not just because of individual buildings, but because they work together to form larger rhythms of urban fabric in a distinctive landscape. As cities change over time, the challenge is to allow this fabric to evolve so that contemporary expressions of architecture, culture, creativity, materials, and construction methods fold into historic ones without dramatic disruption. Great cities encourage this evolution and great buildings accept that they enter a place where they can both respectfully join their neighbors and express the values, technologies, and design sensibilities of their time.

Older buildings characterize city neighborhoods by contributing a richness of character, texture, and human scale—all established goals within the City's built environment values. New projects should reinforce or enhance the physical patterns of neighborhoods to support these goals and are encouraged to do so with their own voice. In areas with a defined visual character, new buildings may have a higher obligation to be compatible with the physical attributes and features of surrounding buildings.

These guidelines are not intended to restrict a project's specific architectural system or materials, but to support contemporary expressions in which local patterns can be respectfully evoked.

Rather than necessarily replicating historic treatments, shapes, and styles, new buildings are encouraged to respond to their context through their massing, siting, scale, proportions, facade design, material choice, and roof form. In addition to architectural elements, projects can also support neighboring context by extending or complementing use or programming, connecting to public space, supporting circulation patterns or spatial connections, or reflecting cultural influences within the neighborhood.

Through these types of responses, the City's environments can achieve a balance of variation with consistency and unexpected with familiarity.

In architecture it isn’t enough to just have the right building that works well. It can also be beautiful. It can also be different. It can create surprise. And surprise is the main thing in a work of art.

Oscar Niemeyer
A city is not measured by its length and width, but by the broadness of its vision and height of its dreams

Herb Caen
Whether originating in cultural meaning, pragmatic strategy, artistic vision, or neighborhood context, good architecture comes from design intention. Architecture that starts with a clear organizing idea, or parti, is more likely to convey meaning and withstand the whims of style. Buildings in an urban setting should respond to context and maintain their own compositional rigor and coherence.

- Make architectural concepts clear, compelling, and compatible with a site’s context.
- Make architecture consistent to its own rules and logic.
- Develop details and select materials that are consistent with the overall architectural strategy and neighborhood compatibility.
- Express a spatial sequence or experience, material system, structural organization, hierarchy, or relationship to site or context through a parti.
- Provide a cohesive expression or composition of neighborhood compatible components.

Materials can support concepts at both volumetric and fine-grained levels.

Clear and coherent formal concepts can elevate utilitarian projects.

Reinterpretations of traditional elements can generate a clear organizing strategy.
Organizing concepts (or parts) can link context, program, and environmental functions, among other elements.

Concepts can structure the relationship between new and historic structures and highlight their best features.

Neighborhood patterns can help establish a cohesive system of architectural components.
San Francisco is predominantly a city of narrow lots with vertically-oriented facades composed of bays and recesses. In many cases buildings are horizontally composed of strongly defined and differentiated bases, bodies, and tops.

Buildings that relate to the city fabric and the human activity within them help unify the existing neighborhood experience and character.

Structure can help establish a vertical or horizontal building rhythm.

Traditional elements provide horizontal and vertical modulation. Consider meaningful adaptations for contemporary projects to address the same scale or rhythm of familiar inflections.

MODULATE BUILDINGS VERTICALLY AND HORIZONTALLY

» Reflect neighborhood-prevailing lot widths and proportion and size of architectural elements in the scaling and ordering of the proposed building.

» Sculpt massing to harmonize with the rhythm of adjacent buildings and add a human-scale. Adjacent buildings may include an entire block face and the block face across the street in mixed-character locations.

» Provide bays and balconies where found in the prevailing pattern.

» Use the internal building program or circulation to externally express different volumetric or facade elements.

» Utilize a hierarchy of scales within the overall values established in these guidelines if there is no consistent neighborhood pattern

» Proportion the scale, the amount of transparency, and the character of entrances at the ground floor to the type of uses and street interaction.

Traditional elements provide horizontal and vertical modulation. Consider meaningful adaptations for contemporary projects to address the same scale or rhythm of familiar inflections.
Consistent building and element heights and widths can help unify a variable streetwall.

Infill projects should reflect horizontal and vertical proportions with the adjacent streetwall pattern.

Breaking down a large facade can enhance a sense of residential scale.

Larger sites can support existing neighborhood geometries, proportions, and rhythms through modulation.
A3 HARMONIZE BUILDING DESIGNS WITH NEIGHBORING SCALE AND MATERIALS

New buildings should recognize and respond to existing patterns of scale, form, materials, and proportion to create continuity within a neighborhood and enhance San Francisco’s appealing and walkable nature.

Building materials should resonate with San Francisco’s soft and diffuse light quality created by its light colored buildings and the atmospheric effects of the bay. Strong contrast draws attention and importance to a building and should be reserved for public facilities.

- Either use common neighborhood material types or contemporary material strategies that complement neighborhood material characteristics.
- Balance light and transparent materials with solid, durable materials.
- Avoid or limit the use of dark and highly reflective materials. Large amounts of glazing may appear dark and reflective, particularly on cloudy days. Towers should be predominantly light in color.
- Use high-quality and durable primary materials such as stone, steel, masonry, and concrete for all visible facades. High-grade wood may be appropriate on larger buildings in residential areas.
- Exhibit human-scaled detailing, components, and features.
- Use joints, panel patterns, and cladding attachments to reinforce a finer scale of material and expression.
- Consider the pattern of glazing, openings and material divisions on a building as a visual and three-dimensional fabric that demonstrates appropriate scale and clear ideas about the use of cladding or structural components.
- Respect neighboring fenestration patterns in the design of building facades through type, proportions, scales, and frequency.
- Employ the number and scale of planes and depths of walls found in the surrounding context to inform the planar variations in new development.

Neighborhood commercial areas typically express a strong residential character above the ground floor.

Window and doorway systems should be similar in proportion, scale, and amount to nearby structures.
Geometry relationships and use of similar materials can support compatibility in streetwalls.

Scale and texture similarities can allow differences in color or style.

Projects should both reflect context and be internally consistent.

Neighborhood commercial uses are often embedded within a residential context and should defer in character and scale.

Timeless, high-quality materials can both express different eras and harmonize a block streetwall.
DESIGN BUILDINGS TO BE SEEN FROM MULTIPLE VANTAGE POINTS

Although street fronts of urban buildings are typically primary facades, buildings should, when seen from different distances and vantage points, reveal considered yet unexpected things. In a city of undulating hills, all visible facades and roofs are design opportunities.

» Design all visible facades with similar effort and consideration as primary facades

» Design all aspects of buildings, including the roofscape, to enhance views from above and at night.

» Minimize, combine, and integrate rooftop utilities into the overall building architecture.

» Decking and green/living roofs support a more visually compelling roof landscape and reduce solar gain, air pollution, and the amount of water entering the stormwater system.

» Sculpt and articulate sidewalls that are likely to be significantly exposed.

» Architecturally screen roof top mechanical equipment.

» Sculpt towers to enhance the city skyline.

Building projections can help frame the pedestrian experience.

Upviewing is a common perspective from the sidewalk.

San Francisco hills offer overhead views of city buildings.
Tall buildings should contribute to the beauty of the skyline.

The bay window, a characteristic San Francisco feature, is often viewed from the side.

Design all sides of an exposed building envelope.
Viewed from its many hills, San Francisco is a city of roofs. The shape that building roof terminations make with the sky can positively shape the street wall, reinforce the building’s design intent, and contribute to the image of the city from a distance. Roofs may also provide amenities such as common or private open space.

Roofs should complete the composition of the building and streetwall and express their various functions.

- Sculpt roof forms to be cohesive and integral to the building’s overall form and composition. Stories that project above the predominant heights along a blockface may want to be setback and rendered more simply to allow the primary front facade to complete the streetwall.
- Design roof forms to complement the rooflines of surrounding buildings.
- Shape rooflines in response to existing topography.
- Create an intentional facade termination and avoid glass railings at the top of building facades. Roof guardrails should be set back a minimum of 5' from primary wall planes and/or lot edges.
- A termination feature need not project from other facade features, but rather it should define the building’s top. Non-projection examples include a recess, material fade, or taper. A building top may include the definition of a full story.

Use a full top floor to articulate the top of a building facade.

Crenelation has historically been employed to mesh the building edge with the sky and the built with the natural.
Detail and depth on the top story can help terminate the building.

Skyline-defining elements help establish neighborhood character.

Roofing materials can help unify variable roofscapes.

The shape and location of roofs with clear delineations can create layers of history and scale.
RENDER BUILDING FACADES WITH TEXTURE AND DEPTH

Facades composed of long expanses of homogenous surfaces create dull streetscapes that lack scale, visual interest, and character. Facades designed as three-dimensional ensembles create street walls that engage the eye and enhance the experience of the pedestrian. Manipulation of light and shadow render various scales and components of buildings more vividly.

» Avoid large expanses of undifferentiated blank surfaces. Simple changes of color or material in the same plane are rarely sufficient.

» Consider differentiating facade articulation between lower floors and upper floors.

» Evolve the specific character of relief for a building or ensemble from the overall architectural idea.

» Texture buildings by adding deep relief including punched openings in scale with adjacent facade systems.

» Compose window patterns that correspond to programmatic needs.

» Vary the heights and widths of facade features, and articulate forms with materials.

» Respond to the ornamental scale of adjacent buildings. Historic features may be reinterpreted, but should be identifiable as from their own era. Avoid cursory historicism and facade elements that mimic neighbors.

» Consider a rhythm of horizontal and vertical elements, such as bay windows, cornices, belt courses, window moldings, balconies, etc.

» Design curtain walls that modulate the facade and provide scale and three-dimensional texture.

» Consider externalizing structure to help modulate a long or tall facade.

Ornament at the tops of buildings helps to add visual interest and expression.

Form and materials can work together at different scales of detail and variability.

Add smaller, human-scaled features at the ground where they can be easily seen.
Artful ornamentation brings delight and a human-scale to facades.

Depth and detail can be invitational.

Dimensional variation can create texture in facades.
COORDINATE BUILDING ELEMENTS

Signage, lighting, canopies and other finer-grained architectural elements provide additional means of animating and harmonizing a project with its environment.

Signage and lighting, when compositionally integrated, can convey information, impart a human-scale, and enhance the public realm.

Lighting should contribute to the public realm and highlight significant features while being careful not to disrupt neighbors or dominate the night sky.

Use lighting to highlight significant building features but do not over-light buildings nor project light into the sky. Employ sustainable or "dark sky" measures to reduce illumination when not needed or visible.

Lighting or excessive rear or side glazing should not be placed in a manner that will disturb neighbors, especially in residential districts.

Design lighting to reinforce pedestrian comfort at the ground level.

Control the intensity of building and signage lighting and allow for dimming and color variation.

Orient and size signs to the pedestrian scale, and so as to not overwhelm the building facade.

Design building signs to reflect the type and sensibility of their use. Consider marquees where programmatically appropriate.

Design signs and canopies appropriately to illustrate the hierarchy of entrances and information along facades where there are many elements or uses.

Railings for stairs and upper level terraces should be either setback from the edge of the building or designed as thoughtful extensions of the architecture that terminate the structure top.

While separate from the building design, art can be placed to focus attention to aspects of the site or building orientation.

Note that the underside of balconies and soffits should also be integrated into the overall building palette.

Lighting can accentuate form and building tops.

Coordinated lighting, signage, sunshading, storefronts, and canopies enliven buildings.
Coordinated scales of retail space, architectural details, and signage contribute to the identity of neighborhoods.

Materials, lighting, modulation, and guardrails can mutually reinforce an architectural idea.

Signage can be inventively incorporated as a facade element.

Retractable canopies and moveable furnishings express more day-to-day active use and stewardship of the sidewalk.
Buildings that provide an active and transparent interface between their interior uses and the street support well-being and safety through natural surveillance. Ground floors with residential stoops, setbacks, retail, lobby entrances, and upper levels with balconies create an engaging, human-scale street experience.

» Design the base of the building to foster positive activity. Orient and integrate courts, entries, lobbies, large windows and balconies to face streets, public parks, plazas and open spaces to provide more opportunity for safety and interaction.

» Consider how the rhythm of the streetwall and level of detail at the ground floor correspond to walking speed.

» Locate main building entries on the main street. Design entrance lobbies to create a gracious transition between the street and interior – wide, high, and set back enough to clearly signal ‘entrance’. Incorporate overhead projections and landscaping. Building entrances should be celebrated and more significant than garage entrances.

» Locate mailboxes and other facilities used daily in residential building lobbies to increase their pedestrian activity.

» Provide ground floor residential dwellings with appropriate transition space between street and sidewalk per the Residential Ground Floor Design guidelines. Minimize the height and opacity of front screens, fences, railings and gates. Make defensible and useful space outside individual apartments.

» Avoid or minimize expansive blank and blind walls at the ground floor.

» Include operable windows and seating to help animate a building.

» Match the scale and openness of the ground floor to the scale and role of the street it faces. Maintain the prevailing pattern of floor to ceiling height at the ground floor retail space.

» Provide upper story balconies where appropriate to allow interface between private and public space.

» Maximize transparency of ground floor commercial facades, but avoid continuous, floor to ceiling glazing. Use or re-interpret traditional storefront elements.

» Develop and express programmatic relationships between inside and outside. Use furniture, displays, signage, and landscaping to help animate the building edge and sidewalk.

» Minimize frontages devoted to utilities, storage, services and parking access, and integrate with the overall articulation and fenestration of the facade. Where possible, locate trash rooms below grade, place transformers in sub-sidewalk vaults or at the interior of the site, and combine loading with vehicular access to minimize curb cuts. Enclose all utility appurtenances.

» Distinguish commercial entrances from residential entrances through integrated signage, changes in materials and colors, or by elevating the residential entry.

» Avoid long frontages without active entries. Widths between entrances should fit a common neighborhood pattern.
Storefront elements bring human-scaled features to the street.

Furnishings and openings can connect interior and exterior uses.

Balconies can help upper stories connect to the public realm.

Building entrances can activate the public realm.
Thoughtful building design practices can reduce the negative impact of construction on the environment. By choosing building materials and systems that help conserve resources and reduce carbon emissions, new projects can better support the health of natural systems.

See the San Francisco Better Roofs Ordinance.

Select recycled or renewable materials or structures when possible.

Provide easy access to bicycle parking to encourage their use.

Built surfaces can foster habitat-supportive vegetation.

A9 EMPLOY SUSTAINABLE PRINCIPLES AND PRACTICES IN BUILDING DESIGN

» Use building materials that are made of recycled or renewable resources and/or from local sources.

» Employ passive solar design in facade configurations, treatments, and materials.

» Design wall and roof fenestration to enhance natural lighting without negatively impacting interior comfort.

» Create daylit living and working environments to not only reduce energy use, but to connect people to the natural cycle of day and night.

» Provide natural ventilation to reduce energy use and allow access to air flow.

» Exceed energy performance requirements for the building envelope by employing supportive passive design strategies and high-performance building components.

» Create inviting circulation to reduce reliance on elevator and escalator use.

» Reuse existing structures to reduce the use of natural resources.

» Provide systems that reduce water use.

» Design roofs and/or walls to generate renewable energy.

» Design roofs and/or walls to provide habitat-supportive vegetation.
Inviting stairs encourages walking rather than taking the elevator.

Use unprogrammed surfaces for energy generation or water collection.

Light shelves help protect interiors from heat gain while bringing daylight into interior space.

Reuse existing buildings and clerestory daylighting to reduce resource and energy use.

Create daylight working areas to encourage connection to natural cycles and reduce energy use.

Joe Flower
P1 Design Public Open Spaces to Connect with and Complement the Streetscape

P2 Locate and Design Open Spaces to Maximize Physical Comfort and Visual Access

P3 Express Neighborhood Character in Open Space Designs

P4 Support Public Transportation and Bicycling

P5 Design Sidewalks to Enhance the Pedestrian Experience

P6 Program Public Open Spaces to Encourage Social Activity, Play, and Rest

P7 Integrate Sustainable Practices into the Landscape
Public Realm

San Francisco’s public realm is a network of open spaces that consists of parks, parklets, plazas, sidewalks, streets, alleys, and privately-owned public open spaces (POPOS). The city’s landmark parks and plazas host community, political, and recreational events; its finer-grained urban spaces support more local activities; and its streetscapes nurture everyday life. Together they build and support the public experience, express the identity of individual neighborhoods, and foster the complexity of the city.

This section addresses the three primary contributions of private development to the public realm: streetscape, POPOS, and building frontages.

San Francisco is a transit-first city and its design of streetscapes should encourage walking, bicycling, and the use of public transportation. The Better Streets Plan supports pedestrian safety, sustainability, accessibility, use of public transit, and the development of beautiful places for people. The Better Streets Plan has a specific range of options, including details, types of street furniture, paving materials, and planting.

POPOS also supports pedestrians by providing access to natural light and air, activities that link people to each other, a respite from the day to day routine, and extensions of interior activities. A POPOS should be responsive to local community or neighborhood culture or recreational needs, reflective of local design character, and inviting to all. All urban open spaces should be compatible with or support habitat, natural systems, and cultural history.

Buildings adjacent to streets, alleys, sidewalks, paths, and open spaces should reinforce the fabric of vibrant and walkable neighborhoods. Street facing facades should contribute to vibrant and inviting sidewalks. Similarly, urban open spaces work best when engaged with and connected to active building frontages.

Identity is the extent to which a person can recognize a place or recall a place as being distinct from other places – as having a vivid, or unique, or at least a particular, character of its own.

Kevin Lynch
Cities have the ability of providing something for everybody, only because and only when they are created by everybody

Jane Jacobs
Publicly-accessible open spaces are most welcoming to all when they act as extensions of sidewalks.

Open spaces provide relief and rhythm to the urban experience when thoughtfully incorporated with neighboring uses.

Design and quality of open space is more important than size.

- Locate open spaces so they are physically and visually accessible from the sidewalk.
- Provide open spaces at the ground level and adjacent to the sidewalk.
- Program public space to support adjacent interior uses.
- Access to rooftop public open spaces should be evident and as welcoming as possible.
- Avoid designs that appear to privatize public open space or elements.
- Align or coordinate doorways with public pathways wherever possible.
- Locate public open space to connect to existing or planned open space networks.
- Connect interior public spaces to the sidewalk as directly and overtly as possible without security or other design elements that promote exclusivity.
- Public open space should be open during typical hours of neighborhood activity, including weekends.
- While public open space may be closed at off-hours, design security barriers to be invisible and unobtrusive when the space is open and comfortable and visually contributory when closed.
- Integrate windows, courtyards, balconies, and wind breaks adjacent to plazas and gathering spaces to provide more opportunity for human interaction and connection between inside and outside uses.
- Define larger open spaces with smaller spaces to encourage different uses or activities.

Courtyards connected at the level of the street support sidewalk activity.

Plazas surrounded by active building uses mutually support each other.
Open spaces can extend from the public sidewalk.

Courtyards can be effective public space if they are open and directly connected to the public realm.

Access to many entries, buildings, and public rights-of-way helps encourage natural pedestrian flow and safety.
LOCATE AND DESIGN OPEN SPACES TO MAXIMIZE PHYSICAL COMFORT AND VISUAL ACCESS

San Francisco’s generally mild microclimates, tempered by westerly ocean wind and fog, provide opportunities in the design of its open space.

Protection from the elements, a variety of amenities, and many access points enable and encourage people to use and enjoy an outdoor space.

Sightlines can help people be aware of their surroundings and feel at ease in public open spaces.

» Orient and design publicly accessible open space to maximize physical comfort. Consider solar orientation, exposure, shading, shadowing, noise, and wind.

» Design seating for casual gathering in both sunny and shaded locations and in both quiet and active zones where possible.

» Consider how orientation and visual connection may support an individual’s perception of personal safety.

» Consider the change in season and solar angles when designing open spaces for light, weather protection, or shade.

» Use landscape, structures, and buildings to define spaces while, at the same time, provide visual access to encourage their use and enhance safety.

» Provide different scales of space when possible.

» Consider San Francisco’s unique microclimates when developing a space’s intended program.

Locate foliage and seating to offer both shade and wind protection.

Provide appropriate lighting and sightlines for evening access.

Connect sightline from windows to open space activities.
Offer a range of seating and activity options.

Create a variety of sun, shade, and lit areas.

Use landscape and architectural components to form different scales of space.
EXPRESS NEIGHBORHOOD CHARACTER IN OPEN SPACE DESIGNS

The public realm of every neighborhood should serve and express its unique character and culture.

Open spaces should be inclusive, interactive, and accessible.

» Consider neighborhood needs in programming and arranging spaces and amenities that support distinct and neighborhood activities and events.

» Find specific qualities of open space or landscape that express the culture or history of the community.

» Provide places that support positive and spontaneous activities or events.

» Engage local residents, businesses, and cultural leaders to design and program activities and events.

» Respect neighborhood patterns of materials and public space.

» Provide dedicated spaces for children's play and separate spaces for dogs.

» Incorporate art, murals, and local artifacts as key public features, located with attention to visibility and educational opportunities.

Simple changes can mark specific places.

Parklets are temporary programmed uses of a public parking space that can express a neighborhood use.
Local initiatives create unique places and foster stewardship.

Materials and textures can both support expression and play.

Architectural elements in open space can help express neighborhood identity.
SUPPORT PUBLIC TRANSPORTATION AND BICYCLING

Locating bike parking close to building, open spaces, entrances at grade—especially when combined with amenities including bike repair or sales or other commercial activities—facilitates bike use, reduces the need for automobile parking, and augments an active street life.

Protected seating and active street life encourages transit use. For more detailed requirements and examples, see the San Francisco Better Streets Plan.

Locate bicycle parking near pedestrian entrances and access points. Provide racks in an orientation so that cargo bikes can also fit without interrupting pedestrians.

Innovative design can safely enhance the relationship between pedestrians and transit.

» Provide bike racks at access points to open spaces and buildings.

» Organize uses and connections on the ground level to support the types of travel modes that are available. Locate and orient retail and other commercial entrances towards transit options wherever possible.

» Reduce or eliminate off-street parking in transit-rich locales.

» Provide broader sidewalks, weather-protected seating, and real-time scheduling for transit users at bus stop locations.

» Minimize automobile access conflicts with pedestrians and cyclists.

» Locate bike racks near building entrances and other areas of activity to maximize visibility and convenience.

» Consider amenities for electric and room for larger-sized bicycles.
Provide bicycle parking and seating near transit stops.

Provide outdoor uses near transit stops.

Make space for bicycle sharing hubs at transit and activity rich areas of the city.
**DESIGN SIDEWALKS TO ENHANCE THE PEDESTRIAN EXPERIENCE**

A well-designed pedestrian environment increases walking, the success of the neighborhood, and overall comfort and safety.

Sidewalk design helps to connect the public realm to ground floor activities.

For more detailed requirements and examples, see the San Francisco Better Streets Plan.

- Locate exterior uses and amenities to support and connect to interior activities.
- Design the furnishing zone as a buffer between the sidewalk and roadway.
- Sidewalk elements should be scaled according to their context, including the intensity of activity, building heights, and noise.
- Coordinate building elements such as furnishings, lighting, overhangs, storefronts, and signage to create an engaging sidewalk space.
- Locate bicycle racks and seating near building entrances and open spaces.
- Minimize conflicts between pedestrians and automobiles by locating building entrances away from curb cuts.
- Align trees and other sidewalk landscape features to provide a direct and continuous path of travel.
- Size tree wells and planters to support healthy trees and increased foliage. Consider permeable paving wherever possible to reduce water flow during heavy rain.
- Integrate pedestrian lighting into the composition of architecture and open space design.

Parklets offer public space that can support sidewalk activity.

Extended sidewalks add usable public space.
Add storefront-adjacent elements where feasible.

Foliage can help create the edge of pedestrian areas.

Building frontages and buffers work together to frame sidewalk space.

Exterior seating supports interior uses.

Add storefront-adjacent elements where feasible.
Design places for people of all ages, abilities, and backgrounds to maximize use.

Furnishing open space to accommodate social, recreational, or restful activities ensures activity and engagement.

» Design spaces for specific and flexible uses. Programming and design should be considered in the context of neighborhood uses.

» Consider maintenance and stewardship in development of uses and features.

» Include spaces for programmed events and performance where appropriate.

» Use planters, ledges, and low walls to provide places for people to view, socialize, and rest.

» Consider site factors such as circulation and adjacent uses when selecting and placing temporary or permanent art.

» Provide individual and group recreational amenities to encourage physical activity, including courts or game boards. Consult with neighbors for area-specific options.

» Include seating and tables in a variety of ways for people to sit alone, in pairs, and in small or large groups.

» Place art to engage people and enhance the open space and architecture. Consider art that interprets a natural or cultural story.

» Provide play areas for a variety of ages and groups. Design landscape with opportunities for immersive experiences of nature and varied, challenging, and stimulating play elements.

» Include convenience establishments such as food, flower, or news stands and kiosks with amenities such as charging stations, water fountains, etc.

» Integrate art, lighting, paving, seating, planting, building materials, entries, and windows to provide human-scaled elements.

Playground elements can be added in smaller spaces.

Play can be inventively included in design elements in public space.

People can use spaces differently by season.
Coordinate seating, planting, and building entries to create areas for groups and individuals.

Encourage the exploration of nature or natural elements in public environments.

Recreational elements can help define space.

Flexible and stepped seating helps activate public spaces.
INTEGRATE SUSTAINABLE PRACTICES IN THE LANDSCAPE

Sustainable and habitat-friendly landscaping and other green infrastructure features can promote local biodiversity, water and energy conservation, as well as provide a unique, more natural experience for the public the urban environment.

Landscape elements along sidewalks offer shade, a rhythm or walking cadence, texture and finer-grained scale, a sense of street enclosure, and a soft buffer from traffic.

» Include materials and natural features that conserve and promote wildlife habitat and local biodiversity.

» Use trees to provide shade and buffer from wind or exposure.

» Extend or enhance existing tree planting patterns to define public space.

» Select trees species to be compatible with the local microclimate and support habitat.

» Plant trees in rows to define an edge, in groves to define a specific area, or as individuals to offer a special place to gather.

» Use native or drought resistant plantings.

» Use permeable paving and below-grade infrastructure to capture storm-water and improve the health of street trees. Trees and vegetation thrive in larger soil wells or trenches because they develop root systems more naturally and gain better access to replenishing water.

» Use front setbacks to accommodate landscaping where sidewalk space prevents landscaping or tree planting.

» Consider using recycled permeable and/or concrete paving for curbs or benches to contain new planting. Reuse site or construction materials wherever possible.

Plantings can enhance the change in season.

Provide native or drought-resistant plantings.
Sidewalk features can contribute to the enjoyment of public space as well as provide water reclamation infrastructure.

Street trees help shade buildings and reduce solar heat gain.

Support agricultural uses in open space.

Provide trees and foliage in public space, especially otherwise unused.
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<th>Public Realm frontice</th>
<th>6MintPlaza.com</th>
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<td>Public Realm Introduction</td>
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<td>P1</td>
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<td>Erica Marquez</td>
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<td>Rae Van Heirsele</td>
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## Cover

Iwan Bahn

Natoma Architects

SF Planning; Maia Small

## Contents

Application of the Guidelines

See A2

## Site Design

**Site Design Introduction**

Unknown

SF Planning; Maia Small

Matthew Millman

Google Maps

Maia Small

**S1**

SF MUNI

Malcolm Czopinski

SF Planning; Maia Small

Bruce Damonte

Craig Hudson, The Chronicle

**S2**

SF Planning; Maia Small

SF Planning; Maia Small

SF Planning; Maia Small

SF Planning; Maia Small

Google Maps

Maia Small

**S3**

Google Maps

SF Planning; Maia Small

755-757 Green

Justin Schuck/Flickr

**S4**

Guiolopez / Wikimedia Commons

Tim Farmer

SF Planning; Maia Small

**S5**

Kevin Fischer

Google Maps

Bruce Damonte

**S6**

Kendra Aronson.

Matthew Millman

**S7**

Bruce Damonte

Bruce Damonte

luvtoexplore.blogspot.com

**S8**

Andrea Cochran

Bruce Damonte

SFARMLS

Bruce Damonte

SurfaceDesign

## Architecture

**Architecture Introduction**

Land8

California Academy of Sciences

Bruce Damonte

RPBW

Creative Commons/Flickr/Thomas Hawk

SPUR

Martin Building Company

**A1**

Bruce Damonte

Bruce Damonte

Bruce Damonte

Iwan Bahn

Leddy Maytum Stacy

SF Planning; Maia Small

**A2**

Google Maps

Google Maps

skyscraperPage.com; Commandant

SF Planning

Doug Dun

**A3**

SF Planning; Maia Small

SF Planning; Maia Small

SF Planning

SF Planning; Maia Small

**A4**

SF Planning; Maia Small

SF Planning; Maia Small

SF Planning; Maia Small

SF Planning

**A5**

SF Planning; Maia Small

SF Planning; Maia Small

SF Planning; Maia Small

Bruce Damonte

**A6**

David Wakely

Bruce Damonte

**A7**

Campfire Gallery

SF Planning

Bruce Damonte

Bruce Damonte

**A8**

Bruce Damonte

Bruce Damonte

Bruce Damonte

Bruce Damonte

**A9**

Bruce Damonte

Bruce Damonte

Bruce Damonte

Bruce Damonte

## Public Realm

**Public Realm Introduction**

Paul Churcher

Paul Churcher

SF Planning; Maia Small

Ron W. on yelp.com

**P1**

Christine Ting

CMG Landscape Architecture

David Yu/Flickr

**P2**

indybay.org

calebinthecity.wordpress.com

César Rubio

**P3**

Sergio Daniel Ruiz

Castro CDB

**P4**

SF Planning

Chris Rochelle

bittenbythetravelbug.com

shenanigreat

**P5**

Jenn Chen

Damien Raffa

SF Planning

**P6**

Matthew Millman

Chris Carlsson

SF Planning; Maia Small

Dennis Anderson

**P7**
FOR MORE INFORMATION:
Call or visit the San Francisco Planning Department

Central Reception
1650 Mission Street, Suite 400
San Francisco CA 94103-2479
TEL: 415.558.6378
FAX: 415.558.6409
WEB: http://www.sfplanning.org

Planning Information Center (PIC)
1660 Mission Street, First Floor
San Francisco CA 94103-2479
TEL: 415.558.6377
Planning staff are available by phone and at the PIC counter. No appointment is necessary.
Urban Design Guidelines

UDG applicable areas
This map shows Neighborhood Commercial, Mixed-Use and Commercial Districts where the Urban Design Guidelines (UDGs) would apply. It does not include large project sites or non-residential uses in Residential District sites where the UDGs would apply along with the RDGs.

RDG applicable areas
This map includes all sites in Residential Districts where the Residential Design Guidelines (RDGs) currently apply.

Other Existing Guidelines
These mapped areas show where all existing area-specific design guidelines apply.
Urban Design Guidelines

This map shows National Register, California Register, Article 10, and Article 11 Districts.

Attachment C
Urban Design Guidelines and Historic Districts Map

UDG applicable areas
This map shows Neighborhood Commercial, Mixed-Use and Commercial Districts where the Urban Design Guidelines (UDGs) would apply. It does not include large project sites or non-residential uses in Residential District sites where the UDGs would apply along with the RDGs.

Historic Districts
This map shows National Register, California Register, Article 10, and Article 11 Districts.
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<td>Downtown Area Plan</td>
<td>POLICY 13.1</td>
<td>Strengthen the character of old development in the design of new buildings.</td>
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<td>Strong and organized development adjacent to parks creates an effective contrast and makes the street space between the two a pleasing space to be in.</td>
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<td>Wide streets with low and/or scattered buildings are poorly defined and do not contribute to an orderly city pattern and image.</td>
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<td>Green space closing a street provides an accent on an upper slope or top of hill.</td>
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<td>As an urban form for downtown that emphasizes San Francisco's stature as one of the world's most visually attractive cities.</td>
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<td>The height and bulk of new development should be designed to maximize sun access to nearby residential open space, parks, plazas, and major public corridors.</td>
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<td>Relate the height of buildings to important attributes of the city pattern and to the height and character of existing and proposed development.</td>
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Open spaces with direct views down streets have a greater sense of spaciousness and can be seen more easily from a distance. Wide streets with low and/or scattered buildings are poorly defined and do not contribute to an orderly city pattern and image. Strong and organized development adjacent to parks creates an effective contrast and makes the street space between the two a pleasing space to be in.

**Downtown Area Plan**

**POLICY 13.2**
Modify sculpturing of building forms to create less overpowering buildings and more interesting building tops, particularly the tops of towers. (See Figures 2 and 3 on page 30.

**China Basin**

**POLICY 1.3**
Provide China Basin's scenic, wind-free environment.

**Van Ness Avenue**

**POLICY 5.1**
Establish height controls to emphasize topography and adequately frame the great width of the Avenue.

**Van Ness Avenue**

**POLICY 6.3**
Incorporate setbacks and/or stepping down of building form in new developments — and major renovations when necessary — to increase sun exposure on sidewalks.

**Recon Hill**

**OBJECTIVE 3.2**
Development should step down in height as it approaches the bay to reinforce the city's natural topography and to encourage and active public waterfront.

**Rincon Hill**

**OBJECTIVE 3.2**
Strengthen the relationship between a building and its facing sidewalk.

**Recon SoMa**

**POLICY 5.3.4**
Strengthen the relationship between a building and its facing sidewalk.

**Mission**

**POLICY 3.1.3**
Maximize the prevailing heights of buildings to street and alley width throughout the Plan Area.

**Mission**

**POLICY 3.2.4**
Strengthen the relationship between a building and its facing sidewalk.

**Showplace Square / Potrero**

**POLICY 3.2.4**
Strengthen the relationship between a building and its facing sidewalk.

**Bay Park**

**OBJECTIVE 2**
ENSURE THE COMPATIBILITY OF NEW DEVELOPMENT WITH THE FORM AND CHARACTER OF GLEN PARK.

**Principles and Enhance Local Variations**

**OBJECTIVE 11**
RECOGNIZE THE DIVERSE AND DISTINCT CHARACTER OF SAN FRANCISCO'S NEIGHBORHOODS.

**Civic Center**

**POLICY 1.1**
Maximize key public buildings, particularly City Hall, through usually prominent sites.

**Northeastern Waterfront**

**POLICY 3.2.5**
Building forms should coordinate corner locations.

**Van SoMa**

**POLICY 3.2.5**
Building forms should coordinate corner locations.

**Mission**

**OBJECTIVE 3.1**
Promote an urban form that reinforces the mission's distinctive place in the city's larger form and strengthens its physical fabric and character.

**Mission**

**POLICY 3.2.5**
Building forms should coordinate corner locations.

**Northeastern Waterfront**

**POLICY 3.2.8**
Recognize the distinctive mission murals and expand the opportunities for new murals as well as opportunities for preserving space and publicly accessible space in new construction adjacent to or near the murals to allow for these art traditions to thrive and continue, and by ensuring new construction does not obstruct, demolish, damage or otherwise demean the mission murals and other public art.

**Showplace Square / Potrero**

**POLICY 3.2.9**
Building forms should coordinate corner locations.

**Bay Park Station**

**OBJECTIVE 5.4**
CREATE AN SPACE SYSTEM THAT BOTH BEAUTIFIES THE NEIGHBORHOOD AND STRENGTHENS THE ENVIRONMENT.

**Bay Park Station**

**POLICY 4.1**
Urban design guidelines should ensure that new development contributes to and enhances the best characteristics of the plan area.

**Create, Protect, and Support View Corridors**

**PRINCIPLES FOR CITY PATTERN, URBAN DESIGN ELEMENT**

- View corridors from roadways that reveal major destinations or that provide overviews of important routes and areas of the city assist the traveler in orientation.

**PRINCIPLES FOR CITY PATTERN, URBAN DESIGN ELEMENT**

- Open spaces with direct views down streets have a greater sense of spaciousness and can be seen more easily from a distance.

**PRINCIPLES FOR CITY PATTERN, URBAN DESIGN ELEMENT**

- Hilltop roads and open spaces provide panoramic views of adjacent buildings and are for enjoyment below the viewpoint.

**PRINCIPLES FOR ADDING NEW DEVELOPMENT, URBAN DESIGN ELEMENT**

- Building siting and massing with respect to street pattern influence the quality of views from street space.

**Van Ness Avenue**

**POLICY 6.4**
Preserve existing view corridors.

**Recon Hill**

**OBJECTIVE 3.4**
Preserve views of the bay and the bay bridge from within the district and through the district from distant locations, which are among the most impressive in the region.

**Recon Hill**

**OBJECTIVE 3.5**
Maximize view corridors through the area by means of height and bulk controls that ensure truly spaced slender towers rather than bulky, massive buildings.

**Recon Hill**

**POLICY 6.7**
Maintain and reinforce views of the bay bridge and views of downtown as seen from the bay bridge.

**Transit Center District Plan**

**OBJECTIVE 2.7**
RESERVE THE SUPERIOR FORM AND QUALITY OF THE SPACE BETWEEN THE TRANSIT CENTER AND TRANSIT FACILITIES TO MAINTAIN VISUAL INTEREST IN THE OUTLINE AND HELP MAINTAIN VIEWS.

**Northeastern Waterfront**

**POLICY 3.1.5**
Respect public view corridors.

**Northeastern Waterfront**

**POLICY 10.1**
Maintain and enhance existing grade level view corridors to the bay.

**Northeastern Waterfront**

**POLICY 10.25**
Maintain and enhance existing grade level view corridors to the bay.

**Infective Park South Area**

**POLICY 7.1**
Preserve public views of the bay from the neighborhood and through the neighborhood from key distinct public locations.

**Western SoMa**

**POLICY 5.3.1**
Respect public view corridors. Of particular interest are the east-west views to the bay or hills, and several views towards the downtown.

**Polo SoMa**

**POLICY 8.1.1**
Respect public view corridors. Of particular interest are the east-west views to the bay or hills, and several views towards the downtown.

**Showplace Square / Potrero**

**POLICY 3.1.5**
Respect public view corridors. Of particular interest are the east-west views to the bay or hills, and several north-south views towards downtown and Potrero Hill.

**Create A Defined and Active Streetfront**

**Downtown Area Plan, City Pattern**

**POLICY 1.8**
Increase the visibility of major destination areas and other points for orientation.

**Downtown Area Plan**

**POLICY 19.2**
Provide setbacks along a building base to maintain the continuity of the pedestrian walkways along the street.

**Van Ness Avenue**

**POLICY 5.2**
Encourage a regular street wall and harmonious building form along the Avenue.
Buildings which meet the ground and reflect the slope of the hill relate to the land form.

Wide streets with low and/or scattered buildings are poorly defined and do not contribute to an orderly city pattern and image.

PRINCIPLES FOR NEIGHBORHOOD ENVIRONMENT,
Urban Design Element, City Pattern

POLICY 1.1 Recognize and protect major views in the city, with particular attention to those of open space and water.

Rincon Hill

POLICY 3.10 Provide a consistent 45 to 85 foot streetwall to clearly define the street. See Map 7 for appropriate podium heights for each location within the district.

Executive Park Sub Area

POLICY 6.1 Provide a consistent streetwall that defines the street as a usable, comfortable civic space.

Market Octavia

Building Massing and Articulation

Most new buildings should be built to all property lines facing public rights-of-way.

East SoMa

POLICY 3.1.3 Provide distinct transitions to adjacent neighborhoods and to topographic and man-made features.

Market Octavia

Open Space

Encourage rooftop gardens as a form of common open space.

URBAN DESIGN ELEMENT

PRINCIPLES FOR CITY PATTERN, URBAN DESIGN

POLICY 2.1 Preserve in their natural state the few remaining areas that have not been developed by man.

PRINCIPLES FOR NEIGHBORHOOD ENVIRONMENT, URBAN DESIGN ELEMENT

In areas where houses have no front yards, a sense of nature can be provided by planting in the sidewalk area.

PRINCIPLES FOR NEIGHBORHOOD ENVIRONMENT, URBAN DESIGN ELEMENT

Planting and paving treatment in alleys, coupled with active uses in the adjacent buildings, form, in effect, a commercial promenade.

Jurisdiction and Street Design, Commerce & Industry Element

URBAN DESIGN GUIDELINES

Plant trees should be provided in each new development. If a district tree planting program or streetscape plan exists, new development should be landscaped in conformity with such plans.

In places where tree planting is not appropriate due to inadequate sidewalk width, interference with utilities, undesirable shading, or other reasons, other means such as window boxes, planter boxes or trellises may be chosen.

Downtown Area Plan

POLICY 11.2 Introduce elements of the natural environment in open space to contrast with the built-up environment.

Transit Center District Plan

POLICY 2.27 Encourage the use of green, or "living," walls as part of a building design in order to reduce solar heat gain as well as to add interest and liveliness to the pedestrian realm.

Market Octavia

Open Space

Encourage rooftop gardens to form a form of common open space.

URBAN DESIGN ELEMENT

POLICY 2.4 Protect and promote large-scale landscaping and open space that define districts and topography.

URBAN DESIGN ELEMENT, City Pattern

POLICY 4.17 Protect and promote large-scale landscaping and open space that define districts and topography.

Downtown Area Plan

OBJECTIVE 13 CREATE AN URBAN FORM FOR DOWNTOWN THAT ENHANCES SAN FRANCISCO’S STATURE AS ONE OF THE WORLD’S MOST VISUALLY ATTRACTIVE CITIES.

Site Layout, COMMERCE AND INDUSTRY ELEMENT

URBAN DESIGN GUIDELINES

On irregularly shaped lots, through-lots or those with narrow rear lots, open space located elsewhere than at the rear of a property may improve the access of light and air to residential

PRINCIPLES FOR CITY PATTERN, URBAN DESIGN

POLICY 3.1.4 Heights should reflect the importance of key streets in the city’s overall urban pattern, while respecting the lower scale development that surrounds

Executive Park Sub Area

POLICY 3.1.3 Relate the prevailing heights of buildings to street and alley width throughout the plan area.

East SoMa

POLICY 3.1.4

Northeastern Waterfront

POLICY 3.1.4

South Park and the residential enclaves

PRINCIPLES FOR MAJOR NEW DEVELOPMENT, URBAN DESIGN ELEMENT

The relationship of a buildings size and shape to its visibility in the cityscape, to important natural features and to building development determines whether it will have a pleasing or a disruptive effect on the image and character of the city.

Buildings which meet the ground and reflect the slope of the hill relate to the land form.

Balboa Park Station

OBJECTIVE 6.4 respect and build from the successful established patterns and traditions of building massing, articulation, and architectural character of the area and the city.

Transport Center District Plan

POLICY 2.17 Require major entrances, corners of buildings, and street corners to be clearly articulated within the building’s streetwall.

Market Octavia

Building Massing and Articulation

Buildings on sloping sites should follow the slope to reinforce and accentuate the city’s natural topography and maintain a strong relationship to the street.

Executive Park Sub Area / Potrero

POLICY 3.2.1 Require high-quality design of street-facing building exteriors.

Balboa Park Station

OBJECTIVE 6.4 respect and build from the successful established patterns and traditions of building massing, articulation, and architectural character of the area and the city.

Transit Center District Plan

OBJECTIVE 2.4 Protect high-quality design of street-facing building exteriors.

Central SoMa

POLICY 3.1.2 Development should step down in height as it approaches the way to reinforce the city’s natural topography.

Civic Center / Polk

POLICY 3.1.2 Development should respect the natural topography of Polk Hill

URBAN DESIGN ELEMENT

POLICY 4.15 Protect the livability and character of residential properties from the intrusion of incompatible new buildings.
When highly visible buildings are light in color, they reinforce the visual unity and special character of the city.

**Downtown Area Plan**

**POLICY 3.1**

New buildings should complement the scale in contemporary architecture, but should do so with full awareness of, and respect for, the major, minor, articulation and massing of the solid of the older buildings that surrounds them.

**A2**

**PRINCIPLES FOR MAJOR NEW DEVELOPMENT:**

**URBAN DESIGN ELEMENT**

- Bulky buildings that intrude upon or block important views of the Bay, Ocean or other significant citywide focal points are particularly disruptive.

**Scale, Height and Bulk, Commerce & Industry Element**

**URBAN DESIGN GUIDELINES**

In most cases, small lots with narrow building fronts should be maintained in districts with this traditional pattern.

**Van Ness Avenue**

**POLICY 6.2**

Taller buildings should include a clearly defined base, middle, and top.

**Market Octavia Building Massing and Articulation**

Taller buildings should include a clearly defined base, middle, and top.

**Northeastern Waterfront**

**POLICY 3.1.4**

Heights should reflect the importance of key streets in the city's overall urban pattern, while respecting the lower scale development of Dogpatch.

**Materials, Commerce & Industry Element**

**URBAN DESIGN GUIDELINES**

The materials, textures and colors of new or remodeled structures should be visually compatible with the predominant materials of nearby structures. In most neighborhood commercial areas is gradual.

**Transportation Element**

**OBJECTIVE 26**

Consider the sidewalk area as an important element in the citywide open space system.

**Site Layout, COMMERCE AND INDUSTRY ELEMENT**

**URBAN DESIGN GUIDELINES**

New development should respect open space corridors in the interior of blocks and not significantly impede access of light and air nor block views of adjacent buildings.

**Urban Design Element, City Pattern**

**POLICY 3.3**

Remove the height of buildings to important attributes of the city pattern and to the height and character or existing development.

**Scale, Height and Bulk, Commerce & Industry Element**

**URBAN DESIGN GUIDELINES**

New buildings should be designed to contrast with taller buildings. If two-stories, the façade should be characterized by variety in materials, colors, textures and architectural projections. Provide windows with clear glass throughout.

**Architectural Design, Commerce & Industry Element**

**URBAN DESIGN GUIDELINES**

The use of unusual shapes for the entire form or apartments buildings detracts from the unity or urban form by competing with adjacent buildings of greater public significance. The juxtaposition of several such unusual shapes may create visual disorder.

**Materials, Commerce & Industry Element**

**URBAN DESIGN GUIDELINES**

All materials, textures and colors of new or remodeled structures should be visually compatible with the predominant materials of nearby structures. In most neighborhood commercial districts, painted wood, masonry and tiles combined with glass panes in show cases, windows and doors are the most traditional and appropriate exterior wall materials.

**Downtown Area Plan**

**POLICY 10.3**

Design new buildings to respect the character of older neighborhood.

**Downtown Area Plan**

**POLICY 15.1**

Ensure that new facades relate harmoniously with nearby facade patterns.

**Downtown Area Plan**

**POLICY 15.2**

Ensure that new facades complement the lower tone of the old buildings found in older areas.

**Mission**

**POLICY 1.2**

Promote a building form that harmonizes with the scale of existing buildings and width of Mission streets.

** Rincon Hill**

**POLICY 3.11**

Preserve and enhance the character and scale of finely-grained residential areas within the Rincon Hill area.
Strong and organized development adjacent to parks creates an effective contrast and makes the street space between the two a pleasing space to be in.

Signs, Commerce & Industry Element

URBAN DESIGN GUIDELINES

The character of signs and other features attached to or integrated into the fabric of the built environment is an important part of the visual appeal of a street and the general quality and economic stability of the area.

Market Octavia

Building Massing and Articulation

The facades of new buildings should extend this pattern.

Market Octavia

Building Massing and Articulation

New buildings or new development should relate to the existing fabric of these areas through the use of contrasting materials. High-quality standing facades using interior property lines, particularly adjacent to significant and larger buildings, should incorporate a combination of articulations, setbacks, fenestrations/windows and material detailing to mitigate large expanses of blank wall.

Market Octavia

Building Massing and Articulation

High-quality standing facades should use a combination of materials and should include glass, masonry, ornamental iron, stone (as opposed to composite, fenestration-based artificial stone materials), precast concrete, and high-grade traditional "hard-cast" stucco (as opposed to "synthetic stucco" that uses foam).

San Park

Policies

Design of new buildings should be consistent with the neighborhood’s existing pattern.

A4

Design Buildings from Multiple Vantage Points

Urban Design Element, City Pattern

POLICY 4.1

Promote harmony in the visual relationships and transitions between new and older buildings.

East SoMA

POLICY 3.1.7

Attractively screen rooftop HVAC systems and other building utilities from view.

Northeastern Waterfront

POLICY 3.1.4

Heights should reflect the importance of key streets in the city's overall urban pattern, while respecting the lower scale development of Dogpatch.

Transportation Element

POLICY 26.1

Retain streets and alleys not required for traffic, or portions thereof, for through pedestrian circulation and open space use.

Urban Design Element, City Pattern

POLICY 1.2

Recognize, protect and reinforce the existing street pattern, especially as it is related to topography.

Urban Design Element, City Pattern

POLICY 4.13

Improve pedestrian areas by providing human scale and interest.

PRINCIPLES FOR CITY PATTERN, URBAN DESIGN

The building entries and shop fronts should add to the character of the street by being clearly identifiable and inviting.

PRINCIPLES FOR CITY PATTERN, URBAN DESIGN

Urban Design Element, City Pattern

POLICY 1.3

Respect the character of older development nearby in the design of new buildings.

PRINCIPLES FOR NEIGHBORHOOD ENVIRONMENT, URBAN DESIGN ELEMENT

The ground floor should create a large-scale entrance feature that incorporates ground floor commercial units on the ground or lower floors and residential uses on upper floors. Sign sizes and design should relate and be compatible with the character and scale of the building as well as the neighborhood.

PRINCIPLES FOR MAJOR NEW DEVELOPMENT, URBAN DESIGN ELEMENT

A building situated in a visually dominant position, whose exterior is blank and uninteresting, does not relate to surrounding development and tends to repel the observer's attention.

Urban Design Guidelines

Matrix of Guideline Origin from General Plan
Strong and organized development adjacent to parks creates an effective contrast and makes the street space between the two a pleasing space to be in.

Transit Center District Plan
POLICY 3.1 Create and implement a district streetcape plan to ensure consistent corridor-length streetscape treatments.

OBJECTIVE 3.4 EMPHASIZE THE IMPORTANCE OF STREETS AND SIDEWALKS AS THE LARGEST COMPONENT OF PUBLIC OPEN SPACE IN THE TRANSIT CENTER DISTRICT.

Downtown Area Plan
POLICY 11.1 Place and arrange open space to complement and structure the urban form by creating distinct openings in the otherwise dominant streetwall form of downtown.

POLICY 10.4 Provide open space that is clearly visible and easily reached from the street or pedestrian way.

POLICY 9.1 Require usable indoor and outdoor open space, accessible to the public, as part of new downtown development.

Recreation and Open Space Element
POLICY 3.1 Creatively develop existing publicly-owned right-of-ways and streets into open space.

POLICY 3.2 Establish and implement a network of Green Connections that increases access to parks, open spaces, and the waterfront.

NEUSTED AT THE HUNTERS POINT SHIPYARD TO HELP PRESERVE A SAFE AND ACTIVE PEDESTRIAN ENVIRONMENT.

PRINCIPLES FOR CITY PATTERN, URBAN DESIGN ELEMENT

Recreation and Open Space Element
POLICY 3.1 Creatively develop existing publicly-owned right-of-ways and streets into open space.

Downtown Area Plan
OBJECTIVE 9 PROVIDE QUALITY OPEN SPACE IN SUFFICIENT QUANTITY AND VARIETY TO MEET THE NEEDS OF DOWNTOWN WORKERS, RESIDENTS, AND VISITORS.

POLICY 8.1 Provide usable indoor and outdoor open space, accessible to the public, as part of non-downtown development.

Provide open space that is clearly visible and easily reached from the street or pedestrian way.

OBJECTIVE 10.4 EMPHASIZE THE IMPORTANCE OF STREETS AND SIDEWALKS AS THE LARGEST COMPONENT OF PUBLIC OPEN SPACE IN THE TRANSIT CENTER DISTRICT.

EXECUTIVE PARK SUB AREA
POLICY 6.2 Require an engaging transition between private development and the public realm.

HUNTERS POINT SHIPYARD
POLICY 3.3 Create a street system where streets are clearly an element of the public realm

POLICY 3.4 PROMOTE AN URBAN FORM AND ARCHITECTURAL CHARACTER THAT SUPPORTS WALKING AND SUSTAINS A DIVERSE, ACTIVE AND SAFE PUBLIC REALM

NEWSHEAVER WATERFRONT
OBJECTIVE 3.2 PROMOTE AN URBAN FORM AND ARCHITECTURAL CHARACTER THAT SUPPORTS WALKING AND SUSTAINS A DIVERSE, ACTIVE AND SAFE PUBLIC REALM

POLICY 3.2.7 Strengthen the pedestrian network by extending walkways to adjacent streets or walkways whenever possible, or by providing new publicly accessible red-block rights of way.

LANDSCAPED PATHWAYS CAN VISUALLY AND FUNCTIONALLY LINK LARGER OPEN SPACES TO NEIGHBORHOODS.

CANDIDATE POINT SUB AREA
POLICY 4.1 Create a neighborhood with a safe, legible, and easily navigable street network.

POLICY 4.2 Ensure the location’s importance in local and regional accessibility, activity, and density.

CANDIDATE POINT SUB AREA
POLICY 4.1 Create a neighborhood with a safe, legible, and easily navigable street network.

POLICY 4.2 Ensure the location’s importance in local and regional accessibility, activity, and density.

The pattern of major streets can be made more visible and apparent to users of the street system if the landscaping and lighting of major streets is different from that of local streets.

Corner plazas can be planned if the streets are not excessively wide and if surrounding properties are developed with buildings that define the space wall.

The primacy of streets, because of unusual width or direction, are important form elements in themselves, giving identity to districts and order to the city structure.

LANDSCAPED PATHWAYS CAN VISUALLY AND FUNCTIONALLY LINK LARGER OPEN SPACES TO NEIGHBORHOODS.

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ACCOUNT FOR THE STRENGTHENING OF CERTAIN STREETS DUE TO THEIR LOCATION OR PROVINCIAL IMPORTANCE.

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LANDSCAPED PATHWAYS CAN VISUALLY AND FUNCTIONALLY LINK LARGER OPEN SPACES TO NEIGHBORHOODS.
Strong and organized development adjacent to parks creates an effective contrast and makes the street space between the two a pleasing space to be in.

Wide streets with low and/or scattered buildings are poorly defined and do not contribute to an orderly city pattern and image.

**Glen Park**

**OBJECTIVE 5** IMPROVE ACCESS FOR BICYCLISTS TO GLEN PARK AND THE BART STATION

**Showplace Square / Potrero**

**OBJECTIVE 4.7** IMPROVE AND EXPAND INFRASTRUCTURE FOR BICYCLING AS AN IMPORTANT MODE OF TRANSPORTATION

**Mission**

**OBJECTIVE 4.7** IMPROVE AND EXPAND INFRASTRUCTURE FOR BICYCLING AS AN IMPORTANT MODE OF TRANSPORTATION

**East SoMA**

**OBJECTIVE 4.7** IMPROVE AND EXPAND INFRASTRUCTURE FOR BICYCLING AS AN IMPORTANT MODE OF TRANSPORTATION

**Rincon Hill**

**OBJECTIVE 4.4** ENSURE ADEQUATE SUNLIGHT AND MINIMIZE WIND AND SHADOW ON PUBLIC STREETS AND OPEN SPACES.

**Van Ness Avenue**

**POLICY 7.2** Provide wind protection and sun exposure to private and common open space areas.

**Rincon Hill**

**OBJECTIVE 3.6** ENSURE ADEQUATE LIGHT AND AIR TO THE DISTRICT AND MINIMIZE WIND AND SHADOW ON PUBLIC STREETS AND OPEN SPACES.

**Transit Center District Plan**

**OBJECTIVE 3.6** Enhance pedestrian crossing with special treatments (e.g. paving, lighting, raised crossings) to enhance pedestrian safety and comfort, especially where buses cannot be installed.

**Richmond Waterfront**

**POLICY 10.27** Locate buildings to minimize shadows and wind on public open spaces.

**Market Street**

**Open Space**

Street furniture and other public improvements should be provided in the vicinity of the project.

**Sheep's Place Square / Potrero**

**OBJECTIVE 3.2** PROMOTE AN URBAN FORM AND ARCHITECTURAL LANGUAGE THAT SUPPORTS WALKING AND BICYCLING AND PROVIDES A VARIETY OF ACTIVE AND SAFE PUBLIC REALM.

Sheep's Place Square / Potrero

**POLICY 4.6.1** Use established street design standards and guidelines to make the pedestrian environment safer and more comfortable for walk trips.

**Balboa Park Station**

**POLICY 5.3.3** Pedestrian routes, especially in commercial areas, should not be interrupted or disrupted by auto access and garage doors.

**East SoMA**

**POLICY 3.1.4** Heights should reflect the importance of key streets in the city’s overall urban pattern, while respecting the lower scale development of Dogpatch.

**Northeastern Waterfront**

**POLICY 3.1.4** Heights should reflect the importance of key streets in the city's overall urban pattern, while respecting the lower scale development of Dogpatch.

**Balboa Park Station Objective 6.4**

Respect and build from the successful established patterns and traditions of building massing, articulation, and architectural character of the area and the city.

**Urban Design Element, City Pattern**

**POLICY 1.3** Recognize that buildings, when seen together, produce a total effect that characterizes the city and its districts.

**Showplace Square / Potrero**

**OBJECTIVE 4.4** ENSURE ADEQUATE SUNLIGHT AND MINIMIZE WIND AND SHADOW ON PUBLIC STREETS AND OPEN SPACES.

**Transportation Element**

**POLICY 28.1** Provide secure bicycle parking in new governmental, commercial, and residential developments.

**Hunters Point Shipyard**

**POLICY 3.2** Ensure a block pattern and street network that relates to adjacent neighborhood, is coherent, and provides the development with organization and orientation.

**Balboa Park Station**

**OBJECTIVE 6.4**

Respect and build from the successful established patterns and traditions of building massing, articulation, and architectural character of the area and the city.

**Urban Design Element, City Pattern**

**POLICY 1.3** Recognize that buildings, when seen together, produce a total effect that characterizes the city and its districts.

**Showplace Square / Potrero**

**OBJECTIVE 4.4** ENSURE ADEQUATE SUNLIGHT AND MINIMIZE WIND AND SHADOW ON PUBLIC STREETS AND OPEN SPACES.

**Transportation Element**

**POLICY 26.1** Retain streets and alleys not required for traffic, or portions thereof, for through pedestrian circulation and open space use.

**Executive Park Sub Area**

**OBJECTIVE 4**

Respect and build from the successful established patterns and traditions of building massing, articulation, and architectural character of the area and the city.

**Urban Design Element, City Pattern**

**POLICY 1.3** Recognize that buildings, when seen together, produce a total effect that characterizes the city and its districts.

**Showplace Square / Potrero**

**OBJECTIVE 4.4** ENSURE ADEQUATE SUNLIGHT AND MINIMIZE WIND AND SHADOW ON PUBLIC STREETS AND OPEN SPACES.

**Transportation Element**

**POLICY 26.3** Encourage pedestrian serving uses on the sidewalk.

**Downtown Area Plan**

**OBJECTIVE 18** CREATE AND MAINTAIN ATTRACTION, INTERESTING URBAN STREETSCAPES.
Strong and organized development adjacent to parks creates an effective contrast and makes the street space between the two a pleasing space to be in.

Wide streets with low and/or scattered buildings are poorly defined and do not contribute to an orderly city pattern and image.

Showplace Square / Potrero

OBJECTIVE 4.6

SUPPORT WALKING AS A KEY TRANSPORTATION MODE BY IMPROVING PEDESTRIAN CIRCULATION WITHIN THE VISION AND TO OTHER PARTS OF THE CITY

Balboa Park Station

OBJECTIVE 5.3

Promote an urban form and architectural character that supports walking and sustains a diverse, active and safe public realm.

Balboa Park Station

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Promote an urban form and architectural character that supports walking and sustains a diverse, active and safe public realm.

Showplace Square / Potrero

OBJECTIVE 5.3

Showplace Square / Potrero

OBJECTIVE 5.3

Showplace Square / Potrero

OBJECTIVE 5.3

Create a network of streets that connects open spaces and improves the walkability, aesthetics and ecological sustainability of the neighborhood.

Mission

OBJECTIVE 3.2

Promote an urban form and architectural character that supports walking and sustains a diverse, active and safe public realm.

Mission

OBJECTIVE 3.2

Promote an urban form and architectural character that supports walking and sustains a diverse, active and safe public realm.

Rincon Hill

OBJECTIVE 3.8

Encourage a human scale streetscape with activities and design features at pedestrian eye level, and an engaging physical transition between private development and the public realm.

Downtown Area Plan

OBJECTIVE 13

Create an urban form for downtown that enhances San Francisco’s stature as one of the world’s most visually attractive cities.

Showplace Square / Potrero

OBJECTIVE 5.3

Showplace Square / Potrero Landscaping visible from the street is encouraged.

Showplace Square / Potrero

OBJECTIVE 5.3

Create a network of streets that connects open spaces and improves the walkability, aesthetics and ecological sustainability of the neighborhood.

Balboa Park Station

OBJECTIVE 5.3

Promote the environmental sustainability, ecological function, and the overall quality of the natural environment in the plan area.

Downtown Area Plan

OBJECTIVE 13

CREATE AN URBAN FORM FOR DOWNTOWN THAT ENHANCES SAN FRANCISCO’S STATURE AS ONE OF THE WORLD’S MOST VISUALLY ATTRACTIVE CITIES.

ELEMEN

PRINCIPLES FOR CITY PATTERN, URBAN DESIGN

Site Layout, Commerce and Industry Element

Urban Design Guidelines

Site Layout, Commerce and Industry Element

URBAN DESIGN ELEMENT - URBAN DESIGN GUIDELINES

The site plan of a new building should reflect the arrangement of most other buildings on its block, whether set back from, or built out to its front property lines.

URBAN DESIGN ELEMENT - URBAN DESIGN GUIDELINES

PRINCIPLES FOR CITY PATTERN, URBAN DESIGN ELEMENT

Transportation Element

POLICY 2.6

Respect the character of older development nearby in the design of new buildings.

URBAN DESIGN ELEMENT - URBAN DESIGN GUIDELINES

Transportation Element

POLICY 2.6

Respect the character of older development nearby in the design of new buildings.

Rincon Hill

OBJECTIVE 3.8

Encourage a human scale streetscape with activities and design features at pedestrian eye level, and an engaging physical transition between private development and the public realm.

Site Layout, Commerce and Industry Element

URBAN DESIGN ELEMENT - URBAN DESIGN GUIDELINES

The use of appropriate plant material, and careful consideration of environmental factors in the design of landscaping and open space, contribute to a neighborhood’s identity and improve its environmental quality.

Urban Design Element, City Pattern

POLICY 4.11

Make use of street space and other unused public areas for recreation, particularly in dense neighborhoods, such as those close to downtown, where land for traditional open spaces is more difficult to assemble.

URBAN DESIGN ELEMENT - URBAN DESIGN GUIDELINES

Showplace Square / Potrero

OBJECTIVE 5.3

Showplace Square / Potrero

OBJECTIVE 5.3

Showplace Square / Potrero

OBJECTIVE 5.3

Maximise sidewalk landscaping, street trees and pedestrian scale street furnishing to the greatest extent feasible.

URBAN DESIGN ELEMENT - URBAN DESIGN GUIDELINES

URBAN DESIGN ELEMENT - URBAN DESIGN GUIDELINES

Showplace Square / Potrero

OBJECTIVE 5.3

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Showplace Square / Potrero

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Showplace Square / Potrero

OBJECTIVE 5.3

Showplace Square / Potrero

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URBAN DESIGN ELEMENT - URBAN DESIGN GUIDELINES

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Showplace Square / Potrero

OBJECTIVE 5.3

Showplace Square / Potrero

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Showplace Square / Potrero

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URBAN DESIGN ELEMENT - URBAN DESIGN GUIDELINES

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Showplace Square / Potrero

OBJECTIVE 5.3

Showplace Square / Potrero

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Showplace Square / Potrero

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URBAN DESIGN ELEMENT - URBAN DESIGN GUIDELINES

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Showplace Square / Potrero

OBJECTIVE 5.3

Showplace Square / Potrero

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Showplace Square / Potrero

OBJECTIVE 5.3

Showplace Square / Potrero

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Showplace Square / Potrero

OBJECTIVE 5.3

Maximise sidewalk landscaping, street trees and pedestrian scale street furnishing to the greatest extent feasible.

URBAN DESIGN ELEMENT - URBAN DESIGN GUIDELINES

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Showplace Square / Potrero

OBJECTIVE 5.3

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URBAN DESIGN ELEMENT - URBAN DESIGN GUIDELINES

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Showplace Square / Potrero

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Showplace Square / Potrero

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Showplace Square / Potrero

OBJECTIVE 5.3

Showplace Square / Potrero

OBJECTIVE 5.3

Showplace Square / Potrero

OBJECTIVE 5.3

Maximise sidewalk landscaping, street trees and pedestrian scale street furnishing to the greatest extent feasible.
Setback: Most storefronts extend right up to the sidewalk, known as “zero setback,” resulting in a consistent street wall.

Market & Octavia Area Plan: Fundamental Design Principles
Industrial Area Design Guidelines integrate building form with topography

Cow Hollow Neighborhood Design Guidelines Location: Respect the topography of the site

S5 Integrate Common Open Space and Landscape with Architecture

Western SoMa Design Standards Preserve neighborhood character by maintaining a mix of uses.

Affordable Housing Bonus Program Design Guidelines Residential units on the first floor shall generally be offices and independently accessible from the sidewalk, rather than mixed commercial/retail uses. Residential units help to provide myriads to a bustling street, contribute activity.

Bayshore Boulevard Home Improvement District Buildings should be no more than one story in height. Visible when landscaped buffers are provided to screen blank walls or parking areas, while usable outdoor space is provided such as entry plazas or seating areas, or when setbacks are suggested elsewhere in these Design Guidelines.

Design Guidelines for Executive Park
Buildings should meet the street with active frontages.

Design Standards for Fronts in the KMMIS Conservation District
Setback: Most storefronts extend right up to the sidewalk, known as “zero setback,” resulting in a consistent street wall.

Industrial Area Design Guidelines
establish a clear and consistent building edge along primary streets

Residential design guidelines
in areas with varied front setbacks, design building setbacks to act as a transition between adjacent buildings and to unify the overall streetscape.

As Organizes uses to Complement the Public Environment

Bayshore Boulevard Home Improvement District
Site parking to minimize impacts to the public realm. See parking and loading section.

Bayshore Boulevard Home Improvement District
Generally, place off-street parking and loading areas inside, below, behind, or on top of buildings rather than in front of buildings.

Market & Octavia Area Plan: Fundamental Design Principles
Most new buildings should be built to all property lines facing public rights-of-way.

Market & Octavia Area Plan: Fundamental Design Principles
Surface parking should not be permitted between the streetfrontage property line and the fronts of buildings in most instances.

Market & Octavia Area Plan: Fundamental Design Principles
Parking should be located at the rear of the site and setback from street frontages wherever possible.

Western SoMa Design Standards
Design and place garage entrances to minimize impacts on the public realm and loss of existing on-street parking.

Western SoMa Design Standards
Define a property line that is a main street or an alley, access to off-street parking and parking spaces shall be designed to be appropriate for both streets and when possible shade discourage alley tactics that do not respond to the design details of proximate alley building frontage details. Parking access, whenever possible shall be from the main streets in preference to pedestrian and bicycle use of alleys.

Western SoMa Design Standards
Preserve neighborhood character by maintaining a mix of uses.

Dispersed Common Open Space and Landscape with Architecture

Bayshore Boulevard Home Improvement District
Buildings on sloping sites should follow the slope to reinforce and accentuate the city’s natural topography and maintain a strong relationship to the street.

Landscaping: Front building setbacks must be established by conforming to existing setbacks on adjacent or near-adjacent houses; averaging when lot in question is between two existing structures; topographic considerations.

Depending on site's suitability the permeable surface area requirement may be waived after consulting with San Francisco Department of Public Works or the San Francisco Public Utilities Commission.

A continuous soil trough should be provided between landscaped areas to provide sufficient room for root growth as well as ability for surface water to percolate throughout the ground.

Parking should be located at the rear of the site and setback from street frontages wherever possible.

Western SoMa Design Standards
Design and place garage entrances to minimize impacts on the public realm and loss of existing on-street parking.

Western SoMa Design Standards
Define a property line that is a main street or an alley, access to off-street parking and parking spaces shall be designed to be appropriate for both streets and when possible shade discourage alley tactics that do not respond to the design details of proximate alley building frontage details. Parking access, whenever possible shall be from the main streets in preference to pedestrian and bicycle use of alleys.

Western SoMa Design Standards
Preserve neighborhood character by maintaining a mix of uses.

Urban Design Guidelines
All plantings must use climate appropriate plant materials

Guidelines for Ground Floor Residential Design
Common lobbies. Individual entries to residential units help to provide rhythm to a building façade. Where possible, provide entry plazas or seating areas where setbacks are suggested elsewhere in these Design Guidelines.

Guidelines for Ground Floor Residential Design
Setbacks should be designed to provide access to landscaped areas, encouraging gardening and other activities.

Guidelines for Ground Floor Residential Design
Surface parking should not be permitted between the streetfrontage property line and the fronts of buildings in most instances.

Guidelines for Ground Floor Residential Design
Provide landscaping in the front setback.

Guidelines for Ground Floor Residential Design
Encourage new at-grade planting areas for greenery and hardscape permeability.

Guidelines for Ground Floor Residential Design
Landscape: Appropriate landscaping can help improve the character of a neighborhood. Front setbacks provide space for the planting of shrubs, flowers and trees.

Respect and Extend Natural Systems and Features

Central Heights East District Guidelines
Landscape: Front building setbacks must be established by conforming to existing setbacks on adjacent or near-adjacent houses; averaging when lot in question is between two existing structures; topographic considerations.

Central Heights East District Guidelines
Landscape: Front building setbacks must be established by conforming to existing setbacks on adjacent or near-adjacent houses; averaging when lot in question is between two existing structures; topographic considerations.

Hollow Neighborhood Design Guidelines
Landscape: Respect the topography of the site

Design Guidelines for Executive Park
Set design should use natural ventilation and landscaping to reduce space cooling requirements.

Design Guidelines for Executive Park
Where possible, provide entry plazas or seating areas where setbacks are suggested elsewhere in these Design Guidelines.

Industrial Area Design Guidelines
Integrate building form with topography

Market & Octavia Area Plan: Fundamental Design Principles
Buildings on sloping sites should follow the slope to reinforce and accentuate the city’s natural topography and maintain a strong relationship to the street.

Residential Design Guidelines
Respect the topography of the site and the surrounding area.

Matrix of Guideline Origin from Existing Guideline Documents
Affordable Housing Bonus Program Design Guidelines

The text provided is a list of guidelines and design principles for various neighborhoods and districts in San Francisco. The guidelines cover topics such as building massing, materials, proportions, and alignment, with a focus on creating cohesive and visually appealing urban environments. The guidelines are intended to help developers create buildings that are compatible with the surrounding architecture and maintain a consistent rhythm and scale.

For example, the guidelines for the Cow Hollow Neighborhood include a section on windows, where it is stated that windows should be vertically oriented and that the size, proportion, rhythm, and alignment of doors and windows should be preserved.

Similarly, the guidelines for the Affordable Housing Bonus Program recommend that buildings should be vertically articulated at regular increments and that the placement and scale of architectural details should be compatible with the building.

Overall, the guidelines provide a comprehensive framework for creating buildings that are both functional and aesthetically pleasing, while also respecting the unique character of each neighborhood and district.
Materials should be compatible with the color, craftsmanship, and finishes associated with the district. Glossy or highly reflective surfaces will not be approved.

Western SoMa Design Standards
Promote windows and fenestration patterns that complement the architectural character of the building and the context of adjacent buildings.

Western SoMa Design Standards
Provide new building heights that respect existing building heights in the district with appropriate setbacks and treatments that create coherent height transitions in adjacent building groups.

Western SoMa Design Standards
Provide new building scale and form that is compatible with surrounding buildings as a means of enhancing neighborhood character.

Residential Design Guidelines
Ensure that materials are properly detailed and appropriately applied.

Western SoMa Design Standards
Use high-quality materials that promote permanence and reflect skilled craftsmanship; locally produced materials, precut concrete, and high-grade traditional 'hard coat' stucco (as opposed to 'synthetic stucco' that uses foam).

Market & Octavia Area Plan: Fundamental Design Principles
Facades of new buildings should extend this pattern.

Conservation District
All signs should be constructed out of durable high-quality materials that retain their characteristics over time. Poor quality materials that are prone to fading, rapid deterioration, or damage are discouraged.

Design Standards for Signage and Awnings in the KMMS
Design Standards for Storefronts in the KMMS

Market & Octavia Area Plan: Fundamental Design Principles
The façades of new buildings should extend this pattern.

Market & Octavia Area Plan: Fundamental Design Principles
Use architectural features that enhance the visual and architectural character of the neighborhood.

Market & Octavia Area Plan: Fundamental Design Principles
Use architectural details to establish and define a building character, and to visually unify a neighborhood.

Market & Octavia Area Plan: Fundamental Design Principles
Encourage design compatibility with the neighborhood context.

Market & Octavia Area Plan: Fundamental Design Principles
The proposed massing of a building should create a harmonious transition to the existing height, bulk, and scale of development in adjacent NOKU, RED and RED - Mixed districts.

Market & Octavia Area Plan: Fundamental Design Principles
Buildings and building frontages should provide variety along a block, but remain consistent with the overall Design Goals for the area by not making radically different materials, construction methods, bulk, massing and articulation.

Market & Octavia Area Plan: Fundamental Design Principles
Provide new building scale and form that is compatible with surrounding buildings and a diverse mix of uses as a means of enhancing neighborhood character.

Market & Octavia Area Plan: Fundamental Design Principles
Design building forms to be compatible with that of surrounding historic buildings.

Market & Octavia Area Plan: Fundamental Design Principles
Provide architectural features that enhance the visual and architectural character of the neighborhood.

Market & Octavia Area Plan: Fundamental Design Principles
Architectural detail should reflect the property location, proximity to neighborhood historic context and surrounding uses.

Market & Octavia Area Plan: Fundamental Design Principles
Use windows and fenestration patterns that complement the architectural character of the building and the context of adjacent buildings.

Market & Octavia Area Plan: Fundamental Design Principles
Relate the proportion and size of windows or window related design features to that of existing warehouse style buildings in the neighborhood.

Market & Octavia Area Plan: Fundamental Design Principles
Design window features to be compatible with building context and mix of uses on the existing block faces (both sides of the street).
Residential Design Guidelines

Treat the front setback so that it provides a pedestrian scale and enhances the street.

Guidelines for Adding Garages and Curb Cuts

All detailing, including garage doors, surrounds, and decorative features, should be compatible with the building's architectural features without creating a false sense of history.

Design Guidelines for Executive Park

When experienced close up, buildings should be human-scaled and fine grained, in the manner of a traditional San Francisco neighborhood.

Cow Hollow Neighborhood Design Guidelines

Ornamentation: Respect the amount and level of detail of surrounding ornamentation

Affordable Housing Bonus Program Design Guidelines

Design roofs to fit within the historic context and integrated into the building's overall composition.

Western SoMa Design Standards

Shape the Roofs of Buildings

Westwood Park Association Specific Area Residential Design Guidelines

Proportions: The proportions of the basic shapes of a project should be compatible with those of surrounding buildings.

Westwood Park Association Specific Area Residential Design Guidelines

Openings: Typically, openings in a building - Doorways, windows, and garage doors - make up the largest and most distinctive elements of buildings' facades.

Design Guidelines for Executive Park

Historic, character-defining elements such as cornices, window moldings, and reveals to create shadows and add interest.

Bernal Heights East Slope Building Guidelines

Massing: Require pitched or usable flat roofs.

Design Guidelines for Executive Park

Roofs: Any flat roof must be accessible from a prime living space without the necessity of climbing a special set of stairs to reach it.

Bayshore Boulevard Home Improvement District

The roof, cornices, other parapet area should be set off integrally within the building's overall composition and create visual interest. Use or sustain traditional roof elements such as dormers, wind lattices, vegetative roofs etc. if strongly encouraged.

Building façades should include three-dimensional detailing; these may include bay windows, cornices, belt courses, window moldings, and reveals to create shadows and add interest.

Building projections and recesses, along with variations in materials and color and other architectural design features, should be used to emphasize pedestrian entries and de-emphasize garage doors and parking.

Building façades should include three-dimensional detailing; these may include bay windows, cornices, belt courses, window moldings and reveals to create shadows and add interest.

Market & Octavia Area Plan: Fundamental Design Principles

Building façades should include three-dimensional detailing; these may include bay windows, cornices, belt courses, window moldings, and reveals to create shadows and add interest.

Residential Design Guidelines

Deal the front setback so that it provides a pedestrian scale and enhances the street.
Open Mesh Gate: When a security gate is deemed absolutely necessary, the "open-mesh" type of grate is appropriate.

Awnings should be constructed out of cloth or a material similar in appearance and texture to cloth.

Ideally, all signs should appear to be indirectly illuminated. This is most commonly achieved by installing an external fixture to illuminate the sign or by using a reverse channel halo-lit means of illumination.

All signs should be attached in a manner that avoids damaging or obscuring any of the character-defining features associated with the subject building.

KMMS Signs & Awnings Standards: Comply with the recommendations detailed in these standards.

All other signs should be attached in a manner that allows for their removal without adversely impacting the exterior of the subject building.

Western SoMa Design Standards: Design facade widths to be compatible with those found on surrounding buildings. Maintain the neighborhood "warehouse/commercial" character while introducing "Mixed Use Buildings".

Western SoMa Design Standards: Use architectural details to establish and help define a building character, and to visually unify a neighborhood.

Design Guidelines for Executive Park

Architectural details, articulations and projections should be consistent throughout the building, so that the building appears as a unified whole, and not as a collection of unrelated parts that add to the impression of bulk.

Shelving, display cases, appliances and other items placed within four feet of the window glass must be no taller than four feet or be primarily transparent.

Security gates or grillwork on the inside or outside of the window glass must be primarily transparent.

Gates and railings are encouraged for some projects, but should be fully concealed when open.

Interior Heights East Slope Building Guidelines

Entry: Make the entry of the house something special, a celebration, more than just a front door. Create a transition between the street and the doorway. Give special attention to the treatment of the framing of the opening itself.

Design Guidelines for Executive Park

Ground floor uses should be distinguished from the building upon four floors through walkways, soft courses, materials, fenestrations, or other architectural elements.

Design Guidelines for Executive Park

Bays and other projections should have a satisfying upper termination, so that they become an integral part of the structure, and don’t appear superficially affixed to the facade.

Design Guidelines for Executive Park

Conservation District

Composition: The wall-to-window ratio, window height, window spacing, height, and spot, roof and corner dormers, materials and details should present a visually balanced composition, complementary to adjacent structures or provide a sense of coherence in the district without strict uniformity.

Design Guidelines for Storefronts in the KMMS

Composite facade heights should not impair historic features. Unless there be made of decorative metal in a configuration that is scaled for the scale and design of the entrance, they may also be simple metal grilles that are fully concealed when open.

Design Guidelines for Storefronts in the KMMS

Open Mesh Gate: When a security gate is deemed absolutely necessary, the "open-mesh" type of grate is appropriate.

Design Guidelines for Storefronts in the KMMS

KMMS Signs & Awnings Standards: Comply with the recommendations detailed in these standards.

Design Guidelines for Signage and Awnings in the KMMS

Sawcuts should be constructed out of cloth or a material similar in appearance and texture to cloth.

Design Guidelines for Signage and Awnings in the KMMS

Newer and more recent architectural features are, however, more easily changed, so newer architectural features may be acceptable if they express the same characteristics as the historic, or if a non-moving feature, and does not appear to be new, fine, or affordable.

Design Guidelines for Signage and Awnings in the KMMS

For masonry buildings, projecting signs should be anchored through mortar joints or attached to the jamb of a non-historic storefront system.

Design Guidelines for Signage and Awnings in the KMMS

All other signs should be attached in a manner that allows for their removal without adversely impacting the exterior of the subject building.

Design Guidelines for Signage and Awnings in the KMMS

The visibility of conduit and raceways should be minimized; however, if raceways must be exposed, they should be finished to match the facade or integrated into the overall design of the sign.

Design Guidelines for Signage and Awnings in the KMMS

Ideally, all signs should appear to be indirectly illuminated. This is most commonly achieved by installing an external fixture to illuminate the sign or by using a reverse channel halo-lit means of illumination.

Design Guidelines for Signage and Awnings in the KMMS

Windows that have been covered over with boards, film, or paint must be restored to transparency.

Security gates or grillwork on the inside or outside of the window glass must be primarily transparent.

Sheelings, display cases, appliances and other items placed within four feet of the window glass must be no taller than four feet or be primarily transparent.

No exterior signs must have a sign permit or must be removable.

Business signs affixed to the window glassed or adhered to the glass can be no larger than one-half the size of the window in which they are placed.

Comfort Guide for Neoma Retail

Interior garage lighting should not be visible on the exterior.

Western SoMa Design Standards

Locate utility panels so they are not visible on the front building wall or on the sidewalk.

Western SoMa Design Standards

Clocks with readable hands and markings can be integrated as design and open space features.

Western SoMa Design Standards

Design and maintain residential from nonresidential entrances and where appropriate integrate entrance way finding signage programs.

Design: Active Building Fronts

Affordable Housing Inlore Program Design Guidelines

No more than 30 percent of the width of the ground floor may be devoted to garage entries or blank walls.

Bayshore Boulevard Home Improvement District

Provide ample entries, windows or display cases on all walls fronting the street.

Commission Guide for Neoma Retail

Signs that are located on the inside of a storefront should be setback a minimum of 6" from the display glass.
**Design Guidelines for Executive Park**

- **Building Layout and Design**
  - New construction shall specify installation of washing machines, dishwashers and other appliances that meet "Energy Star" standards.
- **Building Entries**
  - Building entries and shop fronts should add to the character of the street by being clearly identifiable and inviting.
- **Window and Door Design**
  - Doors should be compatible with the building and the surrounding area and add visual interest to the street.
  - Building should maximize natural lighting, including daylight through windows, skylights, and clerestories to all occupied interior spaces.
- **Active Residential Entries**
  - Building entries and shop fronts should add to the character of the street by being clearly identifiable and inviting.
  - Bayshore Boulevard Home Improvement District
    - Visible use of sustainable green building and landscape elements such as solar panels, wind turbines, green roofs, green spaces, pervious paving, rain gardens etc. can enhance the area's identity as a center for sustainable home improvement technologies.
    - Use of exterior shading devices above the ground level at proper orientations to augment passive solar energy gain is strongly encouraged.
  - Design Guidelines for Executive Park
    - Encourage use of exterior shading devices above podium levels at proper orientations to augment passive solar design and to provide solar control.
    - Where possible, retail frontage should occupy no less than 75 percent of a building's frontage at the ground floor.
  - Design Guidelines for Executive Park
    - Buildings should have hierarchical entries for ground level residential units and a prominent common entry way to create active frontage and a visual presence on the streets. Such strong entries must meet the planning department's guidelines for active residential entries.
  - Design Guidelines for Executive Park
    - New construction shall install on-site renewable energy generation systems, turbine systems and photovoltaic roof panels. Methods may include: turbine systems and photovoltaic roof panels.
    - Where possible, incorporate renewable energy generation should be incorporated on-site. Methods may include: turbine systems and photovoltaic roof panels.
    - No added urea-formaldehyde resins should be used in new construction and renovation of existing buildings.
  - Design Guidelines for Executive Park
    - Privately developed new construction projects and major alteration to existing buildings shall meet or exceed the Energy Star for Homes for space heating and cooling, ventilation, hot water, cooking and refrigeration, and should include green construction materials including, materials with high recycled content, natural or renewable materials, locally manufactured building products.
  - Design Guidelines for Executive Park
    - Employ Sustainable Principles and Practices in Building Design
    - Ensure visibility to the inside of the building within 4 feet from the surface of the window glass at pedestrian eye level with at least 75 percent open to perpendicular view.
  - Design Guidelines for Executive Park
    - No added urea-formaldehyde resins should be used in new construction and renovation of existing buildings.
  - Design Guidelines for Executive Park
    - Where consistent with the Proposed Street Network, new buildings should be oriented and designed to provide passive solar energy gain.
  - Design Guidelines for Executive Park
    - Where possible, incorporate renewable energy generation systems, turbine systems and photovoltaic roof panels. Methods may include: turbine systems and photovoltaic roof panels.
    - Where possible, incorporate renewable energy generation should be incorporated on-site. Methods may include: turbine systems and photovoltaic roof panels.
    - No added urea-formaldehyde resins should be used in new construction and renovation of existing buildings.

**Applicable Document**

- Market & Ucltana Area Plan: Fundamental Design Principles
  - Show floor retail use should be directly accessible from the street at the grade of the sidewalk onto which it fronts.
- Standards for Storefront Transparency
  - Ensure visibility into active spaces at pedestrian level, including the space that is between 4 feet and 8 feet in height above the adjacent sidewalk level, following the slope if applicable.
- Western SoMa Design Standards
  - Doors should be compatible with the building and the surrounding area and add visual interest to the street.
- Affordable Housing Bonus Program Design Guidelines
  - Building entries and shop fronts should add to the character of the street by being clearly identifiable and inviting.
- All
  - Employ Sustainable Principles and Practices in Building Design
  - Performance beyond the City's green building requirements is strongly encouraged (e.g. building to LEED Gold where Silver is required).

**Supporting Text**

- Design Guidelines for Executive Park
  - Where possible, incorporate renewable energy generation should be incorporated on-site. Methods may include: turbine systems and photovoltaic roof panels.
  - No added urea-formaldehyde resins should be used in new construction and renovation of existing buildings.
  - Privately developed new construction projects and major alteration to existing buildings shall meet or exceed the Energy Star for Homes for space heating and cooling, ventilation, hot water, cooking and refrigeration, and should include green construction materials including, materials with high recycled content, natural or renewable materials, locally manufactured building products.
  - Employ Sustainable Principles and Practices in Building Design
  - Building entries and shop fronts should add to the character of the street by being clearly identifiable and inviting.
  - Bayshore Boulevard Home Improvement District
    - Visible use of sustainable green building and landscape elements such as solar panels, wind turbines, green roofs, green spaces, pervious paving, rain gardens etc. can enhance the area's identity as a center for sustainable home improvement technologies.
    - Use of exterior shading devices above the ground level at proper orientations to augment passive solar energy gain is strongly encouraged.

**Matrix of Guideline Origin from Existing Guideline Documents**

<table>
<thead>
<tr>
<th>Guideline</th>
<th>Support Document</th>
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<tbody>
<tr>
<td>Design Guidelines for Executive Park</td>
<td>Market &amp; Ucltana Area Plan: Fundamental Design Principles</td>
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<tr>
<td>Design Guidelines for Executive Park</td>
<td>Standards for Storefront Transparency</td>
</tr>
<tr>
<td>Design Guidelines for Executive Park</td>
<td>Western SoMa Design Standards</td>
</tr>
<tr>
<td>Design Guidelines for Executive Park</td>
<td>Affordable Housing Bonus Program Design Guidelines</td>
</tr>
<tr>
<td>All</td>
<td>All</td>
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</table>

**Note:**
- Buildings should have hierarchical entries for ground level residential units and a prominent common entry way to create active frontage and a visual presence on the streets. Such strong entries must meet the planning department’s guidelines for active residential entries.
- Buildings should have hierarchical entries for ground level residential units and a prominent common entry way to create active frontage and a visual presence on the streets. Such strong entries must meet the planning department’s guidelines for active residential entries.
- Building entries and shop fronts should add to the character of the street by being clearly identifiable and inviting.
- Doors should be compatible with the building and the surrounding area and add visual interest to the street.
- Buildings should maximize natural lighting, including daylight through windows, skylights, and clerestories to all occupied interior spaces.
- Windows should incorporate treatments to control: improve heat loss/gain (glass type, window film, etc.). Treatments should allow for visibility from the outside (no mirror finishes, etc.).
- Encourage use of interior shading devices above podium levels at proper orientations to augment passive solar design and to provide solar controls.
- Energy Star for Homes for space heating and cooling, ventilation, hot water, cooking and refrigeration, and should include green construction materials including, materials with high recycled content, natural or renewable materials, locally manufactured building products.
- Employ Sustainable Principles and Practices in Building Design
  - Building entries and shop fronts should add to the character of the street by being clearly identifiable and inviting.
  - Bayshore Boulevard Home Improvement District
    - Visible use of sustainable green building and landscape elements such as solar panels, wind turbines, green roofs, green spaces, pervious paving, rain gardens etc. can enhance the area's identity as a center for sustainable home improvement technologies.
    - Use of exterior shading devices above the ground level at proper orientations to augment passive solar energy gain is strongly encouraged.

**Additional Information:**
- **Conservation District Approvals**
  - Consistent with the Proposed Street Network, new buildings should be oriented and designed to provide passive solar energy gain.
  - No added urea-formaldehyde resins should be used in new construction and renovation of existing buildings.
  - Privately developed new construction projects and major alteration to existing buildings shall meet or exceed the Energy Star for Homes for space heating and cooling, ventilation, hot water, cooking and refrigeration, and should include green construction materials including, materials with high recycled content, natural or renewable materials, locally manufactured building products.
  - Employ Sustainable Principles and Practices in Building Design
    - Building entries and shop fronts should add to the character of the street by being clearly identifiable and inviting.
    - Bayshore Boulevard Home Improvement District
      - Visible use of sustainable green building and landscape elements such as solar panels, wind turbines, green roofs, green spaces, pervious paving, rain gardens etc. can enhance the area's identity as a center for sustainable home improvement technologies.
      - Use of exterior shading devices above the ground level at proper orientations to augment passive solar energy gain is strongly encouraged.

**Conservation District Guidelines**

- **All**
  - Employ Sustainable Principles and Practices in Building Design
  - Performance beyond the City's green building requirements is strongly encouraged (e.g. building to LEED Gold where Silver is required).

**Urban Design Guidelines**

- **All**
  - Employ Sustainable Principles and Practices in Building Design
  - Performance beyond the City's green building requirements is strongly encouraged (e.g. building to LEED Gold where Silver is required).
| Design Guidelines for Executive Park | The entire area shall meet City requirements regarding stormwater management pursuant to the Stormwater Design Guidelines. A Stormwater Control Plan shall be prepared that illustrates how the site’s stormwater controls will be designed to reduce water flow to the City’s Combined Sewer System, treat runoff, and achieve other goals such as providing open space, and contributing to the character and aesthetic of the built environment. |
| Design Guidelines for Executive Park | Where possible, seek to retain, collect, filter and reuse rainfall, reducing water consumption and the volume of water that would be directed to the City’s Combined Sewer System (CSS). |
| Design Guidelines for Executive Park | Existing roads should incorporate one or more devices for rainfall collection, storage and reuse. They may include, but not be limited to, green roofs, rain shafts, rain barrels, water catchers. |
| Design Guidelines for Executive Park | Achieve a balance between resource preservation and sustainable development. |
| Market & Octavia Area Plan: Fundamental Design Principles | Encourage rooftop gardens as a form of common open space. |
| Design Guidelines for Executive Park | Crosswalks should be boldly marked. |
| Design Guidelines for Executive Park | Streets internal to the site should feature narrow curb-to-curb widths, corner-bulb-outs and other features that physically calm auto traffic. |
| Design Guidelines for Executive Park | Crosswalks should be boldly marked. |
| Design Guidelines for Executive Park | All utilities on new streets should be placed underground. |

<table>
<thead>
<tr>
<th>Applicable Document</th>
<th>Supporting Test</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design Guidelines for Executive Park</td>
<td>Design Public Open Spaces to Connect with and Complement the Streetscape.</td>
</tr>
<tr>
<td>Design Guidelines for Executive Park</td>
<td>Open spaces should be well lit with downward-facing, pedestrian-scale lighting.</td>
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<tr>
<td>Design Guidelines for Executive Park</td>
<td>Secure bicycle parking inside a locked gate or garage should be provided in residential buildings. Commercial development should provide off-street bike racks in parking structures, parking lots, or entry plazas.</td>
</tr>
<tr>
<td>Design Guidelines for Executive Park</td>
<td>Streets should be designed to emphasize their use as public or common open space.</td>
</tr>
<tr>
<td>Design Guidelines for Executive Park</td>
<td>Maximum public open space to serve the site and neighboring communities.</td>
</tr>
<tr>
<td>Design Guidelines for Executive Park</td>
<td>Open space should be provided in cohesive, usable spaces that become an organizing principle for surrounding development, not in the left over spaces between buildings.</td>
</tr>
<tr>
<td>Design Guidelines for Executive Park</td>
<td>The design of open spaces should be sensitive to the design or adjacent buildings (i.e., landscaping with commercial frontages could re-use open space for restaurant seating, landscaping with residential frontages could re-use open space with a small lot on).</td>
</tr>
<tr>
<td>Design Guidelines for Executive Park</td>
<td>Open spaces should be at the same grade as building immediately adjacent to them.</td>
</tr>
<tr>
<td>Design Guidelines for Executive Park</td>
<td>Open Spaces should be scaled relative to the size of the adjacent buildings and to the programming planned for them.</td>
</tr>
</tbody>
</table>
| Design Guidelines for Executive Park | Design guidelines should be designed to maximize open space.

<table>
<thead>
<tr>
<th>Guideline</th>
<th>Commentary</th>
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<tr>
<td>P1</td>
<td>Design Public Open Spaces to Connect with and Complement the Streetscape.</td>
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<tr>
<td>P3</td>
<td>Express Neighborhood Character in Open Space Designs.</td>
</tr>
<tr>
<td>P4</td>
<td>Support Public Transportation and Bicycling.</td>
</tr>
<tr>
<td>P5</td>
<td>Affordable Housing Bonus Program Design Guidelines.</td>
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</tbody>
</table>

| AttachmentF page 8 Urban Design Guidelines | Matrix of Guideline Origin from Existing Guideline Documents |
Design Guidelines for Executive Park
Where possible, install permeable pavement on sidewalks, pedestrian walkways and other paved surfaces.

Design Guidelines for Executive Park
Irrigation systems required to establish native and low water-use landscape material should be temporary, and removed within two years of installation or once new plantings are established.

Design Guidelines for Executive Park
Harvested rainwater, and recycled (gray) water should be retained and used for landscape irrigation and other uses, as permitted by Health and Building Codes, rather than a potable water source.

Open space shall be designed to help manage stormwater runoff from streets or private parcels with best management practice (BMP) such as permeable paving, rain gardens, retention ponds, and bioswales.

P6 Program Public Open Spaces to Encourage Social Activity, Play, and Rest
Guidelines for Ground Floor Residential Design
Front building setbacks should create a transitional space between the public realm of the street and the private realm of the individual dwelling unit.

Bayshore Boulevard Home Improvement District
Neighborhood entries should be conspicuous and easily accessible from the sidewalk. Whenever businesses share a single building, each should be identifiable and accessible from the sidewalk (avoid interior-oriented retail configuration).

Design Guidelines for Executive Park
Street furniture, seating areas, alternative paving materials, landscaping, and pedestrian amenities must meet or exceed plan requirements. Pathways should have a minimum sustained width of 20 feet.

Design Guidelines for Executive Park
Amenities should be designed with their programming intent in mind. Programming for the spaces surrounded by Executive Park buildings, mains, and mains might include seating for cafes, outposts, seating for awning or extended storefront, or other uses.

Design Guidelines for Executive Park
Neighborhood entries should be designed to create transparency and a seamless transition from public to private space. In most cases, main entries should be broad enough to facilitate easy access to the entry and to provide the public to private transition.

Design Guidelines for Executive Park
Elements or features generating activity on the street, such as seating ledges, outdoor seating, outdoor displays of wares, and attractive signage are encouraged for all mixed-use buildings.

Guidelines for Adding Garages and Curb Cuts
Landscape improvements should be incorporated into the proposal to minimize the impact a new garage opening has on the building and the surrounding streetscape.

Market & Octavia Area Plan: Postmillennial Design Principles
Street furniture and other public improvements should be provided in the vicinity of the project.

F7 Integrate Sustainable Practices into the Landscape
Bayshore Boulevard Home Improvement District
Parking areas in ground typically located at main public entrances or garage supply entrances; these are often areas the public rarely enter despite what the Bayshore Boulevard strategies envision so as not to visually open to the sidewalk.

Bayshore Boulevard Home Improvement District
The use of California native or drought tolerant species in landscaping is strongly encouraged.

Bayshore Boulevard Home Improvement District
Performance beyond the City’s stormwater management requirements is strongly encouraged.

Design Guidelines for Executive Park
Neighborhood parks and open space should include softscape elements, such as open grassy areas, shrubs or flowers, trees for shade or ornamentation, and water features should be incorporated.

Design Guidelines for Executive Park
Wherever possible, landscaping should be planted in the ground, and not in above ground planters; soil depth should be deep enough to ensure the health of plantings including major trees.

Design Guidelines for Executive Park
Open space shall be designed to help manage stormwater runoff from streets or private parcels with best management practice (BMP) such as permeable paving, rain gardens, retention ponds, and bioswales.

Design Guidelines for Executive Park
Landscape is required to be water efficient per the Water Efficient Irrigation Ordinance.

Design Guidelines for Executive Park
Native and low-water-use vegetation that does not require permanent irrigation systems shall be used in public and private open spaces, to restrict or reduce the requirement for irrigation.

Design Guidelines for Executive Park
Grass and shrub beds should be installed at non-turf areas to reduce water needs.

Design Guidelines for Executive Park
Harvested rainwater, and recycled (gray) water should be retained and used for landscape irrigation and other uses, as permitted by Health and Building Codes, rather than a potable water source.

Design Guidelines for Executive Park
Native and low-water-use vegetation that does not require permanent irrigation systems should be used in public and private open spaces, to restrict or reduce the requirement for irrigation.

Design Guidelines for Executive Park
Irrigation systems required to establish native and low water-use landscape material should be temporary, and removed within two years of installation or once new plantings are established.

Design Guidelines for Executive Park
Landscape areas of 1,000 square feet or greater shall require approval from the SFPUC prior to construction and shall meet requirements of the Water Efficient Irrigation Ordinance.

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Design Guidelines for Executive Park
Where possible, incorporate rainwater harvesting and/or storm water inlets in sidewalk areas and off-street parking lots.

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Guides to the San Francisco Jeronimo Landscape Ordinance
Existing Guideline Documents
Matrix of Guideline Origin from Existing Guideline Documents
20

P5 Minimize Housing Loss to Commercial Activity
Irrigation systems required to establish native and low water-use landscape material should be temporary, and removed within two years of installation or once new plantings are established.

Suggestions for Adding Garages and Curb Cuts
Where possible, incorporate rainwater harvesting and/or storm water inlets in sidewalk areas and off-street parking lots.

Guidelines for Ground Floor Residential Design
Landscape improvements should be incorporated into the proposal to minimize the impact a new garage opening has on the building and the surrounding streetscape.

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P5 Minimize Housing Loss to Commercial Activity
Irrigation systems required to establish native and low water-use landscape material should be temporary, and removed within two years of installation or once new plantings are established.

Using permeable surfaces of grading shall be coordinated so that stormwater can infiltrate the surface in areas with less than 5% slope.

Guidelines for Adding Garages and Curb Cuts
Landscape improvements should be incorporated into the proposal to minimize the impact a new garage opening has on the building and the surrounding streetscape.

Guidelines for Ground Floor Residential Design
Landscape improvements should be incorporated into the proposal to minimize the impact a new garage opening has on the building and the surrounding streetscape.

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Urban Design Guidelines

UDG applicable areas
This map includes Neighborhood Commercial, Mixed-Use and Commercial Districts. It does not include large project sites or non-residential uses in Residential Districts where the UDGs would also apply.

RDG applicable areas
This map includes all sites in Residential Districts where the Residential Design Guidelines currently apply.

Industrial Zoning
This map includes all sites in PDR and M districts where the UDGs would not apply.

Public Sites
This includes sites zoned Public or under jurisdictions other than San Francisco such as the National Park Service, the Port, Office of Community Infrastructure and Investment, or the State of California.

Parks

Urban Design Guidelines Outreach Consolidation 14 March 2018

Potrero Hill Specific N'hood Context The images in the draft ODG do not reflect the character of North Beach neighborhood commercial districts, and there would be no place there. A suggestion that the ODGs include defining characteristics for each of the sub-areas plans of the General Plan.

Juniper Valley Specific N'hood Context Would the ODGs have changed the larger recent projects along Market Street in Juniper Valley

Upper Market/Castro Specific N'hood Context Our neighborhood is not one that “conforms”. This is helpful to hear for staff. The CBD will provide Planning with a list of adjectives for Upper Market/Lower Castro and will also review content statements and look into writing on their own.

Elizabeth Fromer - LHNA Waiver Eliminate the waiver The waiver is a continuing conversation, this draft does not include the ‘wavier’ provision.

Miraloma Park Specific N’hood Context What kind of changes can we expect in commercial corridors (NC districts)? The UDGs do not affect heights or zoning. The only code amendment will simply add the requirement to refer to professional expertise, and should have greater relief of facades.

Upper Market/Castro Specific N’hood Context Not a lot of opportunity left for the neighborhood, very few soft sites. Is this worth it? The UDGs will be around for a while and you never know about what sites could be developed in the future.

Potrero Hill Enforcement Are the guidelines legally binding? Yes, the guidelines will be located in the Planning Code under several Article 3 Zoning Procedures Sections.

Upper Market/Castro Enforcement What kind of tools does the CBD have compared to Planning Staff? The CBD can be more subjective in their comments towards designers and design review. The CBD can have enforcement.

Middle Polk Enforcement How do these relate to the code and General Plan? As stated above, the guidelines will be located in the Planning Code under several Article 3 Zoning Procedures Sections including 304, Planned Unit Development; 312, Permit Review Procedures for all NC and Eastern Neighborhoods Mixed Use Districts; 309, Permit Review in C-3 Districts; 329, Large Project Approval in Eastern Neighborhoods Mixed Use Districts.

Miraloma Park Enforcement What happens with the PUD and Redevelopment properties?

Potrero Hill Enforcement Are the guidelines legally binding? Yes, the guidelines will be located in the Planning Code under several Article 3 Zoning Procedures Sections including 304, Planned Unit Development; 312, Permit Review Procedures for all NC and Eastern Neighborhoods Mixed Use Districts; 309, Permit Review in C-3 Districts; 329, Large Project Approval in Eastern Neighborhoods Mixed Use Districts.

Elizabeth Fromer - LHNA Waiver Eliminate the waiver The waiver is a continuing conversation, the draft does not include the waiver provision.

Urban Design Guidelines Outreach Consolidation 14 March 2018

Potrero Hill Specific N’hood Context Ocean Avenue may want to create their own context statement/street line guidelines. Ocean Avenue street life committee will review final ODGs and determine if other details are needed.

Elizabeth Fromer - LHNA Waiver Eliminate the waiver The waiver is a continuing conversation, the draft does not include the waiver provision.

Miraloma Park Specific N’hood Context As an example of the intent of the UDGs, what neighborhood would look much different today if the ODGs had been in place 30 years ago?

Upper Market/Castro Specific N’hood Context Not a lot of opportunity left for the neighborhood, very few soft sites. Is this worth it? The UDGs will be around for a while and you never know about what sites could be developed in the future.

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<th>14 March 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Telegraph Hill Dwellers</strong></td>
<td><strong>RDA</strong></td>
</tr>
<tr>
<td>Applicability/Use</td>
<td>The RDGs and the UDGs are distinct and complementary. The UDGs should include a clearly defined title (like &quot;typo&quot;) which the RDGs should be deleted until the RDGs can be revised at the same time.</td>
</tr>
<tr>
<td><strong>Miraloma Park</strong></td>
<td><strong>RDA</strong></td>
</tr>
<tr>
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<td>The draft shows that RDGs are substitutive to the UDGs. That seems like a problem.</td>
</tr>
<tr>
<td><strong>Russian Hill</strong></td>
<td><strong>RDA</strong></td>
</tr>
<tr>
<td>Applicability/Use</td>
<td>RDGs are not applied in the UDGs. Are the RDGs even needed?</td>
</tr>
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<td><strong>RDA</strong></td>
</tr>
<tr>
<td>Applicability/Use</td>
<td>Yes, the Urban Design Advisory Team will apply the RDGs to the UDGs. UDAT is made up of a group of planners with design background and have managed projects around the city and shown expertise in their field. Planners will also be trained in how to use the documents.</td>
</tr>
<tr>
<td><strong>Russian Hill</strong></td>
<td><strong>RDA</strong></td>
</tr>
<tr>
<td>Applicability/Use</td>
<td>Yes, we are coordinating with other City agencies to get feedback.</td>
</tr>
<tr>
<td><strong>Mary Gallagher</strong></td>
<td><strong>RDA</strong></td>
</tr>
<tr>
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**Department Responses**

- The map online shows areas in the city that are without design guidelines. To make design review more straightforward and transparent in these neighborhoods, we will use the design guidelines to explain the process and how the Department reviews new construction in these areas of the city, as well as the design goals and standards. The Department recommends: (a) creating a comprehensive set of staff training materials, such as a comprehensive set of staff training materials; (b) creating a comprehensive set of staff training materials; (c) preparing and publishing a comprehensive set of staff training materials; (d) preparing and publishing a comprehensive set of staff training materials; (e) preparing and publishing a comprehensive set of staff training materials; (f) preparing and publishing a comprehensive set of staff training materials; (g) preparing and publishing a comprehensive set of staff training materials; (h) preparing and publishing a comprehensive set of staff training materials; (i) preparing and publishing a comprehensive set of staff training materials; (j) preparing and publishing a comprehensive set of staff training materials; (k) preparing and publishing a comprehensive set of staff training materials; (l) preparing and publishing a comprehensive set of staff training materials; (m) preparing and publishing a comprehensive set of staff training materials; (n) preparing and publishing a comprehensive set of staff training materials; (o) preparing and publishing a comprehensive set of staff training materials; (p) preparing and publishing a comprehensive set of staff training materials; (q) preparing and publishing a comprehensive set of staff training materials; (r) preparing and publishing a comprehensive set of staff training materials; (s) preparing and publishing a comprehensive set of staff training materials; (t) preparing and publishing a comprehensive set of staff training materials; (u) preparing and publishing a comprehensive set of staff training materials; (v) preparing and publishing a comprehensive set of staff training materials; (w) preparing and publishing a comprehensive set of staff training materials; (x) preparing and publishing a comprehensive set of staff training materials; (y) preparing and publishing a comprehensive set of staff training materials; (z) preparing and publishing a comprehensive set of staff training materials.

- No, there are no processes or test that need to be changed in the future. We will use the Design Review Commission with any proposed changes. For usability, it is best to be kept in one single document.

- Yes, making the RDGs and UDGs a much more consistent, transparent, and user-friendly process. We have improved the RDGs and UDGs and will continue to refine. To respect the privacy of those in these buildings the exact location may be left out, but they will all be from San Francisco.

- The RDGs can be tailored and do not change the underlying zoning. The Conditional Use applies to the use and does not change the zoning. The underlying RD zoning still applies to these sites when the Conditional Use applies. |

- The RDGs are still applied in the UDGs. In this case, the Conditional Use applies. To respect the privacy of those in these buildings the exact location may be left out, but they will all be from San Francisco.
**Urban Design Guidelines Outreach Consolidation 14 March 2018**

**Select your text: Topic / invitation** Comment / Response

### Mary Gallagher

| Photo examples | Page 25, 41. Top left: Very poor example because string courses in original are everywhere, with top floor not even visible and window levels not lining up. There are many more good examples from which to choose. Look at Citroen Savings 940 Market. It does not appear on page 85 of Spitfire Survivors (which was the background document that led to the categorization of historic buildings in the downtown plan.) That addition is definitely modern but does everything right – materials, belt course location, form, etc. (It is also a great example of form follows function because the addition houses building mechanical, elevator, etc.) | Noted. Thank you for the recommendation. |

### Mary Gallagher

| Photo examples | Page 25, 21. Boxed area. I don’t know what this is. | Noted. The UDG team is working to replace photo. |

### Mary Gallagher

| Photo examples | Page 25, Rememeber upper right and lower left photo. Some is 911 photos. | Noted. Thank you for the recommendation. |

### Mary Gallagher

| Photo Examples | Page 8, Page 10. Second graphic. Essential Frontages to reinforce the street wall. The graphic you have created shows the necessary property story above one adjacent building and two above the other adjacent building. This is an example where the guidelines is the EXACT OPPOSITE of the RDGs which explain why these guidelines cannot be said to produce “ostylistic” goals. In small RDs, most notably NO.1 and NO.2, North Beach RD and many other places, this graphic is inconsistent with the purpose of the district, which is to preserve small scale. In places like those districts the top floor of a building one story taller than an adjacent building, two stories taller than the other adjacent building and taller than any building on the block should be set back at the street wall and also not go further out in the rear yard than neighboring buildings. | Noted. New graphics and photos have been taken to replace some of the draft photos. We hope they represent the RDGs better and will continue to revise to find the most suitable graphic. The guidelines emphasize the important of a consistent streetwall as well as context of adjacent buildings. |

### Christian Community Development Center

| Photo Examples | Photos are still sterile and show new neighborhood development More in-fill developments needed. | Noted. Thank you for the recommendation. |

### Russian Hill Neighbors

| Photo Examples | Provide sketch drawings or diagrams in addition to photographs to help clarify the intent of guidelines, similar to what have been done in the Res'l.areal Residential Design Guidelines.Often, when seen as a photograph, it is ambiguous what part of the photo is clearly pertinent to the guideline. | Noted. Thank you for the recommendation. |

### Russian Hill Neighbors

| Photo Examples | No another very useful strategy utilized in the RDGs, possible examples if the success of guidelines. i.e. what to avoid. This might be accomplished diagrammatically or by sketches or by offering non-local examples. | Noted. Thank you for the recommendation. |

### Jose Hinton/Jordan Park

| Photo examples | Make fachadas look like San Francisco (e.g. OMPH projects looks better than UVD projects). No glass box in Jordan Park area. | AXA Team is gathering additional photos to replace the modern, contemporary photos and show the character of San Francisco by gathering photos of historic neighborhoods and commercial corridors. |

### Jordan Park

| Photo examples | Post of photo has too much of a bold edge, not typical neighborhoods. | AXA Team is gathering additional photos to replace the modern, contemporary photos and show the character of San Francisco by gathering photos of historic neighborhoods and commercial corridors. |

### Jordan Park

| Photo examples | Check on the new construction building on Stout | AXA team should add this building. |

### Jordan Park

| Photo examples | Photos can be under contemporary but still fit in e.g. West Hollywood, Marin, Sweden. | Noted. Thank you for the recommendation. |

### Telegraph Hill Developers

| Process/Outreach | Why can’t we have a draft document and not tell community beforehand? What’s the rush to get to an October approval? | The Urban Design Element, the overall General Plan, and a total of about thirty existing documents set policy for design in San Francisco. The very first step was digesting these documents (including redundancies and inconsistencies), getting into a draft draft. Since the draft was issued for review, a number of community groups have expressed interest and the Planning Department has gladly amended the schedule to listen, learn and be in conversation with all of them. The October date is now information update to the Planning Commission; an implementation document will be discussed and voted on at the November meeting. An important note: any draft document will not be used until final, and the Planning Department will remain open to comments at any time. |

### Telegraph Hill Developers

| Process/Outreach | What kind of outreach happened before? How did Planning select the community groups who have participated to date? | Noted. The Planning Department has been working with the City’s Neighborhood Design Liaisons (NDLs) for the past two years to identify and work with neighborhood groups in the process of developing the Urban Design Guidelines. A public hearing/committee hearing presentation was made to the Planning Commission. Very little public interest manifested, so the groups that expressed interest and testified in January were included. Others (generally professionals involved in planning, design, and land use) on the advisory group were selected through consultation with the Planning Commission, department leadership, and staff. Many of the community groups who have expressed interest and the Planning Department has gladly amended the schedule to listen, learn and be in conversation with all of them. The October date is now information update to the Planning Commission; an implementation document will be discussed and voted on at the November meeting. An important note: any draft document will not be used until final, and the Planning Department will remain open to comments at any time. |

### Telegraph Hill Developers

| Process/Outreach | Process/Outreach What were the visitors to our group who have been involved with the effort? How did the effort come about? | The Urban Design Element, the overall General Plan, and a total of about thirty existing documents set policy for design in San Francisco. The very first step was digesting these documents (including redundancies and inconsistencies), getting into a draft draft. Since the draft was issued for review, a number of community groups have expressed interest and the Planning Department has gladly amended the schedule to listen, learn and be in conversation with all of them. The October date is now information update to the Planning Commission; an implementation document will be discussed and voted on at the November meeting. An important note: any draft document will not be used until final, and the Planning Department will remain open to comments at any time. |

### Telegraph Hill Developers

| Process/Outreach | Process/Outreach The executive summary from January is concerning. It says the UDGs will have primary over the RDGs. It says nothing about going to the Board of Supervisors. | The Urban Design Guidelines, as an implementation document, will go to the Board of Supervisors to make necessary plan amendments to refer to the UDGs as an implementation tool. Since January, in consultation with many voices, we have come to recognize that the RDGs do their job well, and so the UDGs do not need to be an encompassing implementation document for the entire city. The RDGs will remain and the UDGs will cover areas where the RDGs do not apply, and limited overlaps (such as non-residential uses in R districts like schools and libraries). |

### Zeke Valley

| Process/Outreach | Process/Outreach Why were neighborhood associations not brought in earlier? What about other neighborhoods? “The architects have had their way: now it’s our turn. Don’t even talk about a hearing date” Request for a working group of neighborhood members across city made several times. Request for a hearing date sometime in the spring made several times. | The architects did outreach over a year ago and was surprised to hear little response. I got from the community. After creating an initial draft, an advisory group was formed including representatives of multiple constituencies, neighborhood groups, affordable and market developers, architects, contractors, neighborhood groups (Potrero Hill and Hayes Valley!), and out-of-town experts in the creation and application of design guidelines. The draft is ready for general public review, including individual neighborhood groups like EVNA, and the department seeks the involved in each of these groups. |

### Zeke Valley

| Process/Outreach | Process/Outreach Why were the members of the prior advisory group “Please provide a list of the members” | The list of the UDGs is available on the website. |

### Zeke Valley

| Process/Outreach | Process/Outreach What feedback did Planning get from the neighborhood groups in the advisory group? | Noted. Thank you for the recommendation. |

### Zeke Valley

| Process/Outreach | Process/Outreach Suggested/recommendation to include a section on the process to take in the handout provided at this meeting. | Noted. Thank you for the recommendation. |

### Zeke Valley

| Process/Outreach | Process/Outreach Is there an outreach coordinator at the Planning Department to neighborhood groups? | Noted. Thank you for the recommendation. |

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Workshop Boards Specific Guidelines

Very important: Building & Street Relationship
Agreed, the site design section and S1 in particular calls for recognizing and responding to urban patterns including key building blocks, tower corner details, etc. The guidelines should be developed in a way that allow for diversity and balance in order to create a functional and successful urban folder.

Pick one: repetitive, small patterns or one big move, show examples
We hope that by providing a range of means for how to meet each guideline this can allow for flexibility and design options in order to meet the overall principle.

Gehl Specific Guidelines

Consider differentiating facade articulation between lower floors and upper floors. Facade articulation at the street level should be a foundational intention in the development of the design.

Agreed. There are some guidelines related to open space and streets, but the majority of such controls are in the Planning Code.

Upper Market/Carson Specific Guidelines

How can we get rid of glass boxes? We need to see inspirational, well-designed 21st-century buildings. A lot of buildings in the neighborhood that have been built in the last 5 years are disappointing.

The architecture section hopes to inspire quality materials and interesting facades. There are many ways to meet the guideline. The guidelines also want to see what we lose about historic buildings, how can we create that same level of detail and craft without false historicism.

Workshop Board #1 Specific Guidelines

Avoid of this being too prescriptive
This was mostly in relation to the active storefronts and idea of modern architecture being active without compromising on the street level.

Workshop Board #2 Specific Guidelines

Avoid that everything will just look the same
There are guidelines that ask to see neighborhood specific context and personality. Each of these ask design to reference specific local varieties of adjacent neighbors and consider what makes their neighborhood special.

Workshop Board #3 Specific Guidelines

How to make guidelines flexible enough to reflect diversity
There are guidelines that ask to see neighborhood specific context and personality. Each of these ask design to reference specific local varieties of adjacent neighbors and consider what makes their neighborhood special.

Workshop Boards Specific Guidelines

Love the fine detail in historic buildings and interesting surfaces
Yes, we are including more historic photos to show what we lose about these buildings, their attention to detail and craft, to inspire the type of design.

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Specific Guidelines

Gehl Specific Guidelines

Sidewalk elements should be scaled according to their context (intensity of activity, building heights, traffic noise, etc.)

Chosen.

Gehl Specific Guidelines

The meaning of "Local Variations" in the guideline title is a bit unclear

Noted.

Gehl Specific Guidelines

Generally David Baker's projects are great but we feel the president on page 27 is not a good example of special treatment or ground-floor activation, consider using a more appropriate example for this guideline

Modified.

Gehl Specific Guidelines

This is great.

Noted.

Gehl Specific Guidelines

Considering reorganising guidelines in this section. Unless A1 is re-worded (see below), we don’t believe it should be listed as the first priority in building design

Modified.

Gehl Specific Guidelines

Recommend that this guideline not be listed in this section. While we agree that bold architecture is important, this concept could be hazardous in its implications for the public realm. It is most important that a building acknowledge the human scale, not that it look like bold architecture from afar. Bold architectural gestures are allowed if a building program supports public space at the street level

Noted.

Gehl Specific Guidelines

Consider changing the guidance principle to something like: "Express a clear architectural idea that works at the building scale AND the human scale.

Modified.

Gehl Specific Guidelines

The precedent in the middle of page 34 is an example of where the parti has overridden consideration of the public realm to the detriment of street life. Architecturally it is also an appropriation of Auditorio Ciudad Leon in Seville. We recommend using different architectural precedents on this page that show where bold architecture and street level activation have both been respectfully considered.

Noted.

Gehl Specific Guidelines

Second bullet point can be read as a mandate for creating buildings that don’t respond to human dimensions or needs. “Internally logical” design is important aesthetically but not at the level of importance suggested here.

Noted.

Gehl Specific Guidelines

Consider adding a point about utilizing materials that age well

Added.

Gehl Specific Guidelines

The section could more properly about building heights. The third precedent on page 39 regarding high-rise is a good example of tall buildings responding to the human scale. We believe this principle can be expressed more clearly, as this is one of the only places where tall building design is addressed.

Noted. Precedents are more prescribed by code.

Gehl Specific Guidelines

The Tall Building Design Guidelines from Toronto for inspiration.

Noted.

Gehl Specific Guidelines

On page 39 consider using San Francisco precedents involving large buildings that represent good urban design at the ground-floor. Precedences shown don’t necessarily illustrate the overall concept well.

Noted.

Gehl Specific Guidelines

For comments on "far above" we believe that consideration in context should not be used as an excuse to keep building heights low where there are compelling reasons to deny, or to match adjacent mediocrity.

Noted.

Gehl Specific Guidelines

Precedent in the middle of page 42 (Cutler time wall) doesn’t seem to adequately reinforce this guideline.

Removed.

Gehl Specific Guidelines

Consider subdividing this guideline into residential and commercial buildings. Both should be designed with consideration of the future number of pedestrians and capacity of space, privacy & refuge, gradient from public/community spaces to private areas.

Noted.

Gehl Specific Guidelines

Good contemporary examples can be found in the Dogpatch and on Telegraph Avenue.

Added.

Gehl Specific Guidelines

Consider using a section (or adding a section) that shows an active ground floor adjacent to a street. The section shown represents a relatively rare condition.

Noted.

Gehl Specific Guidelines

Recommend rewording guideline. PN6 becomes PN7. Important to recognize that sidewalks are the vast majority of SF’s public realm and should therefore get first priority of consideration and investment.

Noted.

Gehl Specific Guidelines

Consider differentiating between PUPOs and publicly owned spaces. The last bullet point could address the importance of providing a hierarchy of open space uses within the public realm.

Noted.

Gehl Specific Guidelines

Consider addressing mixed-use and street noise mitigation in overlapping public spaces.

Noted.

Gehl Specific Guidelines

Guideline title is different than shown in table of contents.

Addressed.

Gehl Specific Guidelines

This guideline is important to address in open-space contexts. Consider adding language like: “an understanding of a neighborhood’s existing and potential public life should inform the design of sidewalks and public open spaces. Programming and design should be considered in the context of neighborhood uses.”

Noted.

Gehl Specific Guidelines

Design to optimize a micromosaic that supports the intended program for each public space. For example, “areas intended for eating lunch outdoors in a business district should be sunny and protected between 11am-2pm.”

Addressed more generally in PN7.

Gehl Specific Guidelines

Consider promoting lively activities throughout our activities. We believe this is a key driver of public life.

Noted.

Gehl Specific Guidelines

To be considered. A good idea but may not make it into this revision.

Added.

Gehl Specific Guidelines

Including locals and neighborhood are missing from this section. These should be considered as the result of open space design and programming.

Added.

Gehl Specific Guidelines

Generic. This section goes into detail regarding elements of the street that are covered well in the SF Better Streets Manual. We recommend referencing the Better Streets Plan in this section and keeping the guidelines more high-level and at the scale of the pedestrian network. Consider the following high-level points below.

Noted.

Gehl Specific Guidelines

While the streetcape represents 80% of SF’s public realm and deserves a high level of consideration

Noted.

Gehl Specific Guidelines

Every project should be treated as a connection within the public realm network.

Noted.

Gehl Specific Guidelines

Consider design that promotes staying activities on the sidewalk. At least every 500 feet including sidewalk there should be a spot to sit, eat, congregate.

Noted.

Gehl Specific Guidelines

Sidewalk design including overall width and amenities should be considered in relation to level of traffic, vehicle speeds and other modes that impinge on the experience at the sidewalk.

Noted.

Gehl Specific Guidelines

More possible; provide a generous enough transition to allow unique high level sidewalk zones - frontage, through zone, furnishing zone.

Noted.

Gehl Specific Guidelines

Sidewalk through zones and building corners should be designed with consideration of the future number of pedestrians, as well as crossing potential at crossings.

Noted.

Gehl Specific Guidelines

Sidewalk elements should be scaled according to their context (intensity of activity, building heights, traffic noise, etc.)

Noted.
Urban Design Guidelines Outreach Consolidation 14 March 2018

<table>
<thead>
<tr>
<th>Comment</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sanj Specific Guidelines Sidewalks should feel balanced with the amount of space provided to other modes, especially when those modes dominate with speed and noise. Consider, for example, larger buffers and walkway width adjacent to heavy traffic.</td>
<td>Noted.</td>
</tr>
<tr>
<td>Sanj Specific Guidelines Design buildings to constantly engage with the sidewalk. A building’s highest level of exterior interest and detail should be at the ground floor.</td>
<td>Noted.</td>
</tr>
<tr>
<td>Sanj Specific Guidelines No guideline is a good place to rephrase maintenance and durability of materials. In general, encourage investment where it is going to last the longest, encourage stewardship of the space, and contribute most to the public realm.</td>
<td>Not quite sure how this relates to the guidelines. Can you clarify?</td>
</tr>
<tr>
<td>Sanj Specific Guidelines Consider also addressing landscaping in this section.</td>
<td>Not quite sure how this relates to the guidelines. Can you clarify?</td>
</tr>
<tr>
<td>Sanj Specific Guidelines We believe these guidelines should prioritize walking, biking and transit, in that order. Consider at minimum organizing bullet points in relation to this order: they are currently a bit jumbled.</td>
<td>Walking is encouraged throughout the guidelines. This is specific to other forms of travel.</td>
</tr>
<tr>
<td>Sanj Specific Guidelines This guideline is a good place to address maintenance and durability of materials. In general, encourage redundant detail.</td>
<td>Added.</td>
</tr>
<tr>
<td>Sanj Specific Guidelines Design buildings to constantly engage with the sidewalk. A building’s highest level of exterior interest and detail should be at the ground floor.</td>
<td>Changed.</td>
</tr>
<tr>
<td>Sanj Specific Guidelines Provide a continuous and fine-grained pedestrian network to support access to transit stops.</td>
<td>Added.</td>
</tr>
</tbody>
</table>
Mary Gallagher Specific Guidelines Page 18: Not a single guidelines here addresses existing adjacent circumstances and context. So, for instance, Rose Hill/Urban Park Specific Guidelines Requested to include problems from sun rays reflecting off glass and/or metal that road neighbors. Staff will be including more “sustainable practices” in building design.

Mary Gallagher Specific Guidelines Page 16: Missing from this is the important discussion of light, air and shadow on existing residential uses. If you look at the pattern of buildings in the Tenderloin, for instance, you will see many noncompeting structures that cover much of the required rear yard but which respect adjacent residential uses on upper stories by matching or exaggerating light wells. This is of critical importance to small residential units and SROs, whose rooms’ only light and air are often on light wells. Graphics of light wells are critical to this section.

Mary Gallagher Specific Guidelines Page 16: From certain instances it may not be appropriate to force massing to create “continuous streetwalls” on this sidewalk side. By modifying conventional rear yards, some corner sites can better support continuous streetwalls and real block open space.” (p. 17)

Mary Gallagher Specific Guidelines Page 16: “locate and orient open space to maximize solar exposure and protection from the wind” might result in the loss of pedestrian safety. This can be achieved by designing for physical comfort and accounting for shadows/wind when designing open spaces.

Mary Gallagher Specific Guidelines Page 16: “locate and orient open space to maximize solar exposure and protection from the wind” might result in the loss of pedestrian safety. This can be achieved by designing for physical comfort and accounting for shadows/wind when designing open spaces.

Mary Gallagher Specific Guidelines Page 16: If the ability to maximize permeable sidewalks is a good idea but such a guideline must be sensitive to the physical constraints of the neighborhood like Chinatown where, for example, active use of subbasements often make it difficult to do much in the way of water run-off strategies on sidewalks.

Mary Gallagher Specific Guidelines Page 18: Not a single guidelines here addresses existing adjacent circumstances and context. So, for instance, Rose Hill/Urban Park Specific Guidelines Requested to include problems from sun rays reflecting off glass and/or metal that road neighbors. Staff will be including more “sustainable practices” in building design.

Mary Gallagher Specific Guidelines Page 16: Missing from this is the important discussion of light, air and shadow on existing residential uses. If you look at the pattern of buildings in the Tenderloin, for instance, you will see many noncompeting structures that cover much of the required rear yard but which respect adjacent residential uses on upper stories by matching or exaggerating light wells. This is of critical importance to small residential units and SROs, whose rooms’ only light and air are often on light wells. Graphics of light wells are critical to this section.

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Mary Gallagher Specific Guidelines Page 16: “locate and orient open space to maximize solar exposure and protection from the wind” might result in the loss of pedestrian safety. This can be achieved by designing for physical comfort and accounting for shadows/wind when designing open spaces.
CONCERN: In regards to applicability, the relationship and respective roles of UDGs, RDGs, neighborhood-specific design guidelines and any other design guidelines are not known from reading this document. Within the body text of the document, no other guidelines besides the Draft "Ground Floor Residential Design Guideline (GFRDG)" is mentioned.

In addition, it is not clear as to how the UDGs relate to the Urban Design Element of the General Plan nor to the Commerce and Industry Element’s Urban Design Guidelines of the General Plan and conformity to it with the objectives of the UDGs and also in relation to the Priority Policies under Proposition M.

2. CONCERN: Definition changes (Page 6).

   a. "Adjacent". As residential and commercial areas are more varied and can change from block to block or even within 100 feet depending on what occurs on the block or neighborhood, it is vital that Planning maintains the definitions he has set in this document and not make changes to what is already defined. The definition of the word "adjacent" (Page 6). "Adjacent" no longer refers to what is immediately next door or another parcel sharing any property line to one another but instead includes the meanings of "near, close or contiguous" which are very imprecise and less clear

   b. Context - The obvious purpose to adopt an alternative meaning of "context" as something that could "context" or "reinterpreted", CSFN suggests to use a definition more in line with what lay persons think of when hearing the word "context" such as: "bound aesthetically with or by a clear and fully compatible design" to do so.

CONCERN: Explicit definition in first sentence is negated in second sentence on Page 6: "The Urban Design Guidelines apply to buildings in all districts outside the RR, RM, RTD and PDR districts. In Residential Districts, they apply to projects that have non-residential uses or have either as units or more or frontage longer than 150 feet. The RDGs also apply to those sites and supersede the UDGs if there are conflicts. The second sentence with regards to "In Residential Districts" negates the RR, RM, RTD and PDR districts that were excluded in the first sentence. The second sentence by virtue of it referring to "Residential Districts" includes all districts except RR, RM, RTD and PDR districts which is not clear and makes it unworkable.

CONCERN: Mixed-use guidelines for non-residential uses are codified for non-residential development in non-low-density areas and buildings in Neighborhood Commercial Districts (NCDs) influencing residentially zoned parcels, especially those with adjoining side and rear lot lines (Page 6).

   a. Many built RDCs next to RRa, RM, etc., have "6 units or more" or a "frontage of more than 150 feet" because they were built before Planning Code existed. The same goes for many multi-building units which go beyond the unit count of certain zoning district categories for the parcel. Such buildings adjoining parcels in the same districts excluded non-adjacent side and rear lot lines (Page 6). The RDGs also apply to those sites and supersede the UDGs if there are conflicts. In these instances, the Residential Design Guidelines also apply and supersede the Urban Design Guidelines. We will further add a comment about the RDGs, UDGs and other more-specific guidelines superseding the UDGs in the next draft.

   b. The UDGs apply to all districts outside of RR, RM, RTD and PDR districts and they apply to RR, RM, RTD, Planned (see District Residency) only on projects that have non-residential uses or have either as units or more or frontage longer than 150 feet. The RDGs also apply to those sites and supersede the UDGs if there are conflicts. The second sentence with regards to "In Residential Districts" negates the RR, RM, RTD and PDR districts that were addressed in the RDGs and the UDGs. The RDGs also do not address any use beyond residential in these areas, such as schools or churches etc.

   c. Design review staff and planners typically look at the entire block face of a subject site as well as the facing block and do not look beyond the block. The RDGs and UDGs provide the color and context of the building, how they are related to each other and how they fit in this urban setting. The RDGs and UDGs provide a consistent language through the city for building review, especially when there are major differences as one moves from a single-family detached house to a high-rise building.

3. CONCERN: This is related to #1 and #4 above. Section 312 and notification (Page 6). Lots can be held by multiple people within one entity (e.g. LLC, corporation, or family). These lots may be located mid-block or next to multiple people within one entity (e.g. LLC, corporation, or family). These lots may be located mid-block or next to

The March 2017 draft indicates (page 6) that "Other specific Plan Area design guidelines or the Residential Design Guidelines may also apply depending on the zoning, location, building type, scale, and type of land use. All existing guidelines will continue to apply as exactly as they do now. The UDGs do not change the applicability of the RDGs or neighborhood-specific guidelines. Note that the newly proposed Special Area Design Guidelines (including existing neighborhood-specific guidelines) are further supported in the November 2017 draft on page 6. "Special Area Guidelines supersede the Urban Design Guidelines and will also be mandatory in the approval process." As well, on page 6, for R districts where both the UDGs and the RDGs will apply. In these instances, the Residential Design Guidelines also apply and supersede the Urban Design Guidelines. We will further add a comment about other more-specific guidelines superseding the UDGs in the next draft.

CONCERN: Note that due to space constraints, comments forwarded in other form dated September 25th, 2017 have been partially reproduced here (but not added). For the full text, please request a copy from the Coalition for San Francisco Neighborhoods or Anne Breaux at www.losa@algon.org.
REQUEST: For the Planning Commission to direct Planning staff to delete this picture and the text with it. Another comparable guide to the UDGs would be the San Francisco Design Code (SFDC), which is much more accessible and easy to use. The SFDC uses an entirely different format and labels to organize public comments and feedback.

9. CONCERN: Text on Page 16 reads: “Locate building scale and massing to the size and scale of existing and anticipated neighborhood character and buildings.” This was removed in the November 2017 draft. “Anticipated” was intended to help when there are multiple projects happening simultaneously on the same block, but other concerns were raised by neighborhood groups as to how this could be used so it was removed.

10. REQUEST: For the Planning Commission to direct Planning staff to clarify and demonstrate with data what the effect would be on all neighborhoods when buildings get reconfigured via the form-based design that is essential for the city’s future as a climate-resilient community. That clarification should include data on potential displacement or increase in commercial rents for the small businesses, especially in the well-established neighborhood commercial districts (NCDs).

11. REQUEST: For Planning Commission to direct Planning staff to clarify how the UDGs, with buildings designed based on form-based density and prudently with larger square footages, would potentially change property taxes for landlords or businesses.

12. REQUEST: For Planning Commission to direct Planning staff to clarify the UDGs to work and for existing buildings when expanded. That clarification should include data on potential displacement or increase in commercial rents for the small businesses, especially in the well-established neighborhood commercial districts (NCDs).

13. CONCERN: The form-based density design concept of the UDGs could very well ignore current Planning Code the “streetwall” (less open ground in front) and in the rear and side yards, less rainwater permeates into the ground. Suggest or unset street edges that have parking or other ambiguous uses in front of them cause problems for pedestrian and neighborhood character as defined by the many failures of mid 20th Century planning. Each project should contribute as an element to a larger natural flow for the side of the street so that there is a clear and defined space for people to walk and feel safe. Built and studied urban design practices suggest that a balanced proportion where the width of a street equals the height of the building makes for a comfortable walking space. Long Ising is an example which does not use this proportion and is not a model for San Francisco’s Urban Design Guidelines. The UDGs do not change, affect, or increase density, zoning, land use, height or parking requirements, they are not subject to CEQA.

14. REQUEST: For the Planning Commission to request the Planning staff to produce a flowchart of which projects would or would not be responsible to Commission review and make recommendations to the Commission for disapproval or modifications.

15. CONCERN: Well the additional land coverage through the form-based UDGs which may not arise as much ground being open with the creation of additional roof and deck surfaces, walls and other materials that are more prone to become heat and not disperse it, increases to ambient temperatures may increase around all the parcels subjected to the UDGs. San Francisco saw the highest temperature ever recorded since temperatures have been recorded with a high of 108°F on September 1, 2017. Vulnerable populations may be affected.

16. REQUEST: For the Planning Commission to request Planning staff to produce other city’s and town’s form-based urban design guidelines and to review the effectiveness and different outcomes they have had. These regulations should be created from scratch to resemble a setting that would not cause the residents in terms of well established aesthetics that promote a level of spirituality for a healthy environment. This clarification is needed so the people of the community can decide for themselves what is beautiful for their specific area, or block or portion of the block. CSFN urges the Planning Commission to direct staff to ensure that the UDGs do not affect the quality of life for those in established areas.

17. REQUEST: For the Planning Commission to direct Planning staff to produce an annual report on where the UDGs have been used so far with the street addresses, block and lot numbers of projects that have utilized the UDGs and determine any social, economic, ethic, equity impacts.

The UDGs do not impact density or allow greater square footages as they do not change existing zoning or codes.

The UDGs do not impact density or existing codes. We do anticipate them improving the design review process so that it can be a more effective and simpler process. This would help new projects provide more housing that is compatible with existing neighborhoods in a more appropriate way.

The UDGs do not change the code requirements. If it includes open space, rear yards, front yards, side setbacks, etc. This would be the way in which those requirements can be met and the project and the neighborhood as a whole—supporting things like: well laid, safe walls, mid-block open space, public open space, etc. See the response to #13 above. The UDGs are supportive of sustainable best practices for site design, architecture and public realm.

The UDGs do not change the code requirements. If it includes open space, rear yards, front yards, side setbacks, etc. This would be the way in which those requirements can be met and the project and the neighborhood as a whole—supporting things like: well laid, safe walls, mid-block open space, public open space, etc.

The UDGs do not impact density or existing codes. We do anticipate them improving the design review process so that it can be a more effective and simpler process. This would help new projects provide more housing that is compatible with existing neighborhoods in a more appropriate way.
Planning Commission Comments MAY 2017

Hi (Jay)! 

Love the RDGs, they are accessible for people who don't know about design. Love the drawings, whereas the UDGs photos are hard to understand. Does not want RDGs to change

Comment noted.

M.J. (Jeff) 

Added material on values, examples that context matters.

Added to pages 16-17 under "Harmonize Relationships between Buildings, Islands, and Open Spaces.

M.J. (Jeff)

Added material on values, examples that context matters.

Added to pages 16-17 under "Harmonize Relationships between Buildings, Islands, and Open Spaces.

Jay Wagner

Added material on values, examples that context matters.

Added to pages 16-17 under "Harmonize Relationships between Buildings, Islands, and Open Spaces.

Paul Weber (TH) 

Added material on values, examples that context matters.

Added to pages 16-17 under "Harmonize Relationships between Buildings, Islands, and Open Spaces.

Jennifer 

Updated all the photos and tiffs reliability.

Updated all photos, inserted photos from November 2017 document along with Specific Area Design Guidelines. Our SF Planning Property Information Map details each guideline applicable to each site and is the best way to find out what applies where.

1. REQUEST: For the Planning Commission to direct Planning staff to eliminate the picture that shows high-rise Manhattan buildings next to low-rise non-Manhattan-style buildings to be eliminated.

It has not been put through a formal public notification process (as per legislation requirements as no legislation is proposed), but it has been announced and presented at the Planning Commission on January 16, 2016, October 2016, and May 2017, emailed through our extensive neighborhood organization list; broadcast through several local newspapers articles written by journalists, and announced and discussed at 6 public meetings, presented on a public website for almost two years, and communicated in person to the above organizations at their meetings over the past two years.

We will add clarification about the additional guidelines applicability as noted above. The RDGs are noted in the November 2017 document along with Specific Area Design Guidelines. 

20. REQUEST: For the Planning Commission to direct Planning staff to produce the notification list to the public of who was informed about the proposed crafting and adoption of the UDGs.

22. REQUEST: For the Planning Commission to direct Planning staff to hold detailed and meaningful dialogue with all residents of all districts out in every supervisory district as none has occurred thus far.

Along with hosting six public meetings and workshops, presenting at the Planning Commission three times, we have met with the following neighborhood groups to help explain the project, answer questions, and engage the public in collaborative conversations about how these guidelines can help support the existing context. We are happy to visit any and all groups who request such a meeting or invite us to one of theirs. These groups include: 

- Battery 9 Neighborhood Association, Castro Community Benefit District, Dolores Heights Improvement Orphan Club.

We will add clarification about the additional guidelines applicability as noted above. The RDGs are noted in the November 2017 document along with Specific Area Design Guidelines. Our SF Planning Property Information Map details each guideline applicable to each site and is the best way to find out what applies where.

We are happy to visit any and all groups who request such a meeting or invite us to one of theirs. These groups include: 

- Battery 9 Neighborhood Association, Castro Community Benefit District, Dolores Heights Improvement Orphan Club.
The Urban Design Guidelines (UDGs) were created as a document to help create a consistent process for design review that is in keeping with the planning code. The original intent was to develop a document that would help create a consistent process for design review that is in keeping with the planning code. The original intent was to develop a document that would help create a consistent process for design review that is in keeping with the planning code.

The UDGs were developed in consultation with community members and stakeholders. The UDGs were developed in consultation with community members and stakeholders. The UDGs were developed in consultation with community members and stakeholders.

The UDGs have been described by staff as useful in places where there is little or no design guidance which would improve the quality of design and neighborhood compatibility across the city. The UDGs have been described by staff as useful in places where there is little or no design guidance which would improve the quality of design and neighborhood compatibility across the city. The UDGs have been described by staff as useful in places where there is little or no design guidance which would improve the quality of design and neighborhood compatibility across the city.

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Urban Design Advisory Group Comments on 2016 Draft

Matrix of Urban Design Advisory Group Comments on 2016 Draft

| Term                | Original Definition | Re-Definition/Explanation | Action
|---------------------|---------------------|---------------------------|------
| Context             | Modified to include "site specific conditions". | | Accept
| Character           | Included in revised "context" section. | | Accept
| Symbolism           | Removed. | | Reject
| Ornamentation       | Removed. | | Reject
| Quadrant            | Added a "north-south" orientation. | | Accept
| COMA                | Replaced with revised "COMA" definition. | | Accept
| Open Space          | Replaced with revised "open space" definition. | | Accept
| Private Open Space   | Removed. | | Reject
| Public Open Space   | Removed. | | Reject
| TCP                | Modified to include "context". | | Accept
| Articulation        | Modified to include "small" and "similarly scaled". | | Accept
| Muteness            | Modified to include "flatness". | | Accept
| Articulation        | Modified to include "similarly scaled". | | Accept
| Context             | Modified to include "site in its setting and historic context". | | Accept
| Character           | Included in revised "context" section. | | Accept
| Symbolism           | Removed. | | Reject
| Ornamentation       | Removed. | | Reject
| Quadrant            | Removed. | | Reject
| COMA                | Replaced with revised "COMA" definition. | | Accept
| Open Space          | Removed. | | Reject
| Private Open Space   | Removed. | | Reject
| Public Open Space   | Removed. | | Reject
| TCP                | Modified to include "context". | | Accept
| Articulation        | Modified to include "small" and "similarly scaled". | | Accept
| Muteness            | Modified to include "flatness". | | Accept
| Articulation        | Modified to include "similarly scaled". | | Accept

Note: The above table summarizes the changes and actions taken based on the Urban Design Advisory Group's comments on the 2016 Draft. The group's comments focused on clarifying definitions, ensuring consistency, and improving the overall coherence of the guidelines.
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<tr>
<th>Section</th>
<th>Guideline</th>
<th>Rationale/Purpose</th>
<th>Means</th>
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</thead>
<tbody>
<tr>
<td>S2</td>
<td>Harmonize</td>
<td>2016 Draft</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

**SITE DESIGN**

**Urban Design Advisory Group Comments on 2016 Draft**

**5 August 2016**

**SITE DESIGN**

**Urban Patterns**

**Open Spaces**

**Streets, and**

**between Existing**

**Relationships**

**Visual and edges landmarks path s and districts- specific meanings from blocks”**

Has a major cost impact to buildings and utility delivery. Sometimes variation to (E) pattern is good. "reduce the scale of specifically about pedestrian ways of neighborhoods and neither streets or open space and especially since S1 is should be called out in the subsection title in that they are existing patterns of topography, open space,

"...building plays a role in the lot pattern of its block or" Change made, see SD Intro

"...guiding the height, form, massing,…” Change made, see SD Intro

Add definition of “STYLE”

Add “CADENCE” Page 17

mimicking I think you are hoping to avoid.

"Public Open Space: Shared outdoor space provided for all might be affected by neighborhood patterns, etc."

Add “APPROPRIATE” This word is used on page 40.

Add “ADJACENT” This word is used so often, I think it would be encourage.

Add “COMPATIBLE WITH”. I believe this is what the guidelines are trying to avoid. JS

Add “HISTORICISM” This is used on page 36. Incorporated definition of ‘Historicism’ primarily with the replication of DNA strands TN

Add “SCALE” This is a key concept used in the document. Included definition for “scale”

Respect the Context: Harmonize relationships…

Examples to make this document comprehensive. Otherwise, it is Expanded, with more illustrative and graphic examples.

This page has critical design recommendations that need to be revised, added, with illustrative and graphic examples. Otherwise, it will fall into the same trap that the existing design guidelines have left us in, which is a vague call for large setbacks from adjacent buildings are overly restrictive. Buildings along their sides and patterns along rear facades that

Can be considered positive ways the original City and the landscape is structured in the suburban tracts that they are neither streets or open space and especially since S1 is specifically about pedestrian ways of neighborhoods and neither streets or open space and especially since S1 is Original map should be retained to have footpaths, and utility delivery, etc.

This makes clear single structures that are closely spaced and because of open space. Parks and open spaces can also part of the urban pattern.

Develop a grid with 30

engine constraints such’s and distinct, specific meanings from

Put principle, Very open and generic, “they generally fall within the social norms and behaviors…” Usually meet the criteria for public space, etc. and passageways.

been far better at the old

Base principle. liking and because,

30

Based principles shown below in each building, site, street, orinds, below relationship of proposed projects to both, 6th, 9th.

Additional helpful.

Comment noted. UDGs do not cover RDG sites.

Comment noted. UDGs do not cover RDG sites.
Throughout the guidelines, there is a strong message of "don't stand out" until later sections on architecture, but there is a strong message of "don't stand out" until later sections on architecture. A key word is the need to find a way to require or entice variety of urban form. The concept of a "skyplane" strategy being employed in one of the buildings on the skyline. Clarification added to diagram.

The "skyplane" strategy being employed in one of the buildings on the skyline. Clarification added to diagram.

Clarification added to diagram.

Clarification added to diagram.

More prescriptive than the guidelines are underway. Clarification in that this section is for private open space.

Clarification added to diagram.

As an aside: see the "skyplane" strategy being employed in the Central SoMa Plan. Clarification added to diagram.

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Urban Design Advisory Group Comments 5 August 2016

Respect Natural Systems and Features

Features

I wonder if the title should be "Respect Natural Systems, Patterns and Features".

valuation of the "urban" is a core problem with SF’s growth.

management, solar access, and wind protection/usage.

examples don’t illustrate natural systems of stormwater environmental well being as they are about identity. The rational. Natural systems should be as much about

This is an opportunity to speak to clean air and water as part of

reinforces nature the opposite of the city, rather than blurring many experiences and doesn’t demand relief -- this construction of generalizing and different identities? Danger acknowledge SF has identity of SF” –

exceptions for traditional locations…” this doesn’t make sense -- if you are providing a different location, then it likely won’t be supporting the block pattern (add the word

...equivalent amount of ground-related open space (???)…are handled at larger buildings. This should be addressed. (“Connect building

An often discussed topic during project review is how shared and individual entries relate to the relationship of ground plane to elevations are very useful DS

Remind people that private views are not protected Comment noted and added to S5. acceptable due to site conditions.” – can this be accomplished without the need for

site conditions.” read “Exceptions to traditional locations for rear yards may be acceptable due

“Design, size and locate open space to be usable and comfortable to all users –

“Maximize opportunities for plantings and permeable surfaces in sidewalks, roofs, buildings and great positive effect

shape open space.” – open space can also accentuate, rather than moderate,

“Use open space to moderate the scale of buildings and buildings to positively

se residential, commercial, arts, PDR, or office” TODCO

“Screen at-grade parking from view at the street by active ground floor uses such a

applicable DS

Document existing and proposed topography and existing drainage courses where

Needs more clarity/nuance…seems like a potential contradiction is the goal to REINFORCE or ENHANCE or ACCENTUATE natural topography?

I don’t see Creeks mentioned and these are important in certain parts of SF Comment noted.

pg. 18 & 21 -- This photo (below left) illustrates Russian Hill where the high rise buildings would not be permitted under current codes

so how does this photo support the overall design guideline theme of context and “fitting in”?

high rise buildings would not be permitted under current codes so, it should be stated as such. If not, then further explanation is needed. (pg. 20, bottom left)

This photo seems to accentuate that ground level of the high rise and lower buildings onto the street. Is this what you are after? If so, it should be as such. If not, then further explanation is needed. (pg. 20, bottom left)

Diagram: not clear on what the 2nd diagram does for the block? because both are a-contextural buildings/sites

Diagram: not clear on what the 2nd diagram does for the block? should be addressed. If you are providing a different location, then it likely won’t be supporting the block pattern (add the word

Changes made.

Changes made.

Changes made.

Changes made.

Changes made.

Changes made.

Changes made.

Changes made.

Changes made.

Changes made.

Changes made.

Changes made.

Changes made.

Changes made.

Changes made.

Changes made.

Changes made.

Changes made.

Changes made.

Changes made.

Changes made.

Changes made.

Changes made.

Changes made.
### Streetwall and Active Corridors

**Proper placement can hide the frontage - since Major Streets want fewer curb voids where there may be an addition to an existing one or two-story building.**

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<tr>
<td>S7</td>
<td>Recognize and support new buildings along the street</td>
<td>This is S6. Perhaps adding sidewalk to building wall ratios to influence on the streetwall and the vitality of streets and building frontages. This is an opportunity to address full block developments that are different from infill projects. Perhaps the density standards need to be adapted for full block developments but undisclosed.</td>
<td>Change made.</td>
<td>This is a cause of contention with neighbors - especially when cases are not protected - study language.</td>
<td>Change made.</td>
</tr>
<tr>
<td>S5</td>
<td>Create or support new buildings along the street</td>
<td>There is no mention of building codes that have a placed influence on the streetwall and the vitality of streets and building frontages. This is an opportunity to address full block developments that are different from infill projects.</td>
<td>Change made.</td>
<td>Perhaps add &quot;absolute consistency&quot; (a 12.14.010 Purpose) - an added across private property instead of through?</td>
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**Section titled: "Create, Protect, and Enhance View Variations"**

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**Section titled: "Integrate Art and Design"**

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</tr>
<tr>
<td>Pedestrian Environment</td>
<td>Organize Uses to Enhance the Pedestrian Environment</td>
<td>This is a very strong articulation of the ability of the city to both respect the past and evolve. Thank you! AIASF</td>
<td></td>
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<td>Environment</td>
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Guideline: Organize Uses to Enhance the Pedestrian Environment

- Enhance the pedestrian environment by integrating uses such as stoops or front door recesses. The arrangement of building entrances, cafes, and residential unit entrances can enhance the pedestrian environment. Perhaps a guideline dedicated to service and garage entrances, fire stands, and fire hydrants could be added to the UD quality of a place. Integrate parking signage and lighting into the building facade. In the case of private alleyways, ensure parking, make them pedestrian friendly, and make sure signage is seen by pedestrians and vehicular traffic.

Guideline modified and better addresses this issue.

- Pedestrian-friendly building entrances should be located near and underneath commercial space.

Guideline modified; issue addressed in A section.

- Guide language to make clear that you mean internal program layout being designed. Differentiate strategies for single family vs large community or industrial spaces. Consider limiting blank facades that do not engage pedestrians. Guideline modified; issue addressed in A section.

Guideline modified; issue addressed in A section.

- Buildings should vary in height and form, and in massing, siting, scale, proportions, and character and integration of these functional elements that affect the UD quality of a place. Integrate parking signage and lighting into the building facade. In the case of private alleyways, ensure parking, make them pedestrian friendly, and make sure signage is seen by pedestrians and vehicular traffic.

Guideline modified and better addresses this issue.

- Consider writing about design, but not parking locations.

Guideline modified; issue addressed in A section.

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Guideline modified; issue addressed in A section.
A1 Express a Clear

Urban Design Advisory Group Comments
5 August 2016

Architectural Organizing - but shouldn't we expect a compelling idea? One that illustrates material relationships.

Site interaction between site design and building site is only "good design parti" or can it be different based on other paradigms? Perhaps include "orientation" in means 4 even though it is referred to in the below example because it is a fundamental organizing element and may be debated during review. Area between the site and building site should be reduced to the right.

Topography beyond "context" and "physical patterns of neighborhood" would be helpful to those unfamiliar with the lay of the land and its importance to the form of the city.

Captions don't say enough (and term "Concepts" is too general). Perhaps include "orientation" in means 4 even though it is referred to in the below example because it is a fundamental organizing element and may be debated during review. Area between the site and building site should be reduced to the right.

Clear grammar and language. Typographic is a significant opportunity and challenge to designing buildings in the city and many examples are evident of the Bay area building landscape beyond "context" and "physical patterns of neighborhood" would be helpful to those unfamiliar with the lay of the land and its importance to the form of the city.

"formal" organizational idea or can it be different based on other paradigms? Perhaps include "orientation" in means 4 even though it is referred to in the below example because it is a fundamental organizing element and may be debated during review. Area between the site and building site should be reduced to the right.

"boldness" necessarily unless you're trying to emphasize the fire escapes that are no longer allowed. See suggested image at fig. 9. Is the contextual period allowed to touch fire escapes that are no longer allowed?

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Noteworthy, systematic, legible? LC

Words like "limitlessness" are vague and suggestive. RAPID on site.

Word removed.

Noteworthy, systematic, legible? LC

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Word removed.

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Related documents include:

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<td>Buildings Vertically and Horizontally</td>
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- Should proportion be intuitive? (In the interest of clarity, it is suggested that proportion be intuitive.) The façade should be broken up and that guides the distances feel shorter. The façade should be vertical and horizontal and to say that the direction or to say that the façade should be proportionate to the direction is unnecessary. The façade should be proportionate to the direction or to say that the façade should be proportionate to the direction is unnecessary. The façade should be proportionate to the direction or to say that the façade should be proportionate to the direction is unnecessary. The façade should be proportionate to the direction or to say that the façade should be proportionate to the direction is unnecessary. The façade should be proportionate to the direction or to say that the façade should be proportionate to the direction is unnecessary. The façade should be proportionate to the direction or to say that the façade should be proportionate to the direction is unnecessary. | 
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- Add: Along streets with a slope greater than 5%, step the buildings to follow the topography at intervals. | |
- The façade should be proportionate to the direction or to say that the façade should be proportionate to the direction is unnecessary. The façade should be proportionate to the direction or to say that the façade should be proportionate to the direction is unnecessary. The façade should be proportionate to the direction or to say that the façade should be proportionate to the direction is unnecessary. The façade should be proportionate to the direction or to say that the façade should be proportionate to the direction is unnecessary. The façade should be proportionate to the direction or to say that the façade should be proportionate to the direction is unnecessary. The façade should be proportionate to the direction or to say that the façade should be proportionate to the direction is unnecessary. | |
- Horizontal massing. Save this for RDG? AIASF RG | Vague and undefined; suggest dropping this item DS Comment noted. | | |
- A common approach is to assemble a bunch of architectural elements organized by different scales that could be drawn from the neighborhood. The façade should be proportionate to the direction or to say that the façade should be proportionate to the direction is unnecessary. The façade should be proportionate to the direction or to say that the façade should be proportionate to the direction is unnecessary. The façade should be proportionate to the direction or to say that the façade should be proportionate to the direction is unnecessary. The façade should be proportionate to the direction or to say that the façade should be proportionate to the direction is unnecessary. The façade should be proportionate to the direction or to say that the façade should be proportionate to the direction is unnecessary. The façade should be proportionate to the direction or to say that the façade should be proportionate to the direction is unnecessary. | |
- This guideline is too large and too vague. It is confusing the planning code with context. | |
- I am not sure what "false" historicism is. Perhaps: "Avoid historicism and façade elements that blindly mimic neighbors rather than develop compatible elements." | |
- The façade should be proportionate to the direction or to say that the façade should be proportionate to the direction is unnecessary. The façade should be proportionate to the direction or to say that the façade should be proportionate to the direction is unnecessary. The façade should be proportionate to the direction or to say that the façade should be proportionate to the direction is unnecessary. The façade should be proportionate to the direction or to say that the façade should be proportionate to the direction is unnecessary. The façade should be proportionate to the direction or to say that the façade should be proportionate to the direction is unnecessary. The façade should be proportionate to the direction or to say that the façade should be proportionate to the direction is unnecessary. | |
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<tr>
<td></td>
<td>Depth</td>
</tr>
<tr>
<td></td>
<td>The proliferation of glass curtain walls is seriously harming the City, altering its character and making it more generic DS</td>
</tr>
<tr>
<td></td>
<td>The use of the term “curtain wall” here is unclear. Curtain walls are hung from construction on Van Ness) are examples of excessive glass thereof? RG</td>
</tr>
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<td>The façade diagram provided is a nice feature, but it is not consistently provided throughout. Consider doing so.</td>
</tr>
<tr>
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<td>GP 80 - bottom right - This illustration is a fundamentally conceptual proposal with a vertical rhythm. Revise it to show the proportion of transparency on the façade, if possible. It is a valuable tool for planning purposes, but its use as a planning tool is not appropriate.</td>
</tr>
<tr>
<td></td>
<td>Warmth in the modern building material. Is this visually compelling? Note that this facade needs to be more articulated and that this is a single material system.</td>
</tr>
<tr>
<td></td>
<td>Depth - Color: light color rule - we're still hewing to Jake's “light color rule”? -- really? - we're still hewing to Jake's “light color rule”? -- It is overly prescriptive and should be optional, not required RG</td>
</tr>
<tr>
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<td>Add the word “Consider” in front of this Guidance - this is overly prescriptive and will ultimately result in the unattainable. I think we should be encouraged for different materials and we end up with a homogeneity in the City. Adding the word “Consider” and making future guidance on materials</td>
</tr>
<tr>
<td></td>
<td>More diagrams added.</td>
</tr>
</tbody>
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A4 Harmonize

Urban Design Advisory Group Comments 5 August 2016

Noted

Guideline

Rationale/Purpose

Means

Responses

Guideline

Rationale/Purpose

Means

Responses

Materials

Scale and with Neighboring Building Designs

AIASF

solution and should not be discouraged, but should be justified. Illustration on p.37 which would never pass this means. "The way to strictly now by the RDT - see your own graphic appropriately reflect one's time AIASF delete "timeless" - this goes against Sec. of Int. Stds to Guideline should encourage variety. AIASF neighborhood to neighborhood? AIASF respond to their neighbors create an ease of connection from site design. LC

unaffordable. RG stone, steel, masonry and concrete too limiting. Can also be should not be permitted. flush window frames V or Type III buildings, for all buildings On Type Limit the amount of glass P1: memorable or

LL are transitional areas such as along Mission, especially toward the southern reach. condition from high-rise districts, to single family residential neighborhoods. There add some language about "in keeping with contemporary construction" or "of its orientation, so that sections of the building capture the light differently. Glazing topography is also unclear mean 1: this is unclear, requires a diagram or clear analogue -- the reference to

AIASF buildings in your illustrations throughout that are dark and in contrast to neighbors. AJASF Avoiding dark materials seems like an overly general statement. I would omit this. AIASF think it is covered in the discussion of adjacent neighbors. There are in fact Add "within the same building" after proportions… Examples revised.

Add "between glazing" after "similar proporations" Examples revised.

Not a good example for this text. This has more to do with historic preservation, use another picture/building as an example KM Add "of the same material" or "in the same color" after "adapt" Examples revised.

This is a great example for good historic preservation. A better example would use a pg. 41: right photo: this is a great example for good historic preservation. A different view of building, showing the feature in an interesting way. The building is a classic Romanesque Revival. Examples revised.

A row of historic buildings. See pg. 41A (Strand theatre photo) contemporary building with color and proportion appropriate for historic preservation. A better example would use a Examples revised.

pg. 41: right photo: this is a great example for good historic preservation. A different view of building, showing the feature in an interesting way. The building is a classic Romanesque Revival. Examples revised.

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pg. 41: right photo: this is a great example for good historic preservation. A different view of building, showing the feature in an interesting way. The building is a classic Romanesque Revival. Examples revised.
One guideline in urban design is to focus on the roof of buildings. While the roof is a very important component, it is often overlooked. It is vital that the roof be designed with an eye towards sustainability and architectural value. This guideline also stresses the importance of lessee and civic buildings that should be evaluated based on their relationship to the greater urban grid. That being said, you might address it in urban design guidelines that sit at the end of a site and may contain smaller buildings designed as part of the overall design.

Design Guidelines from Multiple Vantage Points

The roof of a building is a critical aspect of urban design. This guideline addresses the roof as a key component of the building's overall design. The roof should be designed to create a focal point for the building, and to coordinate with other elements of the building.

1. **Roof Finish**
   - Roof finish should be studied and designed from the perspective of near and distant views of the building.
   - The roof finish should be designed to work with the building's massing and articulation.
   - The roof finish should be designed to avoid being a glass box, but some glass boxes are good...

2. **Rooftop Mechanical Equipment**
   - Rooftop mechanical equipment should be organized and/or screened to avoid the glass box, but some glass boxes are good...

The following comments were made on page 11:

- **Comment:** Text revised.
- **Comment:** Text revised.
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<table>
<thead>
<tr>
<th>Section</th>
<th>Guideline</th>
<th>Rationale/Purpose</th>
<th>Means</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Urban Design</td>
<td>Design Active Urban Design Advisory Group Comments</td>
<td>5 August 2016</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- **Design Active Building Fronts**
  - **Guideline**: Great front “frame” = small scale, format, transparency
  - **Rationale/Purpose**: Ensure the design, but the expression of the building program... |
  - **Means**: Force the building to be more visible from the ground up. Makes facade appear more interesting to casual ground floor pedestrians. Make performance stand, Make wall & window apertures. Assumes the goals, start from design solutions, not from materials. Make the materials work with the design and not the other way around. |
  - **Responses**: This is an ongoing issue and there may be many specific guidelines that have addressed this in the future. |

- **Coordinate Building Fronts**
  - **Guideline**: Appropriate. Express the goals, don’t force design solutions. |
  - **Rationale/Purpose**: The intent is right, but these Means over-reach. Far too much program… |
  - **Means**: Great stuff, but vague – what about height, depth, transparency... |
  - **Responses**: This section is almost entirely about lighting – need to add other means. |

- **Provide Ground Egress Guidance**
  - **Guideline**: The power of light is to make the space visible. |
  - **Rationale/Purpose**: The blank wall is small and the sign barely visible and the lights are small and hardly noticeable within the overall composition |
  - **Means**: The shape of the site, the scale, providing there is a clear expression but intent is more specific. |
  - **Responses**: Comment noted. Text revised. Example revised. |
PUBLIC REALM
Section Guideline / General Comments
Guideline  Rationale/Purpose Means Examples Responses

Urban Design Advisory Group Comments      5 August 2016

Support…. And Families" TODCO

Here again, a wonderful pair of diagrams is used to illustrate a guideline to designers. These should be used throughout the entire document for each guideline. AIASF

Highly designed spaces. POPOS at 555 Mission? AIASF

In general, I'm finding the illustrative examples here really support POPOS at 555 Mission? AIASF

Put the guideline -- the public spaces and be programmed is so that people will participate in the public spaces and be supported by them. LC

PT. Add bullet 4 to include public open space "and not just any act of privatization but that the appearance or any act of a building should be controlled to..."

Agreed and has incorporated better wording. LC

Agreed but has added change.

Incorporated change.

Incorporated change. Tod-dated image.

Incorporated change.

According to a comment made by a concern about sidewalks. RG

DIFF: Add point regarding "define large open spaces with smaller spaces to encourage different uses and activity"

The intent is adequately covered by this guideline and multiple means. The intent is adequately covered by this guideline and multiple means.

The intent is adequately covered by this guideline and multiple means.

Agreed and have incorporated better wording.

Comment noted and incorporated.

Comment noted.

Agreed and have incorporated better wording.

Comment accepted change made. Agreed and have incorporated better wording.

Example revised.

Incorporated change.

Incorporated change.

Incorporated change.

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Incorporated change.
Integrate

Urban Design Advisory Group Comments
5 August 2016

P5 Integrate

- pedestrian
- landscape
- transportation
- physical comfort

space to design open public realm, and only sometimes the province of private actors.

This is very important to the success of new development and support for transit use. Some places and spaces in marketed for lower than others. It is important to the success of new development and support for transit use. Some places and spaces in marketed for lower than others. It is important to

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