



SAN FRANCISCO PLANNING DEPARTMENT

Planning Commission Draft Resolution

HEARING DATE MARCH 22, 2018

Project Name: **Urban Design Guidelines**
Case Number: **2016-000162CWP**
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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:



SAN FRANCISCO PLANNING DEPARTMENT

Memo to the Planning Commission

HEARING DATE: MARCH 22, 2018

Date: March 15, 2018
Case No.: 2016-000162CWP
Project: Urban Design Guidelines
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Recommendation: **Adoption of Resolution**

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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 be apply to new projects subject to design review. 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					
	Outside of RH-, RM-, RTO-, M-, and PDR- Districts	Areas with Special Area Design Guidelines	Areas with Other Existing Guidelines ¹	R-District Larger Projects ²	Historic Districts
Historic Guidelines	IF IN A HISTORIC DISTRICT	IF IN A HISTORIC DISTRICT	IF IN A HISTORIC DISTRICT	IF IN A HISTORIC DISTRICT	
Residential Design Guidelines					
Other Neighborhood Guidelines ¹			AS APPLICABLE		
Special Area Design Guidelines				IF DEVELOPED FOR THAT AREA	
Urban Design Guidelines			IF UDGS APPLY	IF UDGS APPLY	IF UDGS APPLY
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
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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 D - Matrix Comparing Content of Urban Design Guidelines, Residential Design Guidelines, Special Area Guidelines, Industrial Area Design Guidelines and Historic Design Guidelines
- 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

Exhibit / Attachment A
Urban Design Guidelines



Urban Design Guidelines
Adoption Version

SAN FRANCISCO

URBAN DESIGN GUIDELINES





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March 22, 2018

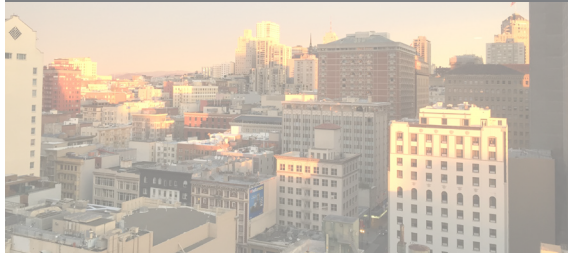
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Built Environment Values for the City of San Francisco

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.

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 precedent.

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.

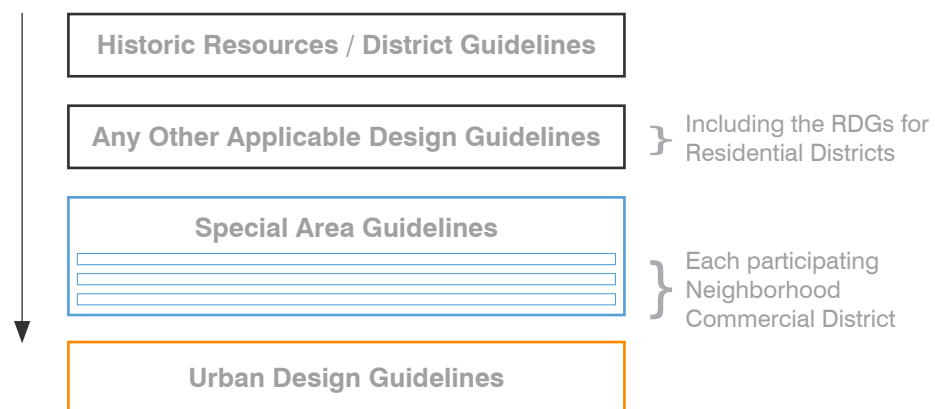
Design Review

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



GUIDELINE	RATIONALE	RANGE OF MEANS
<p>AS HARMONIZE BUILDING DESIGNS WITH NEIGHBORING SCALE AND MATERIALS</p> <p>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.</p> <p>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.</p> <p>NC</p>  <p>Neighborhood commercial areas typically express a strong residential character above the ground floor.</p>	<ul style="list-style-type: none"> 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 on all visible facades. High-grade wood may be appropriate on larger buildings in residential areas. Exhibit human-scaled detailing, components, and features. 	<ul style="list-style-type: none"> 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.  <p>Window and doorway systems should be similar in proportion, scale, and amount to nearby structures.</p>

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,

EXAMPLE	NEIGHBORHOOD COMMERCIAL EXAMPLE
<p>NC</p>  <p>Geometry relationships and use of similar materials can support compatibility in streetwalls.</p> <p>NC</p>  <p>Neighborhood commercial uses are often embedded within a residential context and should defer in character and scale.</p>	<p>NC</p>  <p>Scale and texture similarities can allow differences in color or style.</p> <p>Projects should both reflect context and be internally consistent.</p> <p>NC</p>  <p>Timeless, high-quality materials can both express different eras and harmonize a block streetwall.</p> <p>NC</p>  <p>Similar amount of glass to solid wall (solid:wood ratio)</p> <p>Texture scale is similar but used in different ways</p> <p>Windows are similar in size, proportion and depth</p>

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.

An aerial photograph of San Francisco, California, showing a dense urban landscape with a mix of residential and commercial buildings. In the foreground, there are several large, leafy trees and a palm tree. A yellow school bus is visible on a street in the lower left. The middle ground is filled with a variety of buildings, including a prominent white apartment building with a flat roof. In the background, the city extends to the hills, with a large hill featuring a sign that reads "San Francisco" visible in the distance. The sky is clear and blue.

The American dream starts
with the neighborhoods.

Harvey Milk

S SITE DESIGN

- 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

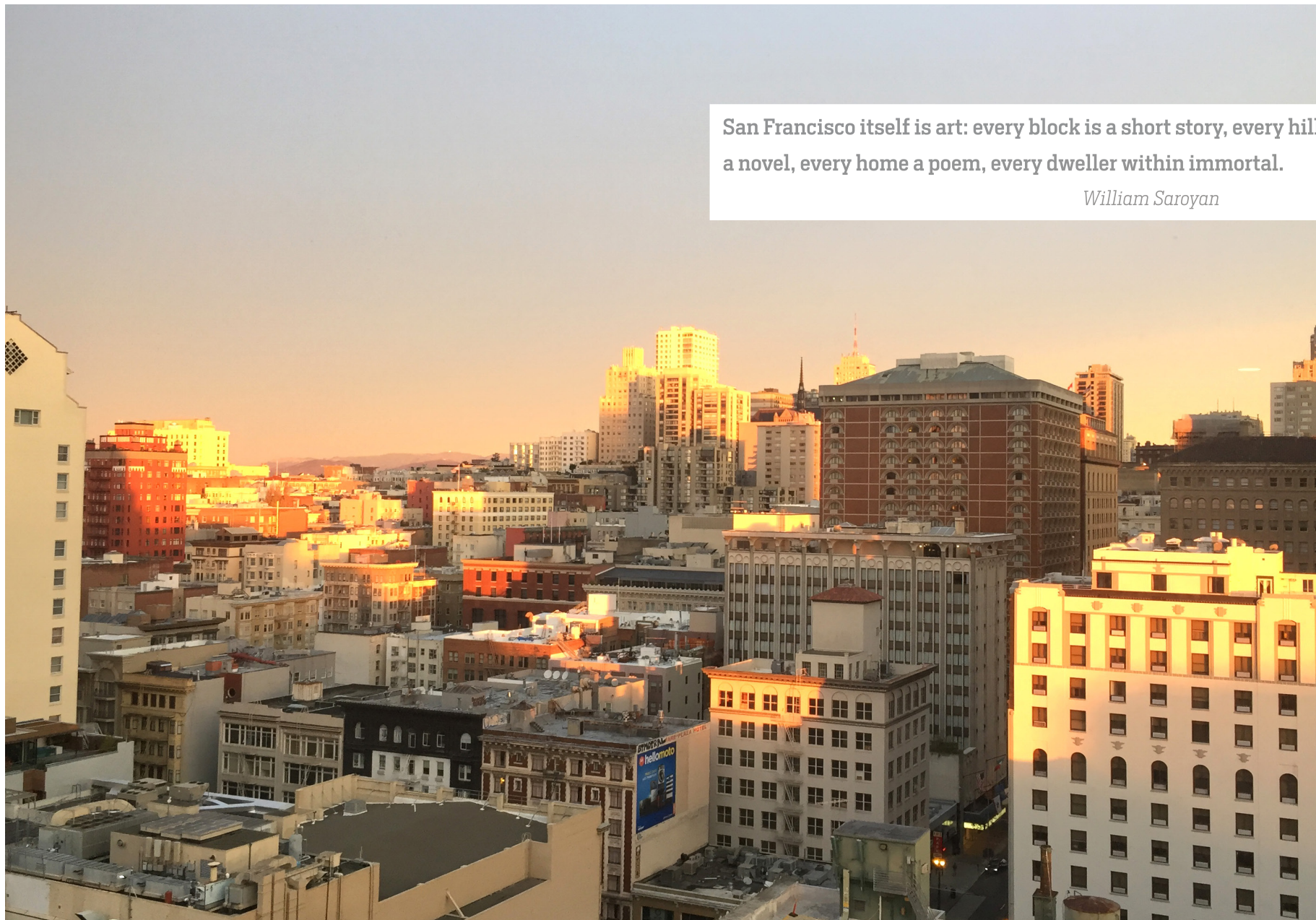
The combination of San Francisco's built elements and topography give it a unique identity among cities and its individual neighborhoods reveal its many cultures. The guidelines in this section guide the form, massing, and placement of development as it arrives in a evolving city.

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



S1

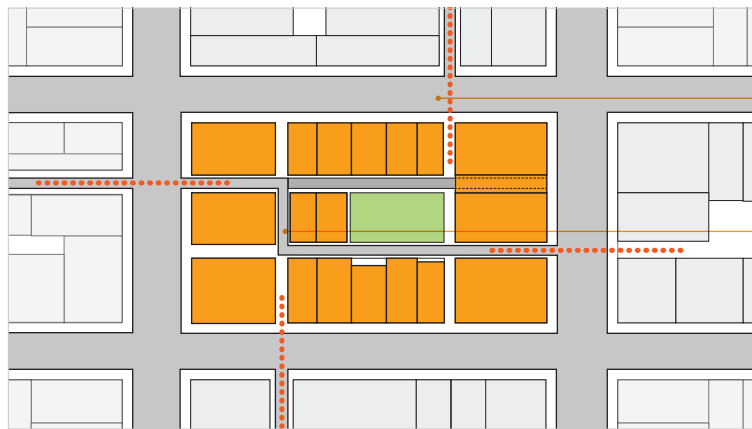
RECOGNIZE AND RESPOND TO URBAN PATTERNS

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.



Stairways promote walkability where topography is challenging.



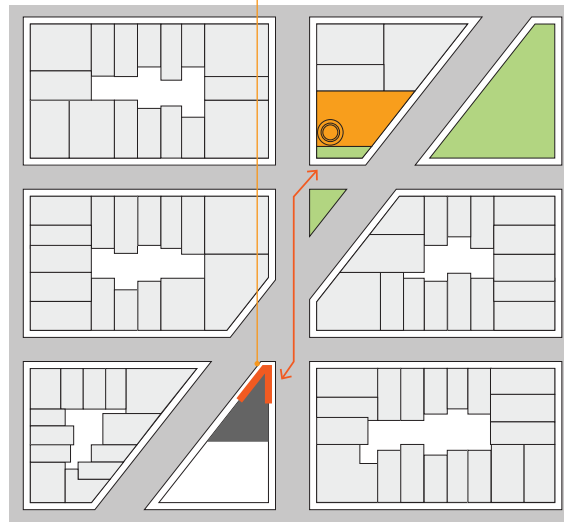
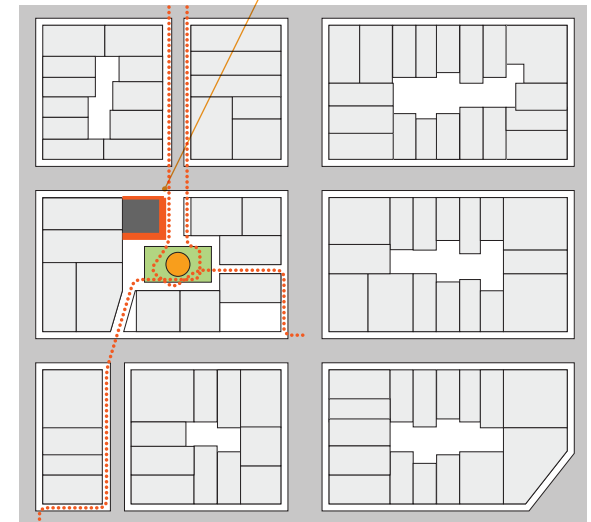
PATTERNS CAN
ESTABLISH VEHICULAR
OR PEDESTRIAN ROUTES

NEW PATHWAYS
MAY ALSO PROVIDE
UNEXPECTED
TURNS OR BUILDING
RELATIONSHIPS

Site design can extend existing patterns or help historic ones re-emerge.



Alleys and mid-block passageways encourage activity and pedestrian movement.

FACADE AS
STREETWALL ELEMENTNEW CORNER CIVIC PROMINENCE DUE
TO LANDMARK PROXIMITYINTERIOR BLOCK FACADES
ARE PUBLIC-FACING

CITY EDGE

OPEN SPACE



OPEN SPACE

LANDMARK



MID-BLOCK OPEN SPACE

STREET



Streetwalls may not only define the line of the block, but the edge of a boulevard, district, or neighborhood.

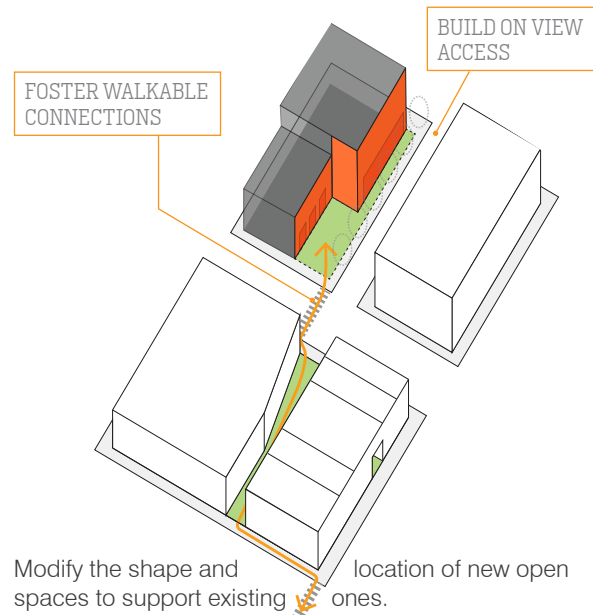
Civic buildings can act as markers of public space, gateways, or centerpieces in a neighborhood.

Design projects to orient to key neighborhood elements as well as the street environment.

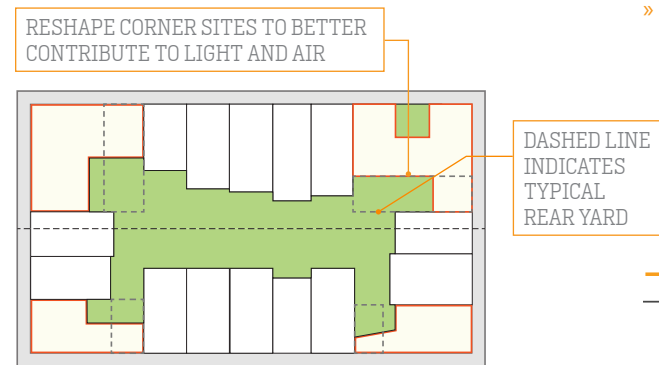
S2

HARMONIZE RELATIONSHIPS BETWEEN BUILDINGS, STREETS, AND OPEN SPACES

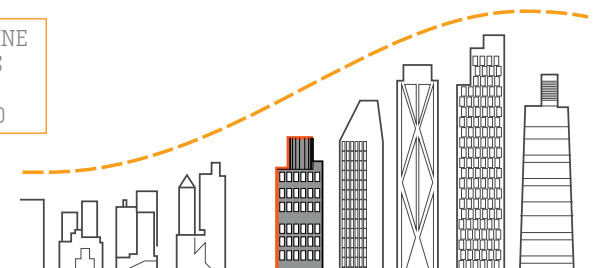
A building that relates to city fabric, to its immediate context, and adjacent human activity helps unify neighborhood experience and character. The relationship between areas of low, fine-scaled buildings and areas of high, large-scaled buildings can be more harmonious if the transition in building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



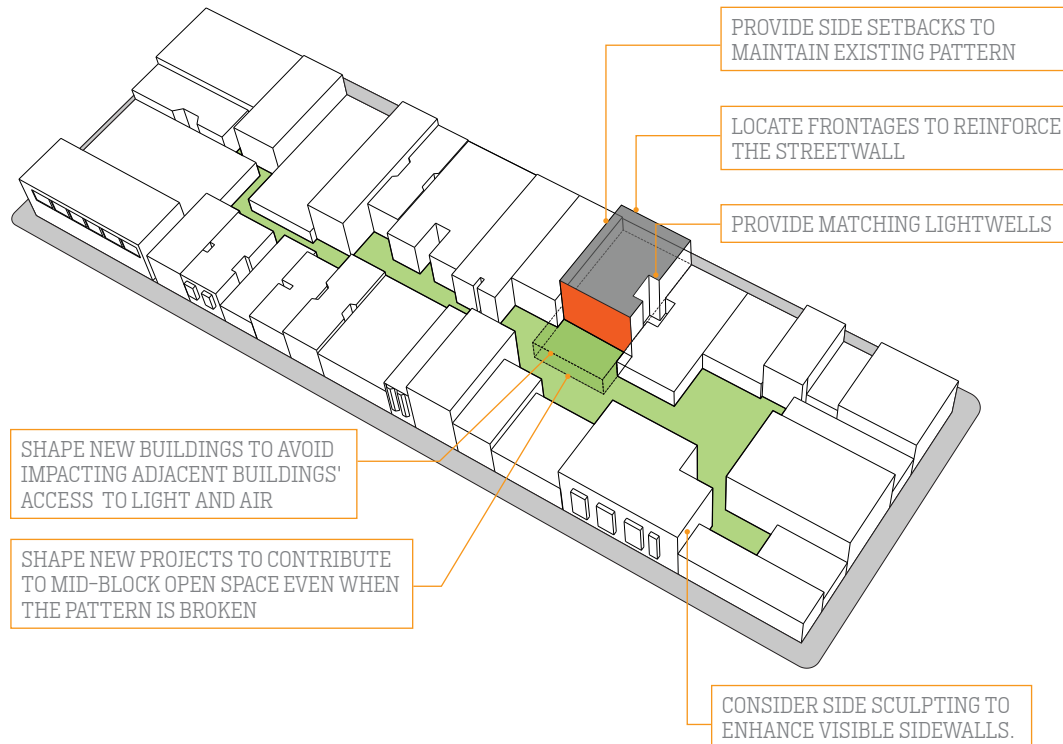
- » Develop site and building design to establish, respect, or enhance the mid-block open space and minimize their impacts to privacy and access to light. Different configurations for rear yards may be acceptable due site conditions.
- » Relate building scale and massing to the size and scale of existing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



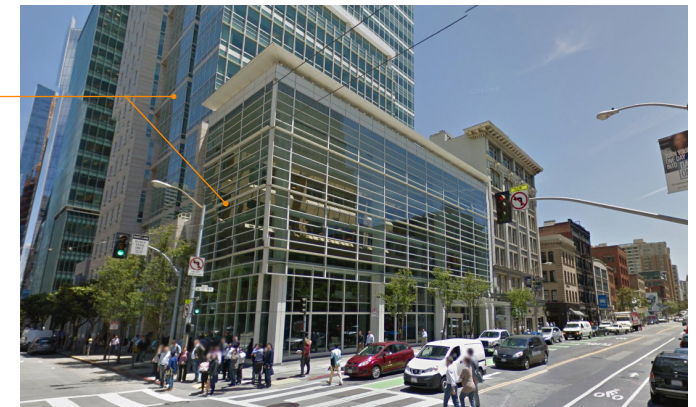
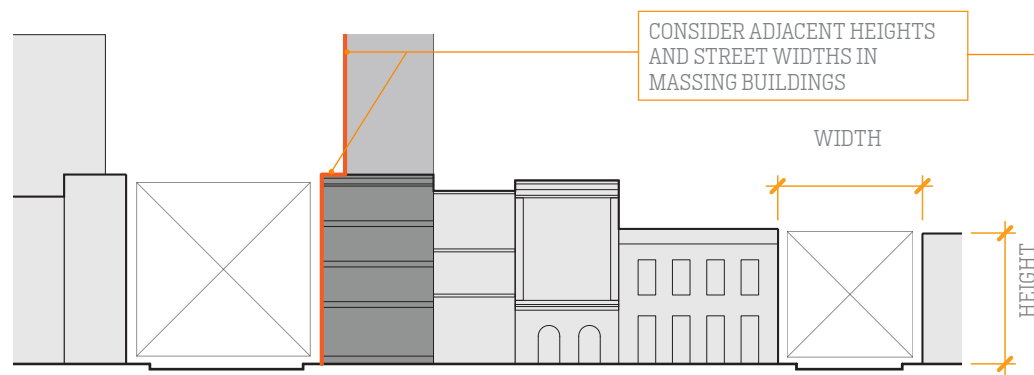
By modifying typical rear yards, corner sites can better support streetwalls and mid-block open space.



Building massing should respect larger patterns in the urban fabric.



New projects should reflect the scale of existing street frontages.



Individual buildings can sculpt massing to respond to both a taller streetwall and a lower one.

Place and shape front, side, and rear facades to support the overall urban design of the block.

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

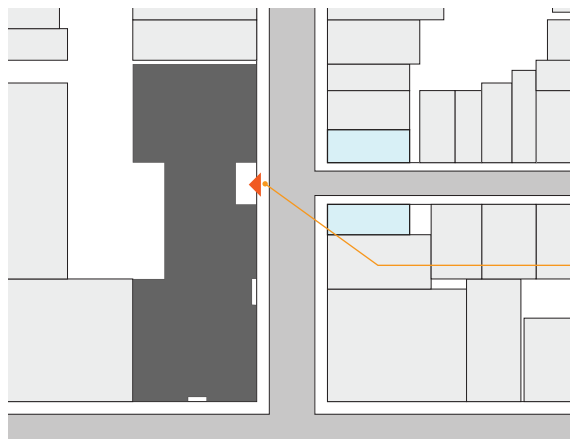
S3

RECOGNIZE AND ENHANCE UNIQUE CONDITIONS

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.

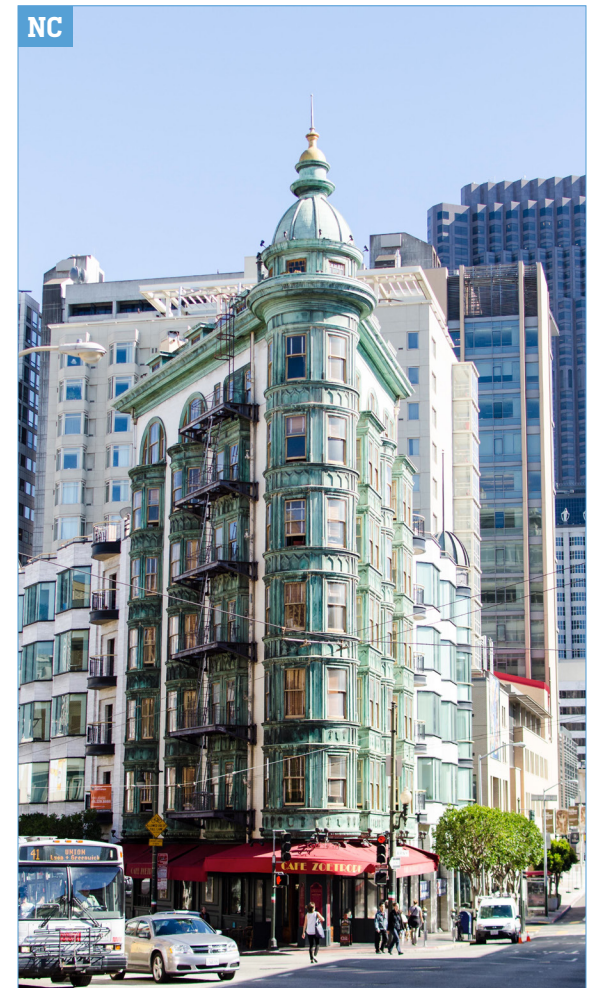
Sites that respond to and celebrate these variations create unique places that support civic identity.



PROVIDE AN ENTRY OR OPEN SPACE AT A SIDE STREET ALIGNMENT

Develop unique design responses to atypical street patterns.

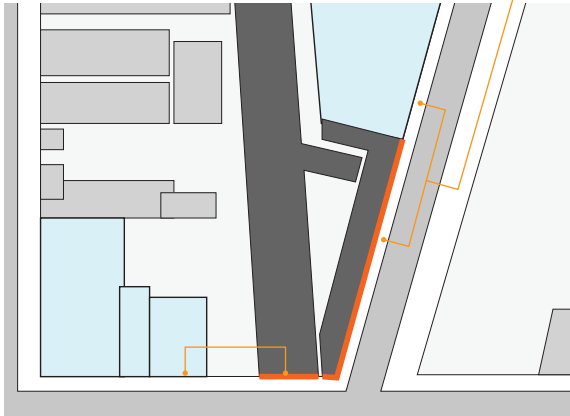
- » Site and shape buildings to express unexpected adjacencies, ending points, crossings, and convergences that honor unique histories and places.
- » Seize design opportunities to celebrate and reinforce irregularities, alignments, and juxtapositions of the urban fabric as points of identity.
- » Design 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.



Corners can have special treatments.

ILLUSTRATIVE EXAMPLES

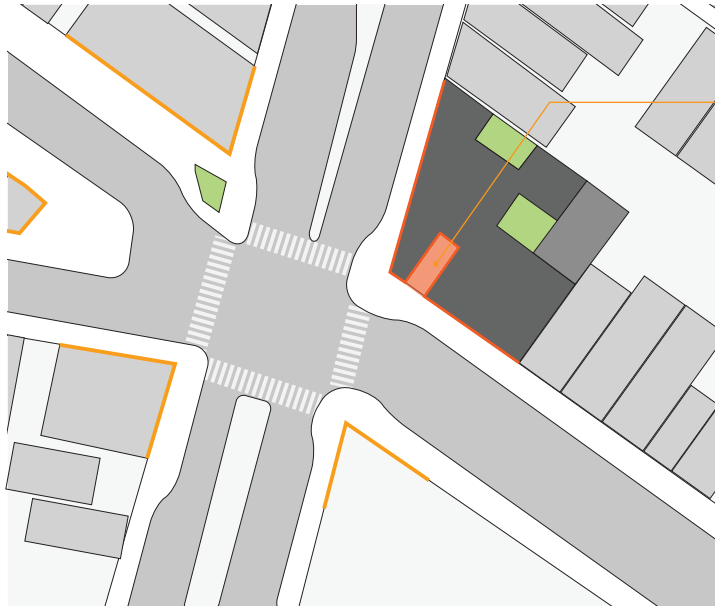
SCALE BUILDING MASS AND
GEOMETRY WITH BLOCK PATTERN



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

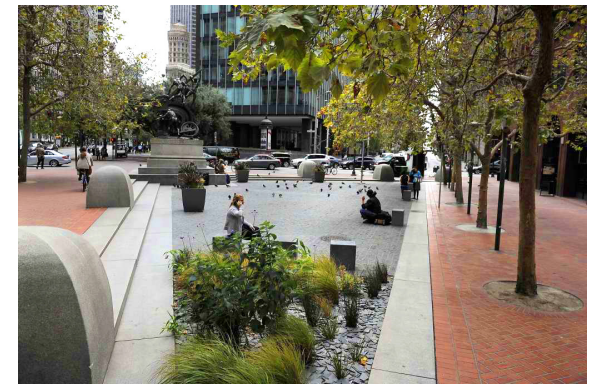


Inflections in architecture can note important street crossings, transit access, or civic places.



NOTCH REFLECTS
AN INVITATIONAL
CORNER

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

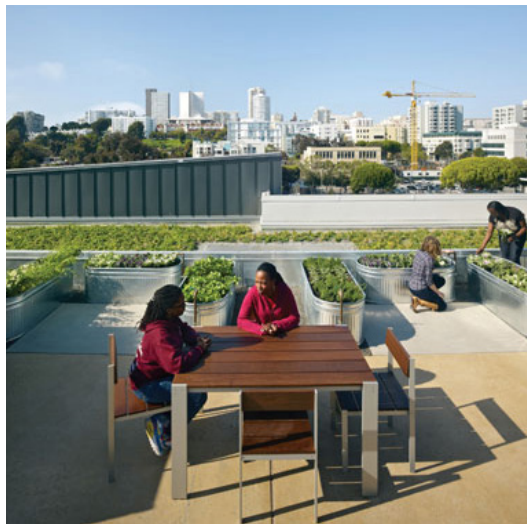


Inflection points can shape special open spaces.

S4**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.



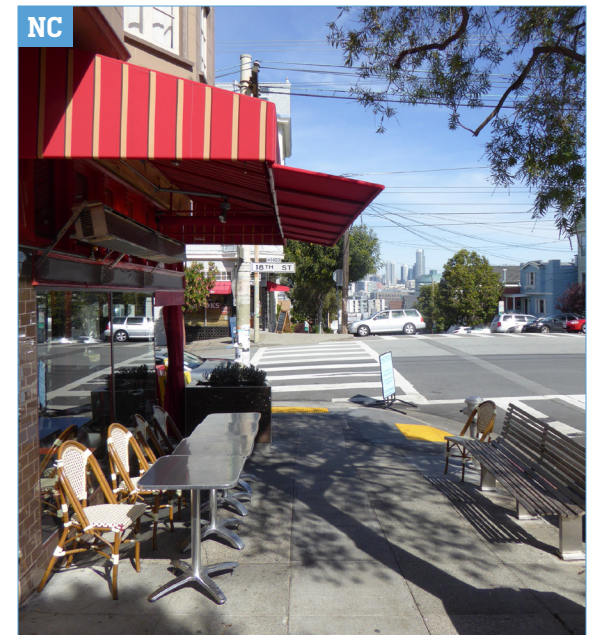
Design roof gardens and POPOS to offer vistas.

- » 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.



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

- » 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.



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.

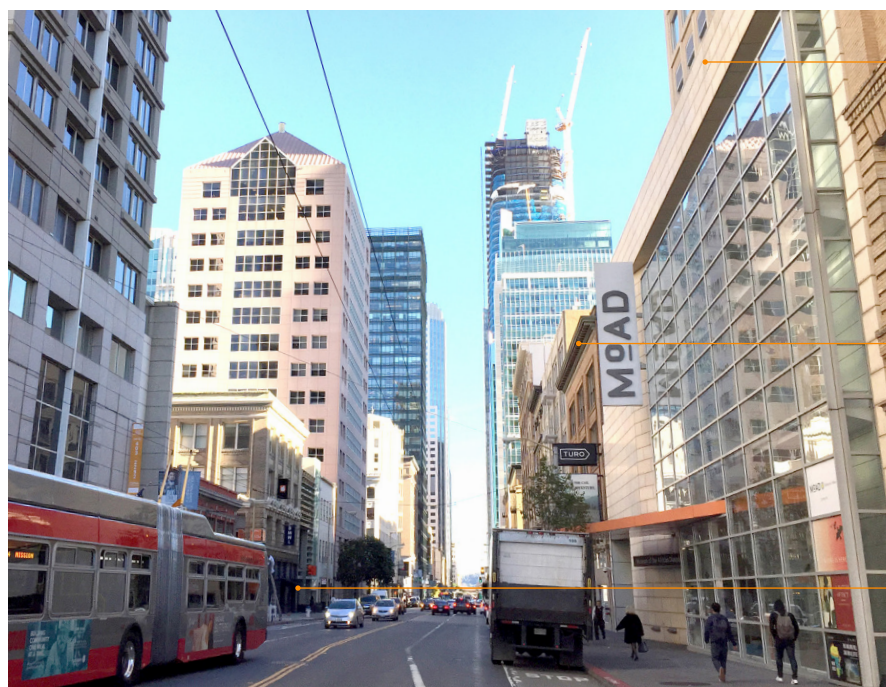


S5

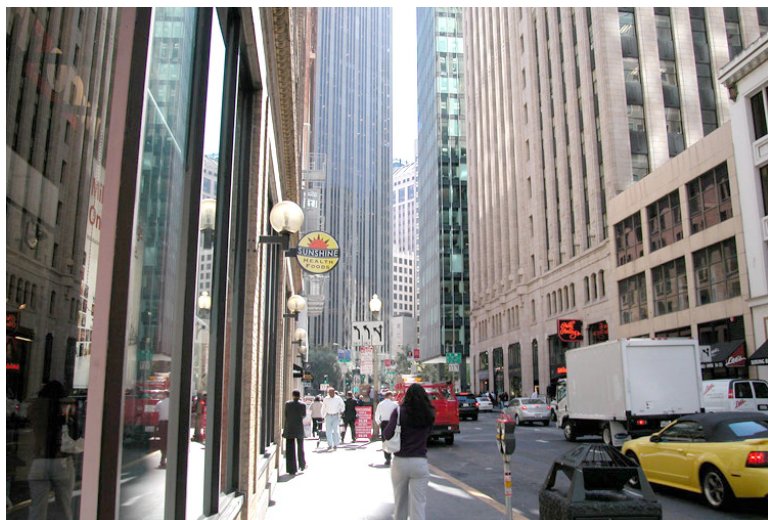
CREATE A DEFINED AND ACTIVE STREETWALL

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.

VERTICAL
PROJECTIONS AND
INDENTATIONS
HELP BREAK
DOWN SCALE



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



WINDOW SCALES
EXPRESS THE
RESIDENTIAL
USE ABOVE THE
GROUND FLOOR

CONSISTENT
PATTERN OF
SMALL-SCALED
RECESSED STORE
ENTRIES

Neighborhood commercial streetwalls should be present at the sidewalk.



The ground level of the streetwall should be active and permeable.

S6

ORGANIZE USES TO COMPLEMENT THE PUBLIC ENVIRONMENT

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.



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

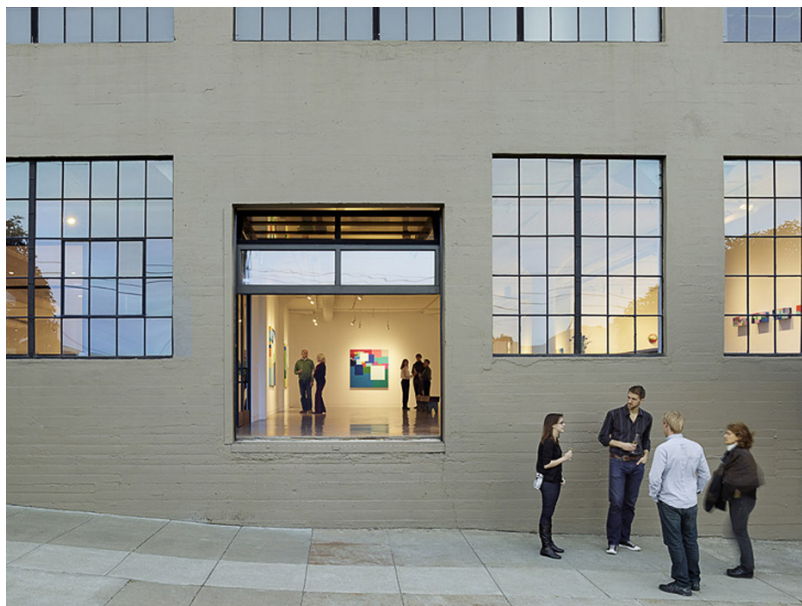
- » Align mid-block passages, courtyards, and entries with existing pedestrian paths and program their frontages.
- » Locate retail uses near neighborhood commercial areas and ground floor residential units near adjacent housing.
- » Support adjacent institutional or civic uses with more public programming, 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.



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.



S7

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 form intimate exterior spaces that relate to interior uses.



Buildings can capture space and create active, civic environments.



Connect building uses and circulation with exterior environments.

S8**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.



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

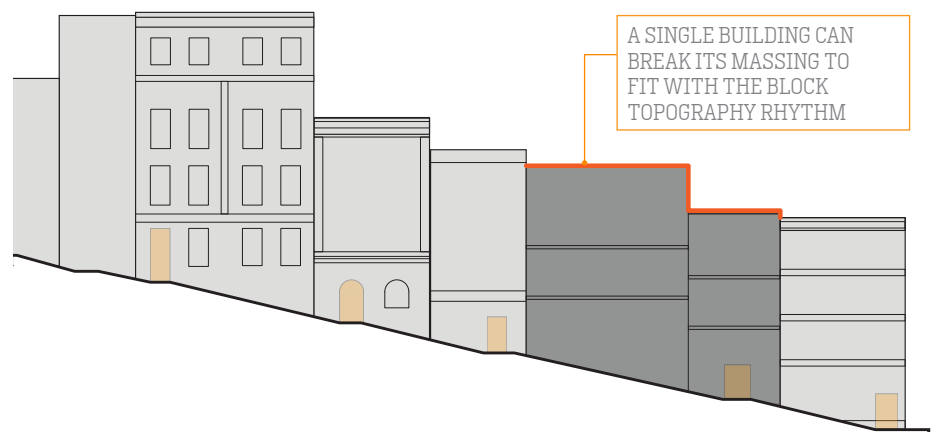
- » Site, orient and sculpt buildings to reinforce and accentuate built and natural topography.
- » Retain and highlight existing features, such as natural areas, rock outcroppings, waterways, and specimen trees.
- » Use site design to frame visual connections to natural features such as waterways and 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.



Buildings reinforce the natural topography by stepping up a hill.



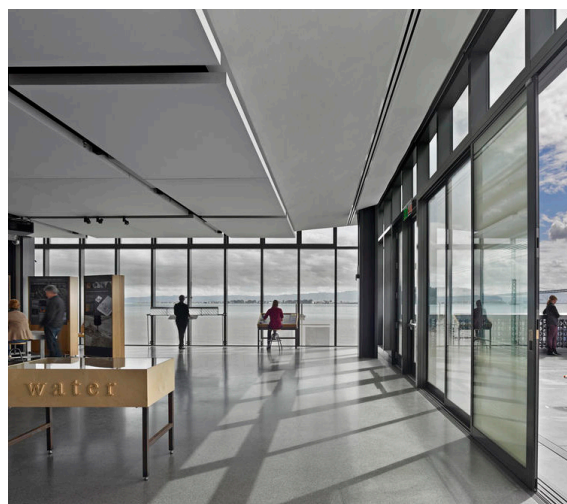
Building mass can frame special natural elements.



Reinforce existing topography and lot widths with building form.



Design can enhance the experience of natural elements including weather.



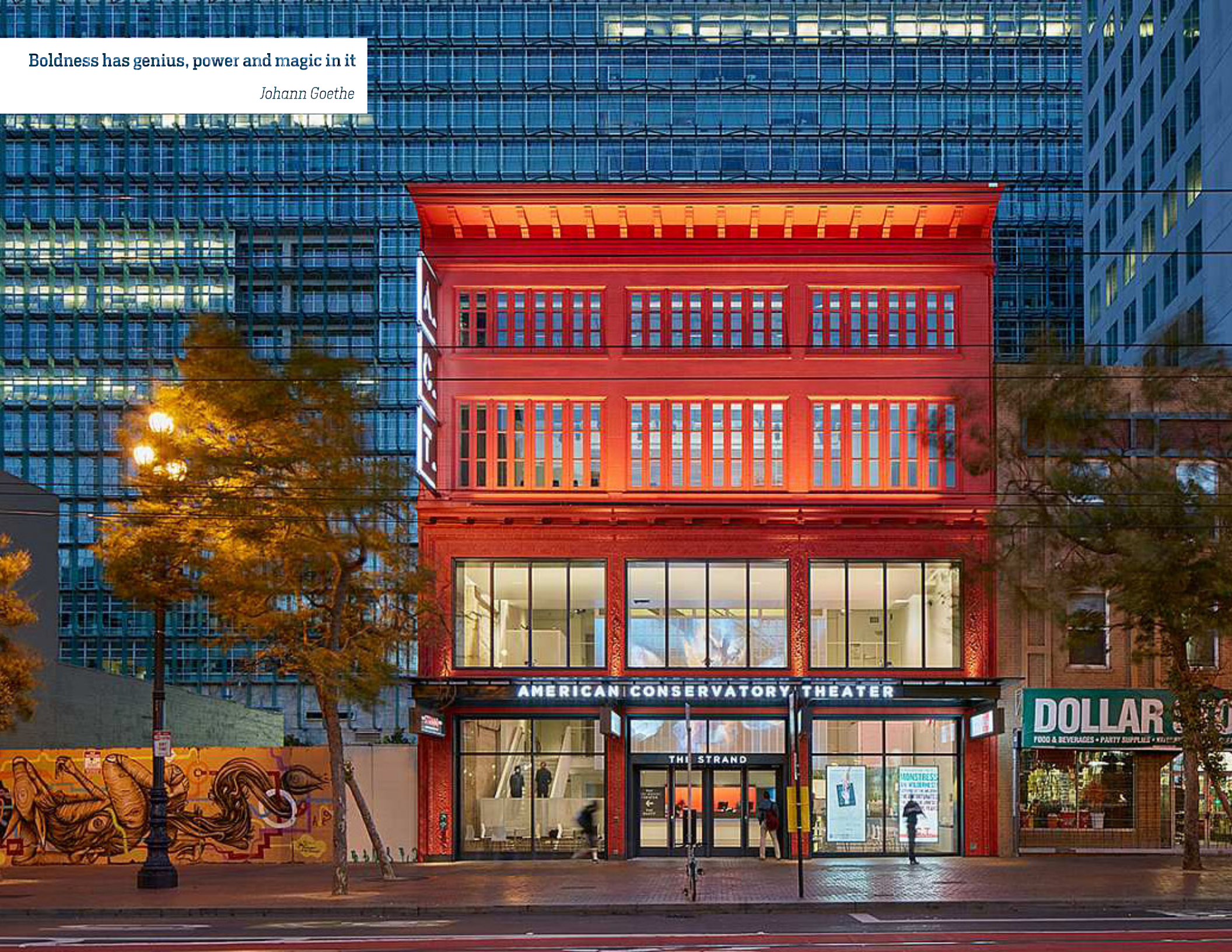
Orient interior uses to open into southern-exposed spaces.



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

Boldness has genius, power and magic in it

Johann Goethe



A ARCHITECTURE

- 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

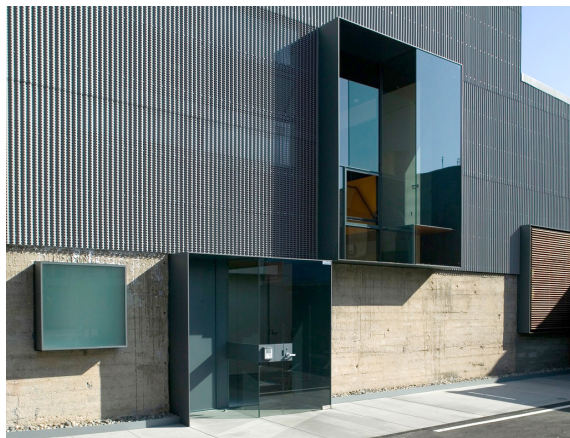


A1**EXPRESS A CLEAR ORGANIZING ARCHITECTURAL IDEA**

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.



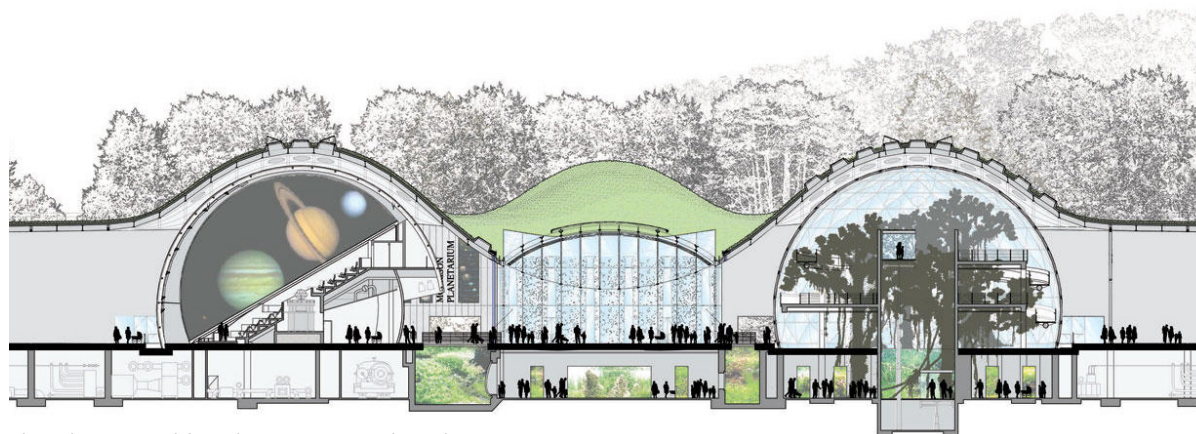
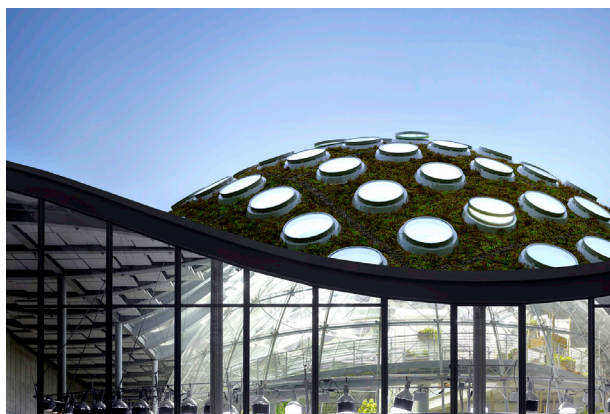
Materials can support concepts at both volumetric and fine-grained levels.



Clear and coherent formal concepts can elevate utilitarian projects.



Reinterpretations of traditional elements can generate a clear organizing strategy.



Organizing concepts (or partis) 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.

A2

MODULATE BUILDINGS VERTICALLY AND HORIZONTALLY

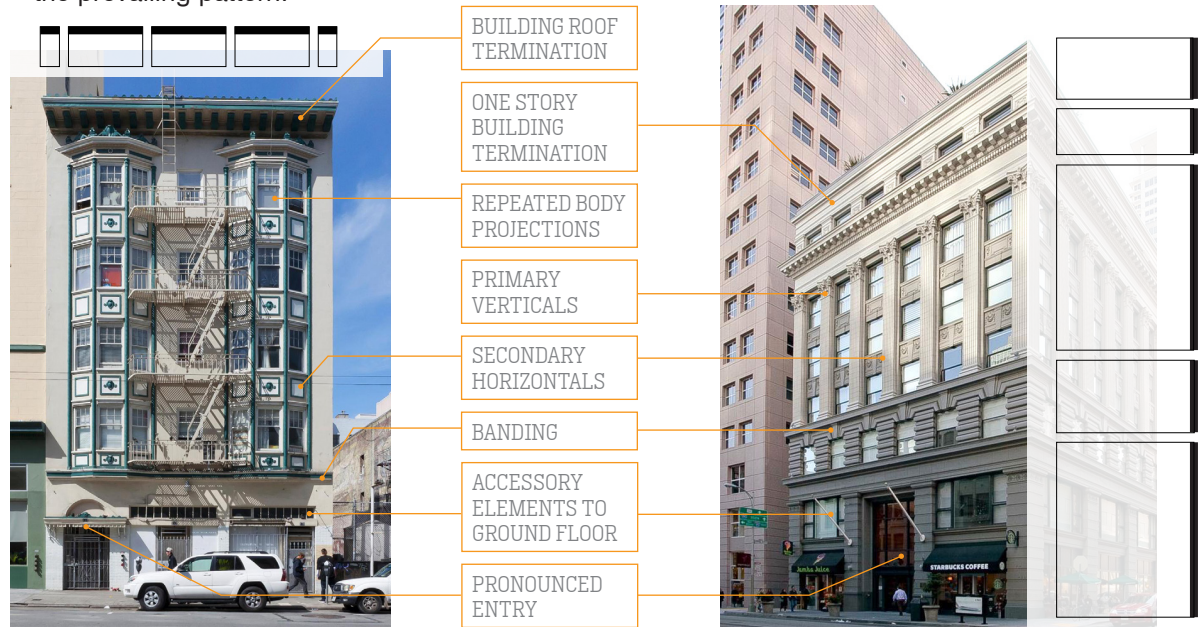
San Francisco is predominantly a city of narrow lots with vertically-oriented facades composed of bays and recesses. In many cases buildings are horizontally composed of strongly defined and differentiated bases, bodies, and tops.

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.

- » 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.



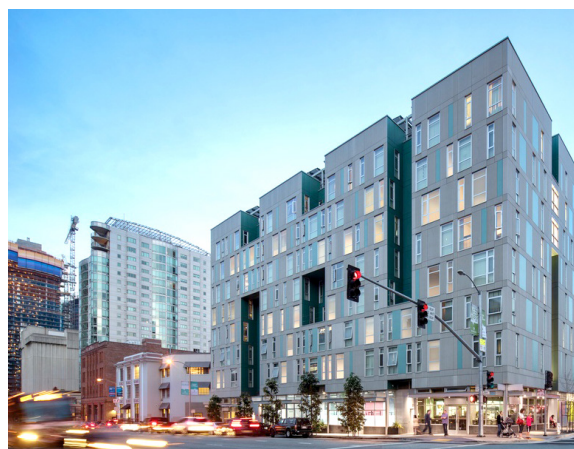
Traditional elements provide horizontal and vertical modulation. Consider meaningful adaptations for contemporary projects to address the same scale or rhythm of familiar inflections.



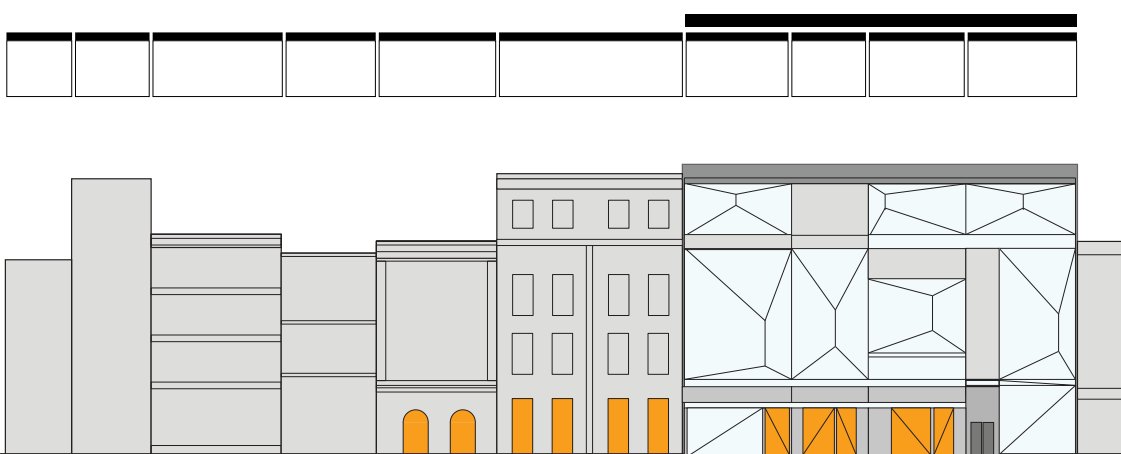
Consistent building and element heights and widths can help unify a variable streetwall.



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.



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

- » 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 on 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.



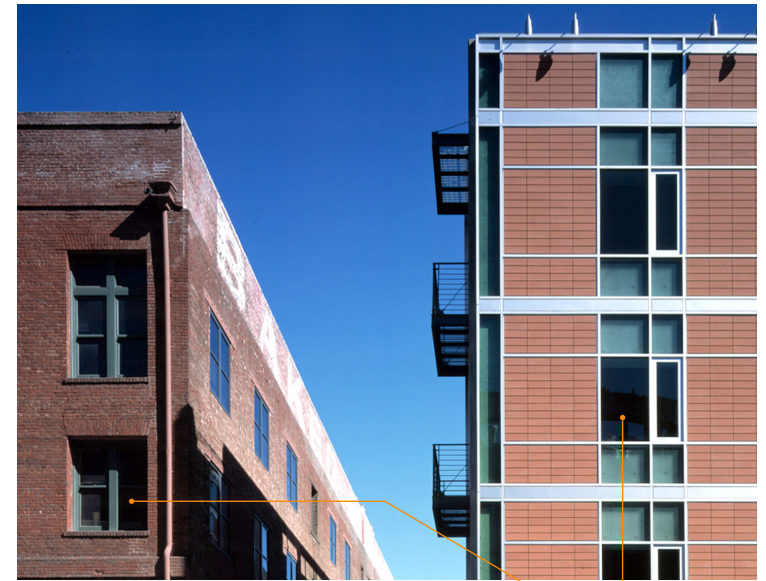
Window and doorway systems should be similar in proportion, scale, and amount to nearby structures.



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.

SIMILAR AMOUNT
OF GLASS TO
SOLID WALL
(SOLID/VOID
RATIO)



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



TEXTURE SCALE
IS SIMILAR
BUT USED IN
DIFFERENT WAYS

WINDOWS ARE
SIMILAR IN SIZE,
PROPORTION, AND
DEPTH

Timeless, high-quality materials can both express different eras and harmonize a block streetwall.

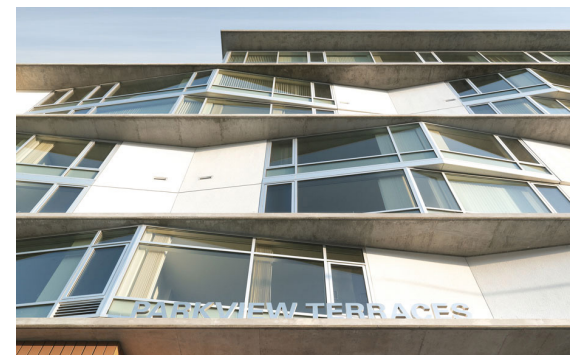
A4**DESIGN BUILDINGS TO BE SEEN FROM
MULTIPLE VANTAGE POINTS**

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.



Building projections can help frame the pedestrian experience.

- » 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.



Upviewing is a common perspective from the sidewalk.



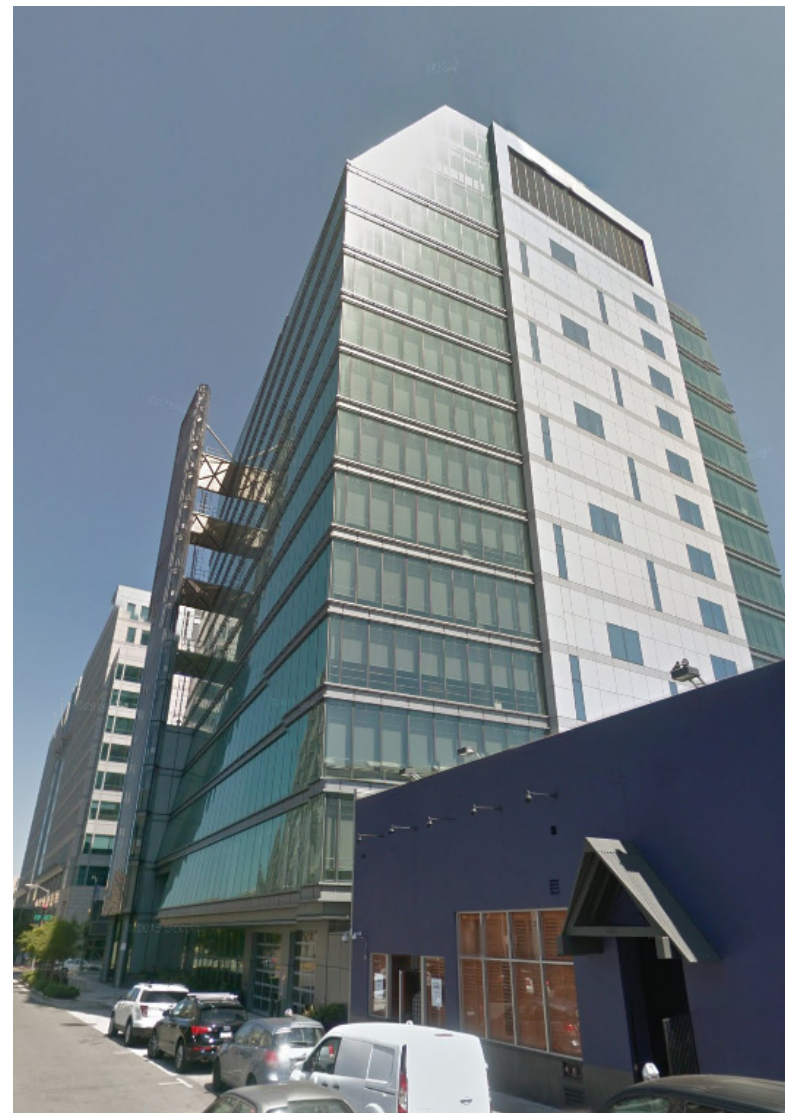
San Francisco hills offer overhead views of city buildings.



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.

A5**SHAPE THE ROOFS OF BUILDINGS**

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.

NC

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

- » 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.



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.

A6

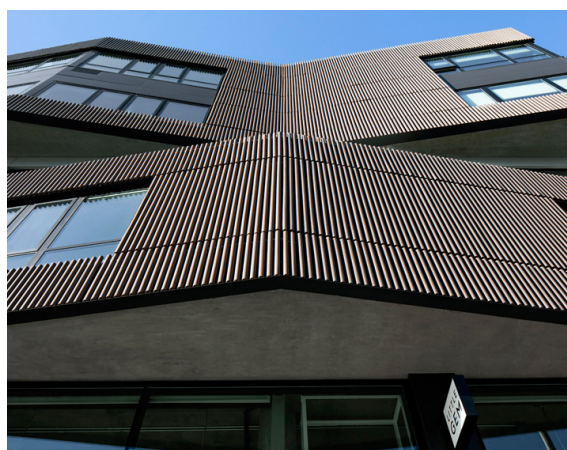
RENDER BUILDING FACADES WITH TEXTURE AND DEPTH

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.



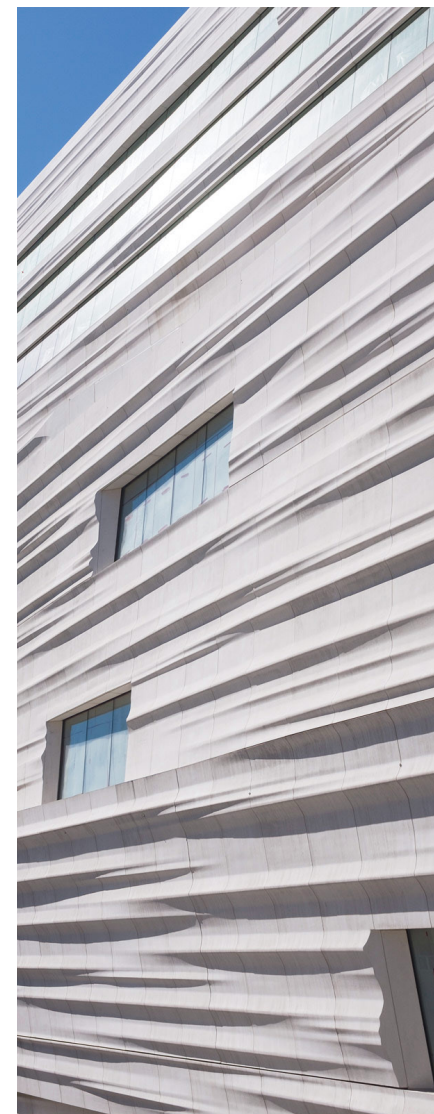
Fine-grained architectural detail help to enliven the streetwall.



Artful ornamentation brings delight and a human-scale to facades.



Depth and detail can be invitational.



Dimensional variation can create texture in facades.

A7**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.



Coordinated lighting, signage, sunshading, storefronts, and canopies enliven buildings.

- » 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.



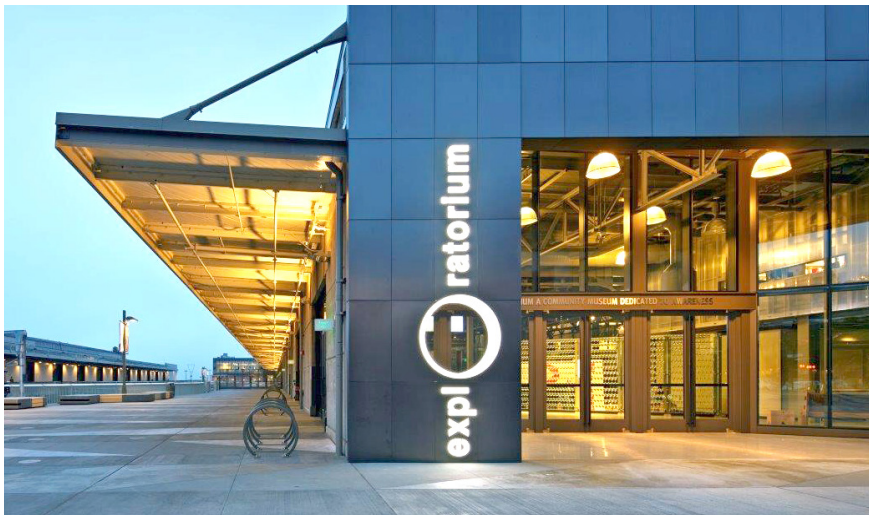
Lighting can accentuate form and building tops.



Coordinated scales of retail space, architectural details, and signage contribute to the identity of neighborhoods.



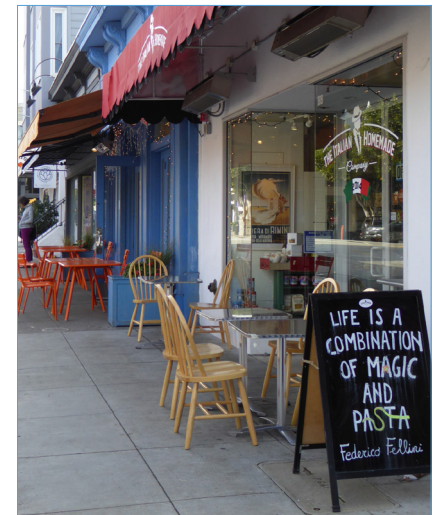
Materials, lighting, modulation, and guardrails can mutually reinforce an architectural idea.



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.



A8

DESIGN ACTIVE BUILDING FRONTS

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.



Retail, second-floor balconies, open space, and lobbies can work together to animate frontage

- » 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.



BUILDING BASE
TERMINATION

FINE-GRAINED
CLERESTORY
GLAZING

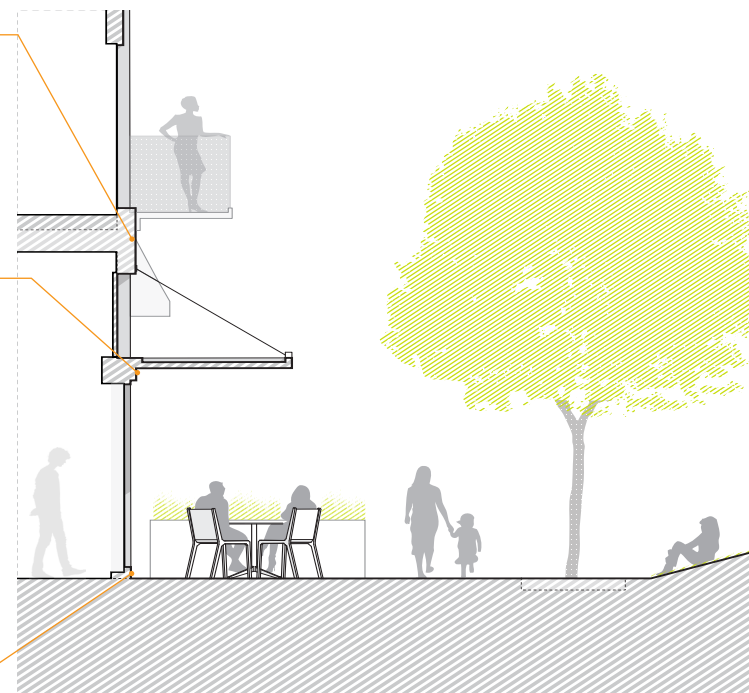
ARTICULATION
JUST ABOVE EYE
LINE

HUMAN-SCALED
GLAZING
PROPORTIONS

RECESSED
ENTRY WITH
LIGHTING

FRAME DETAIL

TEXTURED
BULKHEAD



Storefront elements bring human-scaled features to the street.

Balconies can help upper stories connect to the public realm.



Furnishings and openings can connect interior and exterior uses.



Building entrances can activate the public realm.

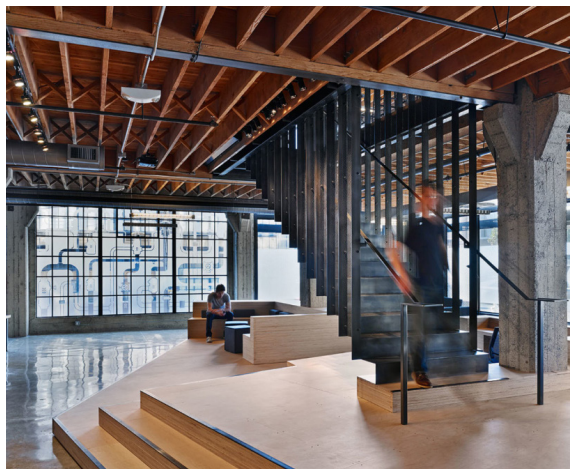
A9**EMPLOY SUSTAINABLE PRINCIPLES AND PRACTICES IN BUILDING DESIGN**

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.

- » 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.



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.



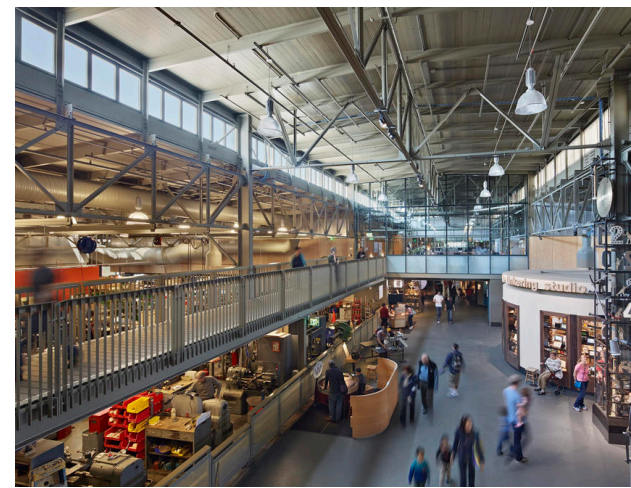
Inviting stairs encourages walking rather than taking the elevator.



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



Use unprogrammed surfaces for energy generation or water collection.



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.



Money lives in New York. Power sits in Washington. Freedom sips cappuccino in a sidewalk café in San Francisco.

Joe Flower

P PUBLIC REALM

- 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

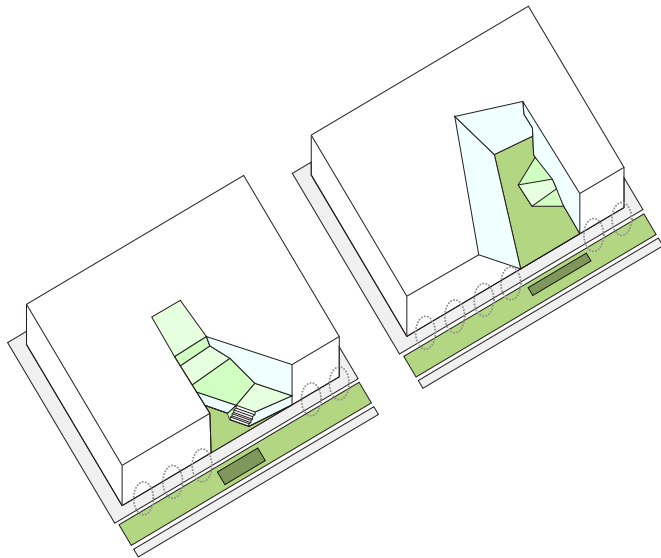
P1

DESIGN PUBLIC OPEN SPACES TO CONNECT WITH AND COMPLEMENT THE STREETScape

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.



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

- » 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.



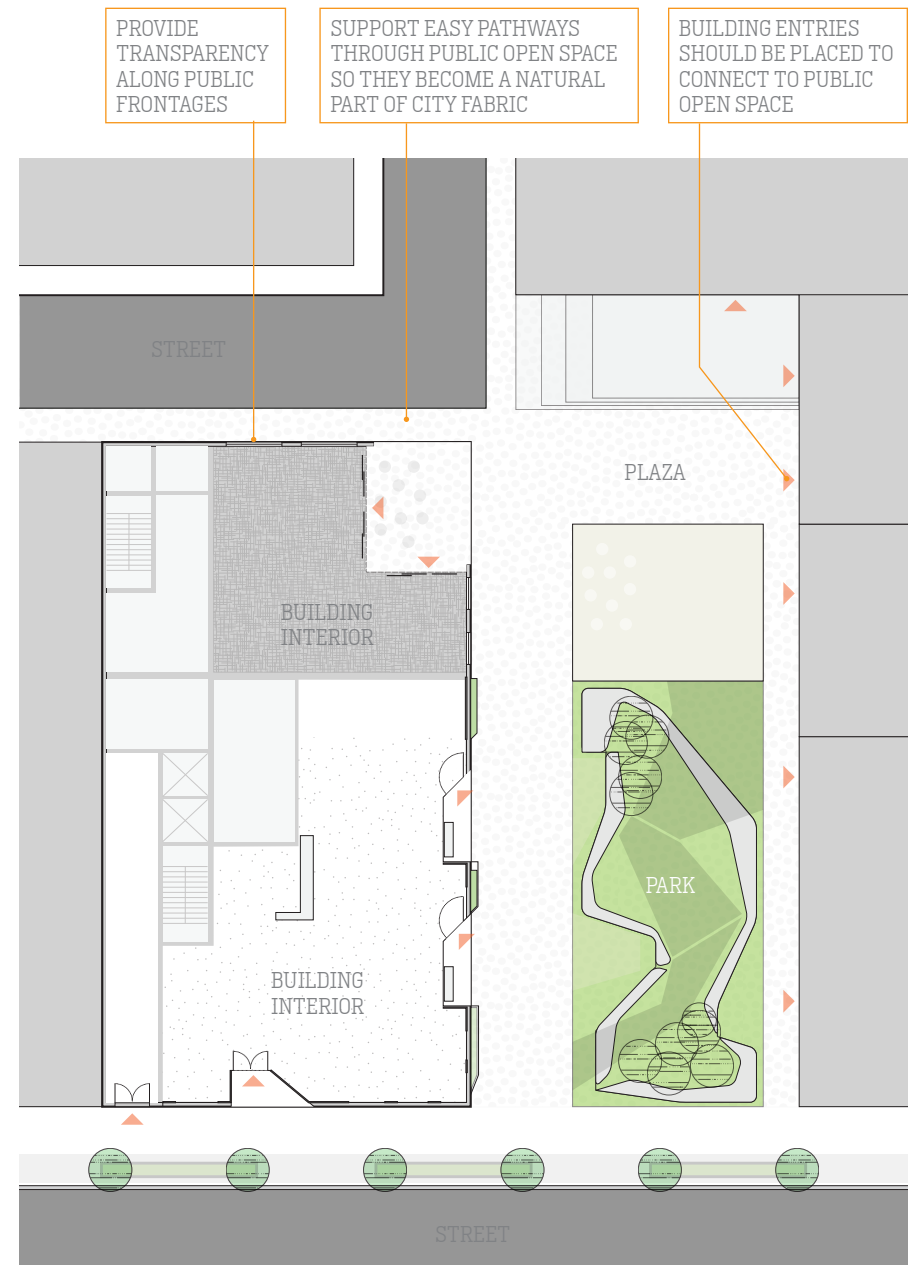
Plazas surrounded by active building uses mutually support each other



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.

P2**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.

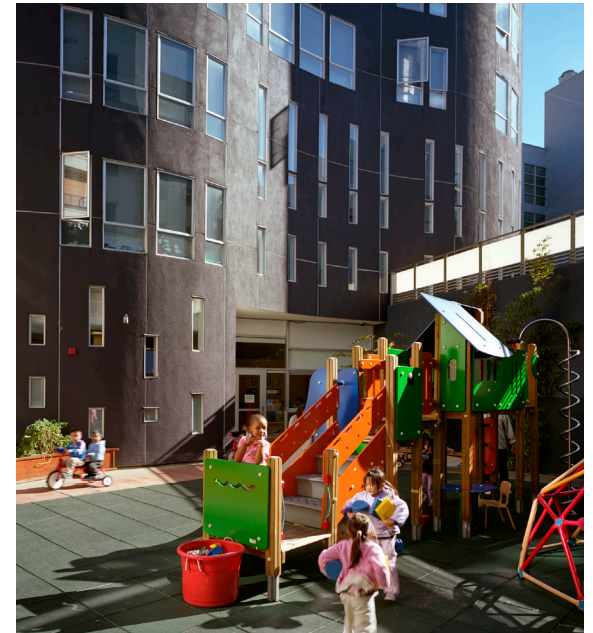
- » Orient and design publicly accessible open space to maximize physical comfort. Consider solar orientation, exposure, shading, shadowing, noise, and wind.
- » Design seating for casual gathering in both sunny and shaded locations and in both quiet and active zones where possible.
- » Consider how 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.

P3**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.

P4

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.



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

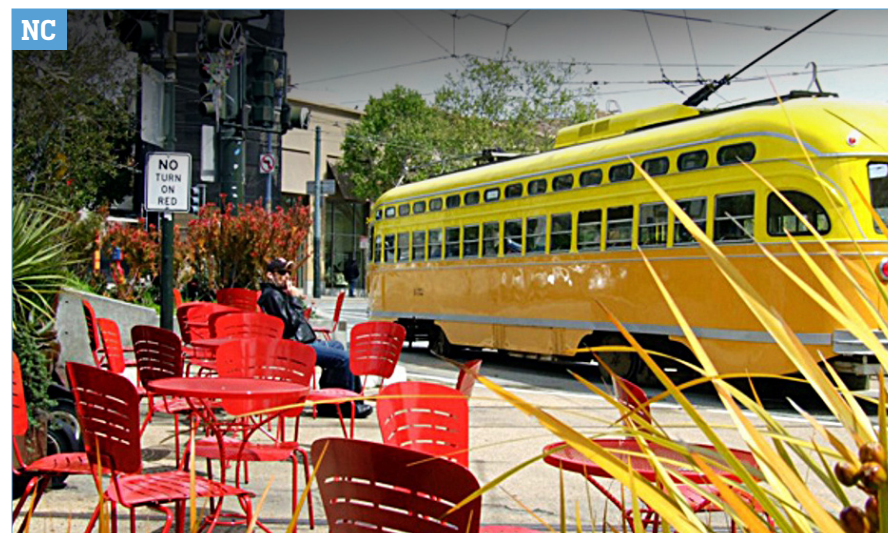
- » Provide bike racks at access points to open spaces and buildings.
- » Organize uses and connections on the ground level to support the types of travel modes that are available. Locate and orient retail and other commercial entrances towards transit options wherever possible.
- » Reduce or eliminate 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.



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



Make space for bicycle sharing hubs at transit and activity rich areas of the city.



Provide outdoor uses near transit stops.



Provide bicycle parking and seating near transit stops.

P5

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.

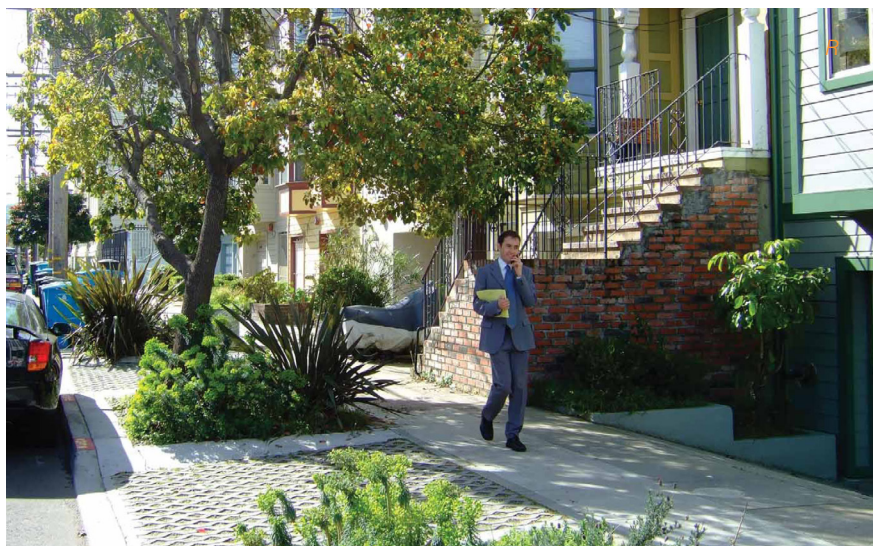
- » Locate exterior uses and amenities to support and connect to interior activities.
- » Design the furnishing zone as a buffer between the sidewalk and roadway.
- » Sidewalk elements should be scaled according to their context, including the intensity of activity, building heights, and noise.
- » Coordinate 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.



Building frontages and buffers work together to frame sidewalk space.



Exterior seating supports interior uses.



Foliage can help create the edge of pedestrian areas.



Add storefront-adjacent elements where feasible.

P6**DESIGN PUBLIC OPEN SPACES TO ENCOURAGE SOCIAL ACTIVITY, PLAY, AND REST**

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.



Playground elements can be added in smaller spaces.

- » 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.



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

- » 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.



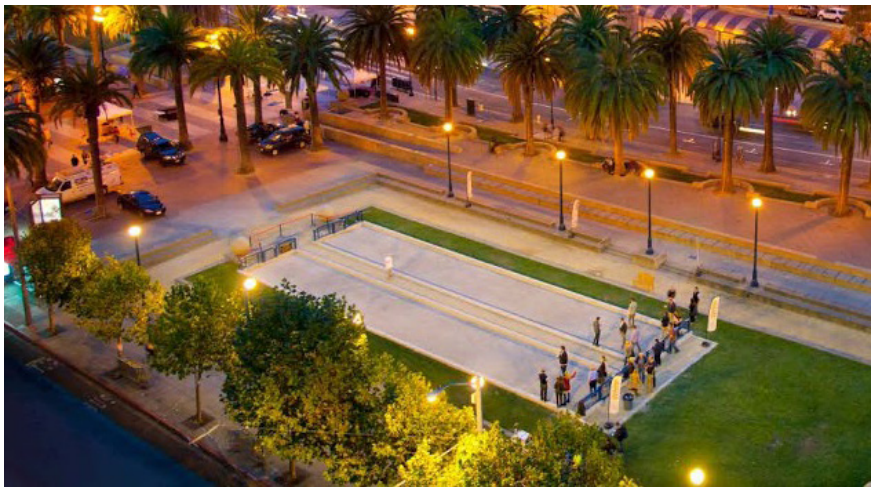
People can use spaces differently by season.



Flexible and stepped seating helps activate public spaces.



Encourage the exploration of nature or natural elements in public environments



Recreational elements can help define space.



Coordinate seating, planting, and building entries to create areas for groups and individuals.

P7

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.



Plantings can enhance the change in season.

- » 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.



Provide native or drought-resistant plantings.



Support agricultural uses in open space.



Provide trees and foliage in public space, especially otherwise unused.



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.

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Cover	Henrik Kam	Natoma Architects	Bruce Damonte
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S3	gocurrycracker.com		
S4	SF Planning	luptoexplore.blogspot.com	SF Planning; Maia Small
S5	SF Planning; Maia Small		
S6	SFARMLS	Henrik Kam	
S7	Aubrie Pick or Odessa Shekar	Bruce Damonte	SF Planning; David Winslow
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Architecture frontice	Bruce Damonte		
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Public Realm frontice					
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P5	SF Planning	Chris Rochelle	bittenbythetravelbug.com	shenanigreat	
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P7	Matthew Millman	Chris Carlsson	SF Planning; Maia Small	Living Machine Systems	



San Francisco
Planning

FOR MORE INFORMATION:
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Central Reception

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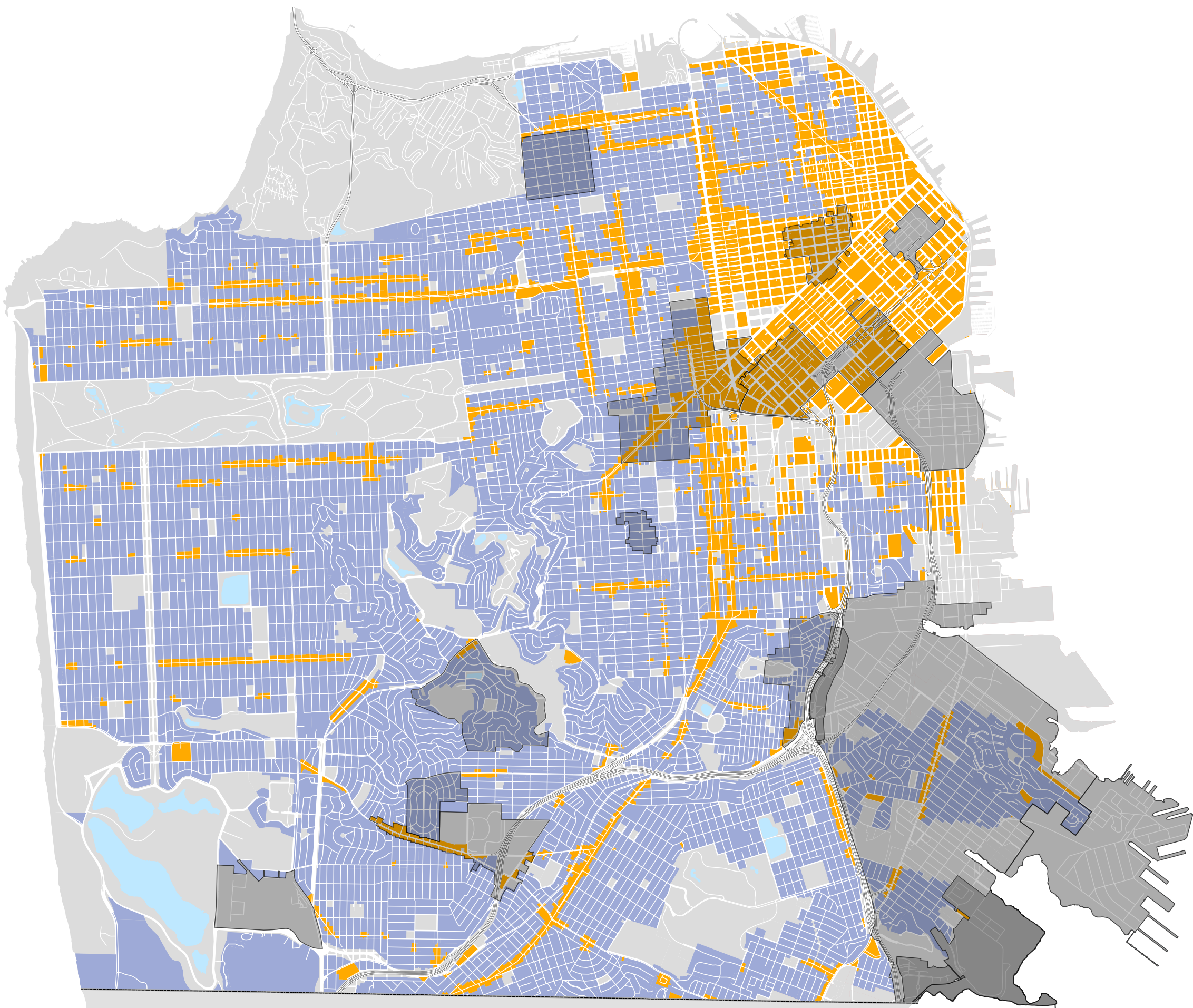
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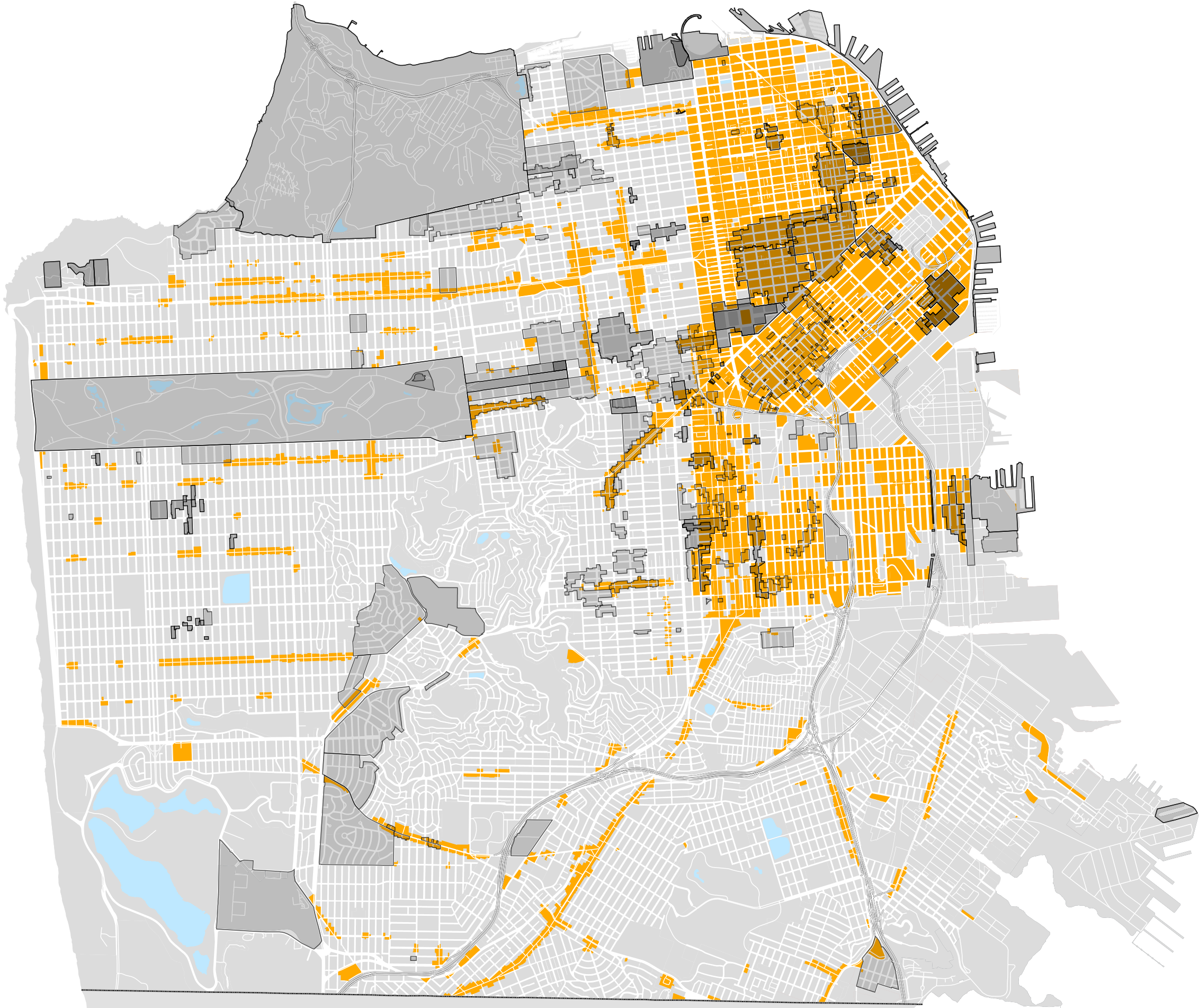
TEL: **415.558.6377**

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No appointment is necessary.*



Urban Design Guidelines and
Existing Guideline Documents 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.
-  **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 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.

TOPICS	GUIDELINE DOCUMENTS				
	Urban Design Guidelines		Special Area Guidelines		Historic Design Guidelines
	Residential Design Guidelines		Industrial Area Design Guidelines		Historic Design Guidelines
	Special Area Guidelines		Industrial Area Design Guidelines		Historic Design Guidelines
	Historic Design Guidelines		Industrial Area Design Guidelines		Historic Design Guidelines
General Principles					
Contextual compatibility					
Sustainability					
Human needs					
Site Design					
Front and side setbacks	S2				
Rear yard open space	S2				
Public views	S4				
Special locations	S3				
Extend street patterns	S1				
Maintain street wall	S5				
Building Scale and Form					
Buildings conform to topography	S8				
Scale, form, and massing at street	A3				
Scale and massing at rear	S2				
Façade width	A2				
Proportions	A3				
Façade composition	A2/A3				
Rooflines	A5				
Architectural Features					
Entrances	A8				
Porches					
Utilities	A7				
Bays projections and balconies	A6				
Garage parking and access	S6				
Roof top architectural features	A4				
Active building front	A8				
Ground floor commercial transparency	A8				
Details					
Architectural details	A6/A7				
Windows, scale and proportion	A3				
Exposed building walls	A4				
Materials and detailing	A3				
Public Realm and Open Space					
Connected and accessible	P1				
Visibility and comfort	P2				
Neighborhood identity	P3				
Support pedestrians and bicyclists	P4/P5				
Social activity, play and rest	P6				
street scape	P5				
Sustainability					
Respect natural systems and features	S8				
Employ sustainable building	A9				
Historic Buildings					
Preserve historic character					

Matrix Comparing Content of
Urban Design Guidelines,
Residential Design Guidelines,
Special Area Guidelines,
Industrial Area Design Guidelines and
Historic Design Guidelines

Guideline		
Applicable Document	Policy Number, if applicable	Supporting Text
S1	Recognize and Respond to Urban Patterns	
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 1.3	Recognize that buildings, when seen together, produce a total effect that characterizes the city and its districts.
Urban Design Element, City Pattern	POLICY 1.7	Recognize the natural boundaries of districts, and promote connections between districts
PRINCIPLES FOR CITY PATTERN, URBAN DESIGN ELEMENT		Tall, slender buildings at the tops of hills and low buildigns on the slopes in valleys accentuate the form of the hills.
PRINCIPLES FOR CITY PATTERN, URBAN DESIGN ELEMENT		Street spaces impart a unifying rhythm to the pattern and image of the city.
PRINCIPLES FOR CITY PATTERN, URBAN DESIGN ELEMENT		Certain streets, because of unusual width or direction, are important form elements in themselves, giving identity to districts and order to the city structure.
PRINCIPLES FOR CITY PATTERN, URBAN DESIGN ELEMENT		Uninterrupted grid streets in flat areas often result in monotonous vistas.
PRINCIPLES FOR NEIGHBORHOOD ENVIRONMENT, URBAN DESIGN ELEMENT		Alleys and small streets which are usable as part of the general network of pedestrian and service ways are potential areas of activity and interest.
Site Layout, COMMERCE AND INDUSTRY 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.
Transportation Element	OBJECTIVE 25	DEVELOP A CITYWIDE PEDESTRIAN NETWORK
Transportation Element	OBJECTIVE 26	CONSIDER THE SIDEWALK AREA AS AN IMPORTANT ELEMENT IN THE CITYWIDE OPEN SPACE SYSTEM.
Transportation Element	POLICY 26.1	Retain streets and alleys not required for traffic, or portions thereof, for through pedestrian circulation and open space use.
Recreation and Open Space Element	Objective 3	IMPROVE ACCESS AND CONNECTIVITY TO OPEN SPACE
Downtown Area Plan	POLICY 10.2	Encourage the creation of new open spaces that become a part of an interconnected pedestrian network.
Rincon Hill	OBJECTIVE 3.7	Reduce the present industrial scale of the streets by creating a circulation network through the interior blocks, creating a street scale comparable to those in existing residential areas elsewhere in the city.
Transit Center District Plan	OBJECTIVE 2.2	Create an elegant downtown skyline, building on existing policy to craft a distinct downtown "hill" form, with its apex at the transit center, and tapering in all directions.
Transit Center District Plan	OBJECTIVE 2.3	Form the downtown skyline to emphasize the transit center as the center of downtown, reinforcing the primacy of public transit in organizing the city's development pattern, and recognizing the location's importance in local and regional accessibility, activity, and density.
Northeastern Waterfront	POLICY 3.1.1	Adopt heights that are appropriate for the Central Waterfront's location in the city, the prevailing street and block pattern, and the anticipated land uses, while producing buildings compatible with the neighborhood's character.
Northeastern Waterfront	POLICY 3.1.3	Relate the prevailing heights of buildings to street and alley width throughout the plan area.
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.
Executive Park Sub Area	OBJECTIVE 3	CREATE A CITY STREET PATTERN SUPPORTIVE OF AN URBAN RESIDENTIAL NEIGHBORHOOD
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 that surrounds South Park and the residential enclaves throughout the plan area.
East SoMA	POLICY 3.1.8	New development should respect existing patterns of rear yard open space. Where an existing pattern of rear yard open space does not exist, new development on mixed-use-zoned parcels should have greater flexibility as to where open space can be located.
Showplace Square / Potrero	POLICY 3.1.3	Relate the prevailing heights of buildings to street and alley width throughout the plan area.
Showplace Square / Potrero	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 on Potrero Hill.
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.
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.
Hunters Point Shipyard	POLICY 1.5	Acknowledge history as part of the land use and urban design plan
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
S2	Harmonize Relationships between Buildings, Streets, and Open Spaces	
Urban Design Element, City Pattern	POLICY 2.6	Respect the character of older development nearby in the design of new buildings.
PRINCIPLES FOR CITY PATTERN, URBAN DESIGN ELEMENT		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.
PRINCIPLES FOR CITY PATTERN, URBAN DESIGN ELEMENT		Wide streets with low and/or scattered buildings are poorly defined and do not contribute to an orderly city pattern and image.
PRINCIPLES FOR CITY PATTERN, URBAN DESIGN ELEMENT		Green space closing a street provides an accent on an upper slope or top of hill.
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.
Site Layout, COMMERCE AND INDUSTRY ELEMENT	URBAN DESIGN GUIDELINES	On irregularly shaped lots, through-lots or those adjacent to fully-built lots, open space located elsewhere than at the rear of a property may improve the access of light and air to residential units.
Scale, Height and Bulk. Commerce & Industry Element	URBAN DESIGN GUIDELINES	The height and bulk of new development should be designed to maximize sun access to nearby residential open space, parks, plazas, and major pedestrian corridors.
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.
Downtown Area Plan	POLICY 13.1	Relate the height of buildings to important attributes of the city pattern and to the height and character of existing and proposed development.



Matrix of Guideline Origin from General Plan

Guideline		
Applicable Document	Policy Number, if applicable	Supporting Text
Downtown Area Plan	POLICY 13.2	Foster sculpturing of building form to create less overpowering buildings and more interesting building tops, particularly the tops of towers. (See Figures 2 and 3 on page 30
Downtown Area Plan	POLICY 16.1	Conserve the traditional street to building relationship that characterizes downtown San Francisco.
Chinatown	POLICY 1.3	Retain Chinatown's sunny, 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 on new developments — and major renovations when necessary — to increase sun exposure on sidewalks.
Rincon Hill	OBJECTIVE 3.2	Develop a distinctive skyline form for Rincon Hill that compliments the larger form of downtown, the natural landform, and the waterfront and the Bay, and responds to existing policies in the Urban Design Element.
Northeastern Waterfront	POLICY 3.1.2	Development should step down in height as it approaches the Bay to reinforce the city's natural topography and to encourage and active and public waterfront.
Northeastern Waterfront	POLICY 3.2.4	Strengthen the relationship between a building and its fronting sidewalk.
Western SoMA	POLICY 5.3.4	Strengthen the relationship between a building and its fronting sidewalk
Mission	POLICY 3.1.3	Relate 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 fronting sidewalk.
Showplace Square / Potrero	POLICY 3.2.4	Strengthen the relationship between a building and its fronting sidewalk.
Glen Park	OBJECTIVE 2	ENSURE THE COMPATIBILITY OF NEW DEVELOPMENT WITH THE FORM AND CHARACTER OF GLEN PARK
S3	Recognize and Enhance Local Variations	
Housing Element	OBJECTIVE 11	RECOGNIZE THE DIVERSE AND DISTINCT CHARACTER OF SAN FRANCISCO'S NEIGHBORHOODS
Civic Center	POLICY 1.1	Emphasize key public buildings, particularly City Hall, through visually prominent siting.
Northeastern Waterfront	POLICY 3.2.5	Building form should celebrate corner locations.
East SoMA	POLICY 3.2.5	Building form should celebrate 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 form should celebrate corner locations
Mission	POLICY 3.2.8	Recognize the distinctive Mission murals and expand the opportunities for new murals as well as other public art by providing space such as visible and publicly accessible walls 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 diminish the Mission murals and other public art.
Showplace Square / Potrero	POLICY 3.2.5	Building form should celebrate corner locations
Balboa Park Station	OBJECTIVE 5.4	CREATE AN SPACE SYSTEM THAT BOTH BEAUTIFIES THE NEIGHBORHOOD AND STRENGTHENS THE ENVIRONMENT.
Balboa Park Station	POLICY 6.4.1	Urban design guidelines should ensure that new development contributes to and enhances the best characteristics of the plan area.
S4	Create, Protect, and Support View Corridors	
PRINCIPLES FOR CITY PATTERN, URBAN DESIGN ELEMENT		Views from roadways that reveal major destinations or that provide overlooks 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 are far enough below the viewpoint.
PRINCIPLES FOR CITY PATTERN, URBAN DESIGN ELEMENT		Highly visible open space presents a refreshing contrast to extensive urban development.
PRINCIPLES FOR MAJOR 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 5.4	Preserve existing view corridors.
Rincon 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
Rincon Hill	OBJECTIVE 3.5	Maintain view corridors through the area by means of height and bulk controls that insure carefully spaced slender towers rather than bulky, massive buildings.
Rincon Hill	POLICY 3.7	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	ENSURE ARTICULATION AND REDUCTION TO THE MASS OF THE UPPER PORTIONS AND TOPS OF TOWERS IN ORDER TO CREATE VISUAL INTEREST IN THE SKYLINE AND HELP MAINTAIN VIEWS.
Northeastern Waterfront	POLICY 3.1.5	Respect public view corridors
Northeastern Waterfront	POLICY 10.2	Preserve and create view corridors which can link the City and the Bay
Northeastern Waterfront	POLICY 10.11	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
Executive Park Sub 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.
East SoMA	POLICY 3.1.5	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.
S5	Create a Defined and Active Streetwall	
Urban Design Element, City Pattern	POLICY 1.8	Increase the visibility of major destination areas and other points for orientation.
Downtown Area Plan	POLICY 16.2	Provide setbacks above a building base to maintain the continuity of the predominant streetwalls along the street.
Van Ness Avenue	POLICY 5.2	Encourage a regular street wall and harmonious building forms along the Avenue

Matrix of Guideline Origin from General Plan

Matrix of Guideline Origin from
General Plan

Guideline		
Applicable Document	Policy Number, if applicable	Supporting Text
Van Ness Avenue	POLICY 5.3	Continue the street wall heights as defined by existing significant buildings and promote an adequate enclosure of the Avenue.
Rincon Hill	OBJECTIVE 3.10	Relate the height and bulk of podium buildings to the width of the street, to define a consistent streetwall and ensure adequate sun and sky access to streets and alleys.
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 useable, 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 3.2.1	Require high quality design of street-facing building exteriors
Mission	POLICY 3.2.1	Require high quality design of street-facing building exteriors.
Showplace Square / Potrero	POLICY 3.2.1	Require high quality design of street-facing building exteriors.
S6	Organize Uses to Complement the Public Environment	
Transportation Element	POLICY 34.5	Minimize the construction of new curb cuts in areas where on-street parking is in short supply and locate them in a manner such that they retain or minimally diminish the number of existing on-street parking spaces.
Transportation Element	POLICY 40.3	Off-street loading facilities and spaces in the downtown area should be enclosed and accessible by private driveways designed to minimize conflicts with pedestrian, transit, bicycle and automobile traffic
Chinatown	POLICY 4.1	Protect and enhance neighborhood serving character of commercial uses in predominantly residential areas.
Rincon Hill	OBJECTIVE 3.9	Minimize the visual impacts of residential parking, loading, utilities and services on the neighborhood
Rincon Hill	POLICY 3.8	Step the height of buildings down approaching the Embarcadero so as to acknowledge the meeting of land and water.
Transit 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.
S7	Integrate Common Open Space and Landscape with Architecture	
Urban Design Element, City Pattern	POLICY 1.4	Protect and promote large-scale landscaping and open space that define districts and topography.
Urban Design Element, City Pattern	POLICY 4.12	Install, promote and maintain landscaping in public and private areas.
PRINCIPLES FOR NEIGHBORHOOD ENVIRONMENT, URBAN DESIGN ELEMENT		The livability, amenity and character of residential areas are greatly enhanced by trees, more so than by any other single element.
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.
Landscaping and Street Design, Commerce & Industry Element	URBAN DESIGN GUIDELINES	Street 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 lushness to the pedestrian realm.
Market Octavia	Open Space	Encourage rooftop gardens as a form of common open space.
S8	Respect and Exhibit Natural Systems and Features	
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.
Urban Design Element, City Pattern	POLICY 1.5	Emphasize the special nature of each district through distinctive landscaping and other features.
Urban Design Element, City Pattern	POLICY 2.1	Preserve in their natural state the few remaining areas that have not been developed by man.
Urban Design Element, City Pattern	POLICY 2.2	Limit improvements in other open spaces having an established sense of nature to those that are necessary, and unlikely to detract from the primary values of the open space.
PRINCIPLES FOR CITY PATTERN, URBAN DESIGN ELEMENT		Street layouts and building forms which do not emphasize topography reduce the clarity of the city form and image.
PRINCIPLES FOR MAJOR NEW DEVELOPMENT. URBAN DESIGN ELEMENT		The relationship of a building's size and shape to its visibility in the cityscape, to important natural features and to existing development determines whether it will have a pleasing or a disruptive effect on the image and character of the city.
PRINCIPLES FOR MAJOR NEW DEVELOPMENT. URBAN DESIGN ELEMENT		Buildings which meet the ground and reflect the slope of the hill relate to the land form.
PRINCIPLES FOR NEIGHBORHOOD ENVIRONMENT, URBAN DESIGN ELEMENT		Waterfront development that maximizes the interface between land and water increases the opportunities for public access to the water's edge.
Rincon Hill	OBJECTIVE 3.3	Respect the natural topography of the hill and follow the policies already established in the Urban Design Element that restrict height near the water and allow increased height on the top of hills.
Transit Center District Plan	OBJECTIVE 2.4	Provide distinct transitions to adjacent neighborhoods and to topographic and man-made features of the cityscape to ensure the skyline enhances, and does not detract from, important public views throughout the city and region.
Northeastern Waterfront	POLICY 3.2.1	Require high quality design of street-facing building exteriors
East SoMA	POLICY 3.1.2	Development should step down in height as it approaches the Bay to reinforce the city's natural topography.
Showplace Square / Potrero	POLICY 3.1.2	Development should respect the natural topography of Potrero Hill
A1	Express a Clear Organizing Architectural Idea	
Urban Design Element, City Pattern	POLICY 4.15	Protect the livability and character of residential properties from the intrusion of incompatible new buildings.

Guideline		
Applicable Document	Policy Number, if applicable	Supporting Text
PRINCIPLES FOR MAJOR NEW DEVELOPMENT. URBAN DESIGN ELEMENT		Unique building forms can appropriately signify major community facilities.
PRINCIPLES FOR MAJOR NEW DEVELOPMENT. URBAN DESIGN ELEMENT		Major public buildings of symbolic importance may be appropriately located in highly visible settings.
Northeastern Waterfront	POLICY 3.1.6	New buildings should epitomize the best in contemporary architecture, but should do so with full awareness of, and respect for, the height, mass, articulation and materials of the best of the older buildings that surrounds them.
Balboa Park Station	POLICY 6.4.2	New buildings should epitomize the best in contemporary architecture, but should do so with full awareness of the older buildings that surround them.
A2	Modulate Buildings Vertically and Horizontally	
PRINCIPLES FOR MAJOR NEW DEVELOPMENT. URBAN DESIGN ELEMENT		A long or wide building becomes excessively bulky in appearance when its height significantly exceeds that of buildings in the surrounding area.
PRINCIPLES FOR MAJOR NEW DEVELOPMENT. URBAN DESIGN ELEMENT		A bulky building creates the most visual disruption when seen from a distance as the dominant silhouette against a background and/or foreground of much smaller structures.
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	Create varied rhythms in developments on large lots by inserting vertical piers/columns, or changes in fenestration and materials to articulate what otherwise would be an undifferentiated facade plane.
Van Ness Avenue	POLICY 6.4	Differentiate bases of buildings and incorporate detail at ground level through variety in materials, color, texture and architectural projections. Provide windows with clear glass throughout the building.
Transit Center District Plan	POLICY 2.2	Create a light, transparent sculptural element to terminate the Trnasit Tower to enhance skyline expression without casting significant shadows. This vertical element may extend above the 1,000 foot height limit.
Transit Center District Plan	OBJECTIVE 2.9	PROVIDE BUILDING ARTICULATION ABOVE A BUILDIGN BASE TO MAINTAIN OR CREATE A DISTINCTIVE STREETWALL COMPATIBLE WITH THE STREET'S WIDTH AND CHARACTER.
Market Octavia	Building Massing and Articulation	Taller buildings should include a clearly defined base, middle, and top.
Market Octavia	Building Massing and Articulation	Building facades that face the public realm should be articulated with a strong rhythm of regular vertical elements.
Market Octavia	Towers	Horizontal articulation at the street wall height should be employed.
Market Octavia	Towers	A change in vertical plane should differentiate a tower element from the rest of the building.
Market Octavia	Streets	Horizontal architectural design articulation should be incorporated between the ground floor and second story levels.
A3	Harmonize Building Designs with Neighboring Scale and Materials	
Urban Design Element, City Pattern	OBJECTIVE 3	MODERATION OF MAJOR NEW DEVELOPMENT TO COMPLEMENT THE CITY PATTERN, THE RESOURCES TO BE CONSERVED, AND THE NEIGHBORHOOD ENVIRONMENT.
Urban Design Element, City Pattern	POLICY 3.5	Relate the height of buildings to important attributes of the city pattern and to the height and character or existing development.
PRINCIPLES FOR CITY PATTERN, URBAN DESIGN ELEMENT		Contour streets on hills align buildings to create a pattern of strong horizontal bands that conflict with the hill form.
PRINCIPLES FOR MAJOR NEW DEVELOPMENT. URBAN DESIGN ELEMENT		The relationship between areas of low, fine-scaled buildings and areas of high, large-scaled buildings can be made more pleasing if the transition in building height and mass between such areas is gradual.
PRINCIPLES FOR MAJOR NEW DEVELOPMENT. URBAN DESIGN ELEMENT		When highly visible buildings are light in color, they reinforce the visual unity and special character of the city.
PRINCIPLES FOR MAJOR NEW DEVELOPMENT. URBAN DESIGN ELEMENT		The use of unusual shapes for tall office, hotel or apartment buildings detracts from the clarity of urban form by competing for attention with buildings of greater public significance. The juxtaposition of several such unusual shapes may create visual disorder.
Scale, Height and Bulk. Commerce & Industry Element	URBAN DESIGN GUIDELINES	When new buildings are constructed on large lots, the facades should be designed in a series of elements which are compatible with the existing scale of the district.
Scale, Height and Bulk. Commerce & Industry Element	URBAN DESIGN GUIDELINES	The height of a proposed development should relate to the individual neighborhood character and the height and scale of adjacent buildings to avoid an overwhelming or dominating appearance of new structures. On a street of varied building heights, transitions between high and low buildings should be provided. While three-and four-story buildings are appropriate in many locations, two-story buildings are more appropriate in some areas with lower-scale development.
Architectural Design, Commerce & Industry Element	URBAN DESIGN GUIDELINES	The essential character of neighborhood commercial districts should be preserved by discouraging alterations and new development which would be incompatible with buildings which are of fine architectural quality and contribute to the scale and character of the district. The details, material, texture or color of existing architecturally distinctive buildings should be complemented by new development
Architectural Design, Commerce & Industry Element	URBAN DESIGN GUIDELINES	The design of new buildings, building additions and alterations, and facade renovations should reflect the positive aspects of the existing scale and design features of the area. Building forms should complement and improve the overall neighborhood environment.
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 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 12.3	Design new buildings to respect the character of older development nearby.
Downtown Area Plan	OBJECTIVE 15	CREATE A BUILDING FORM THAT IS VISUALLY INTERESTING AND HARMONIZES WITH SURROUNDING BUILDINGS.
Downtown Area Plan	POLICY 15.1	Ensure that new facades relate harmoniously with nearby facade patterns
Downtown Area Plan	POLICY 15.2	Assure that new buildings contribute to the visual unity of the city. Buildings should be light in color. Highly reflective materials, particularly mirrored or highly reflective glass, should be used sparingly.
Chinatown	POLICY 1.2	Promote a building form that harmonizes with the scale of existing buildings and width of Chinatown's streets.
Rincon Hill	OBJECTIVE 3.11	Preserve and enhance the character and scale of finely-grained residential areas within the Rincon Hill area

Matrix of Guideline Origin from General Plan

Guideline		
Applicable Document	Policy Number, if applicable	Supporting Text
Transit Center District Plan	POLICY 2.5	Transition heights down to adjacent areas, with particularly attention on the transitions to the southwest and west in the lower scale South of Market areas and to the waterfront to the east.
Transit Center District Plan	OBJECTIVE 2.10	MAINTAIN APPROPRIATE CHARACTER-DEFINING BUILDIGN SCALE IN THE HISTORIC DISTRICT.
Transit Center District Plan	OBJECTIVE 2.17	PROMOTE A HIGH LEVEL OF QUALITY OF DESIGN AND EXECUTION, AND ENHANCE THE DESIGN AND MATERIAL QUALITY OF THE NEIGHBORING ARCHITECTURE.
Western Shoreline	OBJECTIVE 11	PRESERVE THE SCALE OF RESIDENTIAL AND COMMERCIAL DEVELOPMENT ALONG THE COASTAL ZONE AREA.
Northeastern Waterfront	POLICY 10.28	Prohibit the use of reflective glass. Use flat glass skylights and discourage the use of dark tinted glass to increase transparency in highly visible areas.
Market Octavia	Building Massing and Articulation	The facades of new buildings should extend this pattern.
Market Octavia	Building Massing and Articulation	The facades of new buildings should extend this pattern. Highly-visible building facades along interior property lines, particularly adjacent to significantly shorter buildings, should incorporate a combination of articulations, setbacks, fenestration/windows and material detailing to mitigate large expanses of blank wall.
Market Octavia	Building Massing and Articulation	High-quality building materials should be used on all visible facades and should include stone, masonry, ceramic tile, wood (as opposed to composite, fiber-cement based synthetic wood materials), precast concrete, and high-grade traditional "hard coat" stucco (as opposed to "synthetic stucco" that uses foam)/
Market Octavia	Towers	Towers should be light in color.
Glen Park	POLICY 2.4	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 3.1	Promote harmony in the visual relationships and transitions between new and older buildings.
Details, Commerce & Industry Element	URBAN DESIGN GUIDELINES	A new or remodeled building should relate to its surrounding area by displaying compatible proportions, textures, and details. Nearby buildings of architectural distinction can serve as primary references. Existing street rhythms should also be continued on the facade of a new building, linking it to the rest of the district.
Van Ness Avenue	POLICY 6.1	Design exterior facades which complement and enhance significant works of architecture along the Avenue.
A5	Shape the Roofs of Buildings	
Rooftop Mechanical Equipment, Commerce & Industry Element	URBAN DESIGN GUIDELINES	Rooftop mechanical equipment which may be visually obtrusive or create disturbing noises or odors should be located away from areas of residential use and screened and integrated with the design of the building.
Downtown Area Plan	POLICY 13.3	Create visually interesting terminations to building towers.
Rincon Hill	POLICY 3.6	Sculpt tower tops to allow for architectural elements and to screen mechanical equipment.
Northeastern Waterfront	POLICY 3.1.7	Attractively screen rooftop HVAC systems and other building utilities from view.
Western SoMA	POLICY 5.3.2	Require high quality design of street-facing building exteriors.
East SoMA	POLICY 3.1.7	Attractively screen rooftop HVAC systems and other building utilities from view.
A6	Render Building Facades with Texture and Depth	
Urban Design Element, City Pattern	POLICY 4.13	Improve pedestrian areas by providing human scale and interest.
PRINCIPLES FOR NEIGHBORHOOD ENVIRONMENT, URBAN DESIGN ELEMENT		Pedestrian scale can be achieved at the base of large vertical building surfaces by the use of arcades, emphasis of horizontal divisions, texture and other architectural details.
Details, Commerce & Industry Element	URBAN DESIGN GUIDELINES	Individual buildings in the city's neighborhood commercial districts are rich in architectural detailing, yet vary considerably from building to building, depending upon the age and style of their construction. Vertical lines of columns or piers, and horizontal lines of belt courses or cornices are common to many buildings as are moldings around windows and doors. These elements add richness to a flat facade wall, emphasizing the contrast of shapes and surfaces.
Downtown Area Plan	POLICY 15.3	Encourage more variation in building facades and greater harmony with older buildings through use of architectural embellishments and bay or recessed windows.
Transit Center District Plan	OBJECTIVE 2.12	ENSURE THAT DEVELOPMENT IS PEDESTRIAN-ORIENTED FOSTERING A VITAL AND ACTIVE STREET LIFE.
Transit Center District Plan	OBJECTIVE 2.15	ENCOURAGE ARTICULATION OF THE BUILDING FAÇADE TO HELP DEFINE THE PEDESTRIAN REALM.
Market Octavia	Building Massing and Articulation	Building facades should include three-dimensional detailing; these may include bay windows, cornices, belt courses, window moldings, and reveals to create shadows and add interest.
A7	Coordinate Building Elements	
PRINCIPLES FOR NEIGHBORHOOD ENVIRONMENT, URBAN DESIGN ELEMENT		Dignified and well-maintained signs designed with respect for the scale and character of the street can enhance commercial areas.
Signs, Commerce & Industry Element	URBAN DESIGN GUIDELINES	The character of signs and other features attached to or projecting from buildings is an important part of the visual appeal of a street and the general quality and economic stability of the area. Opportunities exist to relate these signs and projections more effectively to street design and building design. Neighborhood commercial districts are typically mixed-use areas with 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 commercial district. As much as signs and other advertising devices are essential to a vital commercial district, they should not be allowed to interfere with or diminish the livability of residences within the neighborhood commercial district or in adjacent residential districts. Signs should not be attached to facades at residentially- occupied stories nor should sion illumination shine directlv into windows of residential units.
Market Octavia	The Ground Floor	Building entries and shop fronts should add to the character of the street by being clearly identifiable and inviting.
A8	Design Active Building Fronts	
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.
Frontage, Commerce and Industry Element	URBAN DESIGN GUIDELINES	Facades of new development should be compatible with the proportions and design features of adjacent facades that contribute to the positive visual qualities of the neighborhood commercial district.
Frontage, Commerce and Industry Element	URBAN DESIGN GUIDELINES	Clear, untinted glass should be used at and near the street level to allow maximum visual interaction between sidewalk areas and the interior of buildings. Mirrored, highly reflective glass or densely-tinted glass should not be used except as an architectural or decorative accent.
Frontage, Commerce and Industry Element	URBAN DESIGN GUIDELINES	Walk-up facilities should be recessed and provide adequate queuing space to avoid interruption of the pedestrian flow.
Transportation Element	POLICY 24.4	Preserve pedestrian-oriented building frontages.
Downtown Area Plan	POLICY 16.4	Use designs and materials and include activities at the ground floor to create pedestrian interest.

Matrix of Guideline Origin from
General Plan

Guideline		
Applicable Document	Policy Number, if applicable	Supporting Text
Rincon Hill	POLICY 1.5	Require street-facing residential units on the ground-floor on Spear, Main, Beale, Fremont, First, Guy Place and Lansing Streets, and encourage them on Harrison and Bryant Streets.
Transit Center District Plan	OBJECTIVE 2.13	ENACT URBAN DESIGN CONTROLS TO ENSURE THAT THE GROUND-LEVEL INTERFACE OF BUILDINGS IS ACTIVE AND ENGAGING FOR PEDESTRIANS, IN ADDITION TO PROVIDING ADEQUATE SUPPORTING RETAIL AND PUBLIC SERVICES FOR THE DISTRICT.
Transit Center District Plan	OBJECTIVE 2.16	MINIMIZE AND PROHIBIT BLANK WALLS AND ACCESS TO OFF-STREET PARKING AND LOADING AT THE GROUND FLOOR ON PRIMARY STREETS TO HELP PRESERVE A SAFE AND ACTIVE PEDESTRIAN ENVIRONMENT.
A9	Employ Sustainable Principles and Practices in Building Design	
Northeastern Waterfront	POLICY 10.34	Assure that new buildings use the most cost-effective energy efficient measures feasible.
Western SoMA	OBJECTIVE 5.2	PROMOTE ENVIRONMENTAL SUSTAINABILITY
P1	Design Public Open Spaces to Connect with and Complement the Streetscape	
PRINCIPLES FOR CITY PATTERN, URBAN DESIGN ELEMENT		Clearly visible open spaces act as orientation poitns, and convey information about the presence of recreation space to motorists and pedestrians. Because Buena Vista park is visible from many parts of the city, it is often used as a point of reference. The foliage, in contrast to the surrounding developed areas, indicates the proximity of recreational means.
PRINCIPLES FOR CITY PATTERN, URBAN DESIGN ELEMENT		Landscaped pathways can visually and functionally link larger open spaces to neighborhoods.
PRINCIPLES FOR CITY PATTERN, URBAN DESIGN ELEMENT		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.
PRINCIPLES FOR MAJOR NEW DEVELOPMENT. URBAN DESIGN ELEMENT		Corner plazas can be pleasing if the streets are not excessively wide and if surrounding properties are developed with buildings that define the space well.
Recreation and Open Space Element	POLICY 1.1	Encourage the dynamic and flexible use of existing open spaces and promote a variety of recreation and open space uses, where appropriate.
Recreation and Open Space Element	POLICY 3.1	Creatively develop existing publicly-owned right-of-ways and streets into open space.
Recreation and Open Space Element	POLICY 3.2	Establish and Implement a network of Green Connections that increases access to parks, open spaces, and the waterfront.
Downtown Area Plan	OBJECTIVE 9	PROVIDE QUALITY OPEN SPACE IN SUFFICIENT QUANTITY AND VARIETY TO MEET THE NEEDS OF DOWNTOWN WORKERS, RESIDENTS, AND VISITORS.
Downtown Area Plan	POLICY 9.1	Require usable indoor and outdoor open space, accessible to the public, as part of new downtown development.
Downtown Area Plan	POLICY 10.4	Provide open space that is clearly visible and easily reached from the street or pedestrian way.
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.
Chinatown	POLICY 4.4	Expand open space opportunities
Rincon Hill	OBJECTIVE 4.3	Link the area via pedestrian improvements to other public open spaces such as the waterfront promenade at the foot of the hill and planned open spaces in the Transbay district
Transit Center District Plan	OBJECTIVE 3.4	EMPHASIZE THE IMPORTANCE OF STREETS AND SIDEWALKS AS THE LARGEST COMPONENT OF PUBLIC OPEN SPACE IN THE TRANSIT CENTER DISTRICT.
Transit Center District Plan	POLICY 3.1	Create and implement a district streetcape plan to ensure consisten corridor-length streetscape treatments.
Transit Center District Plan	OBJECTIVE 3.6	ENHANCE THE PEDESTRIAN NETWORK WITH NEW LINKAGES TO PROVIDE DIRECT AND VARIED PATHWAYS, TO SHORTEN WALKING DISTANCES, AND TO RELIEVE CONGESTION AT MAJOR STREET CORNERS.
Northeastern Waterfront	OBJECTIVE 3.2	PROMOTE AN URBAN FORM AND ARCHITECTURAL CHARACTER THAT SUPPORTS WALKING AND SUSTAINS A DIVERSE, ACTIVE AND SAFE PUBLIC REALM
Northeastern Waterfront	POLICY 3.2.7	Strengthen the pedestrian network by extending alleyways to adjacent streets or alleyways wherever possible, or by providing new publicly accessible mid-block rights of way.
Candlestick Point SubArea	POLICY 4.1	Create a neighborhood with a safe, legible, and easily navigable street network.
Candlestick Point SubArea	POLICY 6.1	Provide a wide variety of types and scale of open space with a wide variety of recreational opportunities.
Executive Park Sub Area	POLICY 4.1	Create a pedestrian network that includes streets devoted to or primarily oriented to pedestrian use.
Executive Park Sub Area	POLICY 6.2	Require an engaging transition between private development and the public realm
Executive Park Sub Area	OBJECTIVE 10	ENHANCE PUBLIC OPEN SPACE AND CONNECTIONS TO IT
East SoMA	POLICY 3.2.7	Strengthen the pedestrian network by extending alleyways to adjacent streets or alleyways wherever possible, or by providing new publicly accessible mid-block rights of way
East SoMA	OBJECTIVE 5.4	THE OPEN SPACE SYSTEM SHOULD BOTH BEAUTIFY THE NEIGHBORHOOD AND STRENGTHEN THE ENVIRONMEN
Mission	POLICY 3.2.6	Sidewalks abutting new developments should be constructed in accordance with locally appropriate guidelines based on established best practices in streetscape design
Mission	POLICY 3.2.7	Strengthen the pedestrian network by extending alleyways to adjacent streets or alleyways wherever possible, or by providing new publicly accessible mid-block rights of way
Showplace Square / Potrero	POLICY 3.2.6	Sidewalks abutting new developments should be constructed in accordance with locally appropriate guidelines based on established best practices in streetscape design.
Showplace Square / Potrero	POLICY 3.2.7	Strengthen the pedestrian network by extending alleyways to adjacent streets or alleyways wherever possible, or by providing new publicly accessible mid-block rights of way.
Balboa Park Station	POLICY 5.1.1	Create a variety of new public open spaces.
Balboa Park Station	POLICY 5.1.3	Ensure that new open spaces are linked to and serve as an extension of the street system
Hunters Point Shipyard	POLICY 3.3	Create a street system where streets are clearly an element of the public realm
P2	Locate and Design Open Spaces to Maximize Physical Comfort and Visual Access	
Urban Design Element, City Pattern	OBJECTIVE 4	IMPROVEMENT OF THE NEIGHBORHOOD ENVIRONMENT TO INCREASE PERSONAL SAFETY, COMFORT, PRIDE AND OPPORTUNITY
PRINCIPLES FOR MAJOR NEW DEVELOPMENT. URBAN DESIGN ELEMENT		Plazas or parks located in the shadows cast by large buildings are unpleasant for the user.
PRINCIPLES FOR MAJOR NEW DEVELOPMENT. URBAN DESIGN ELEMENT		Buildings of a uniform height provide good spatial definition of larger public squares or plazas.

Matrix of Guideline Origin from General Plan

Guideline		
Applicable Document	Policy Number, if applicable	Supporting Text
Recreation and Open Space Element	POLICY 1.9	Preserve sunlight in public open spaces.
Recreation and Open Space Element	POLICY 1.10	Ensure that open space is safe and secure for the City's entire population. Designing the street/open space interface to encourage permeability and access.
Downtown Area Plan	OBJECTIVE 10	ASSURE THAT OPEN SPACES ARE ACCESSIBLE AND USABLE.
Downtown Area Plan	POLICY 10.5	Address the need for human comfort in the design of open spaces by minimizing wind and maximizing sunshine.
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
Rincon Hill	OBJECTIVE 4.4	ENSURE ADEQUATE SUNLIGHT AND MINIMIZE WIND AND SHADOW ON PUBLIC STREETS AND OPEN SPACES.
Transit Center District Plan	OBJECTIVE 3.3	GRACIOUSLY ACCOMMODATE INCREASES IN PEDESTRIAN VOLUMES IN THE DISTRICT.
Transit Center District Plan	POLICY 3.6	Enhance pedestrian crossing with special treatments (e.g. paving, lighting, raised crossings) to enhance pedestrian safety and comfort, especially where bulb-outs cannot be installed.
Northeastern Waterfront	POLICY 10.27	Locate buildings to minimize shadows and wind on public open spaces.
Market Octavia	Open Space	Street furniture and other public improvements should be provided in the vicinity of the project.
Showplace Square / Potrero	OBJECTIVE 3.2	PROMOTE AN URBAN FORM AND ARCHITECTURAL CHARACTER THAT SUPPORTS WALKING AND SUSTAINS A DIVERSE, ACTIVE AND SAFE PUBLIC REALM
Showplace 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
Showplace Square / Potrero		B. Maximize sunlight exposure and protection from wind
Balboa Park Station	POLICY 5.2.2	Create wind-protected open spaces
Hunters Point Shipyard	POLICY 4.1	Create a neighborhood with a safe, legible, and easily navigable street network
Glen Park	POLICY 1.4	Improve the streetscape in the commercial core to make the area safer and more comfortable for pedestrians and shoppers.
P3	Express Neighborhood Character in Open Space Designs	
PRINCIPLES FOR NEIGHBORHOOD ENVIRONMENT, URBAN DESIGN ELEMENT		Open space and landscaping can give neighborhoods an identity, a visual focus and a center for activity.
Recreation and Open Space Element	POLICY 1.7	Support public art as an essential component of open space design.
Arts	Policy VI-1.8	Include arts spaces in new public construction when appropriate.
Arts	OBJECTIVE VI-2	INCREASE OPPORTUNITIES FOR PUBLIC ART THROUGHOUT THE CITY.
Civic Center	POLICY 1.2	Maintain the formal architectural character of the Civic Center
Civic Center	POLICY 1.3	Design Civic Center buildings and open spaces to serve as public gathering places for ceremonial, cultural, recreational, and other community activities.
Civic Center	POLICY 1.4	Provide a sense of identity and cohesiveness through unifying street and Plaza design treatments
East SoMA	POLICY 5.4.3	Encourage public art in existing and proposed open spaces
Mission	POLICY 5.4.3	Encourage public art in existing and proposed open spaces
P4	Support Public Transportation and Bicycling	
PRINCIPLES FOR NEIGHBORHOOD ENVIRONMENT, URBAN DESIGN ELEMENT		Excessive speeds and amounts of traffic in residential neighborhoods can be reduced by a variety of design techniques, including narrowing of streets or intersections, landscaping, diversion of traffic and closing of streets.
PRINCIPLES FOR NEIGHBORHOOD ENVIRONMENT, URBAN DESIGN ELEMENT		Vehicle-free or pedestrian-priority spaces contribute to pedestrian comfort and the public life of the city.
PRINCIPLES FOR NEIGHBORHOOD ENVIRONMENT, URBAN DESIGN ELEMENT		Improved and diverse means of transportation can increase the value and use of parks.
Transportation Element	OBJECTIVE 28	PROVIDE SECURE AND CONVENIENT PARKING FACILITIES FOR BICYCLES
Transportation Element	POLICY 28.1	Provide secure bicycle parking in new governmental, commercial, and residential developments.
Executive Park Sub Area	OBJECTIVE 4	ENCOURAGE WALKING AND BICYCLING AS THE PRIMARY MEANS OF ACCESSING DAILY SERVICES AND NEEDS.
Executive Park Sub Area	POLICY 4.4	Provide ample, secure and conveniently located bicycle parking
Western SoMA	OBJECTIVE 5.3	PROMOTE WALKING, BIKING AND AN ACTIVE URBAN PUBLIC REALM
East SoMA	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
Showplace Square / Potrero	OBJECTIVE 4.7	IMPROVE AND EXPAND INFRASTRUCTURE FOR BICYCLING AS AN IMPORTANT MODE OF TRANSPORTATION
Balboa Park Station	OBJECTIVE 2.4	Encourage walking, biking, public transit as the primary means of transportation
Glen Park	OBJECTIVE 5	IMPROVE ACCESS FOR BICYCLISTS TO GLEN PARK AND THE BART STATION
P5	Design Sidewalks to Enhance the Pedestrian Experience	
PRINCIPLES FOR NEIGHBORHOOD ENVIRONMENT, URBAN DESIGN ELEMENT		In the design of new pedestrian areas, changes of level can add greatly to interest and amenity if a reasonable relationship between levels is maintained.
PRINCIPLES FOR NEIGHBORHOOD ENVIRONMENT, URBAN DESIGN ELEMENT		Continuity of interest and activities at ground level in commercial buildings adjacent to pedestrian ways creates rich street life and enhances pedestrian experiences.
PRINCIPLES FOR NEIGHBORHOOD ENVIRONMENT, URBAN DESIGN ELEMENT		The undergrounding of overhead utility wires enhances the appearance of streets and neighborhoods.
Transportation Element	POLICY 26.3	Encourage pedestrian serving uses on the sidewalk
Downtown Area Plan	OBJECTIVE 16	CREATE AND MAINTAIN ATTRACTIVE, INTERESTING URBAN STREETSCAPES

Matrix of Guideline Origin from General Plan

Guideline		
Applicable Document	Policy Number, if applicable	Supporting Text
Van Ness Avenue	OBJECTIVE 8	CREATE AN ATTRACTIVE STREET AND SIDEWALK SPACE WHICH CONTRIBUTES TO THE TRANSFORMATION OF VAN NESS AVENUE INTO A RESIDENTIAL BOULEVARD
Transit Center District Plan	OBJECTIVE 3.1	MAKE WALKING A SAFE, PLEASANT, AND CONVENIENT MEANS OF MOVING ABOUT THROUGHOUT THE DISTRICT.
Transit Center District Plan	OBJECTIVE 3.2	CREATE A HIGH-QUALITY PEDESTRIAN ENVIRONMENT IN THE DISTRICT CONSISTENT WITH THE VISION FOR THE CENTRAL DISTRICT OF A WORLD-CLASS CITY.
Executive Park Sub Area	POLICY 4.2	Improve pedestrian areas by ensuring human scale and interest.
East SoMA	OBJECTIVE 3.2	Promote an urban form and architectural character that supports walking and sustains a diverse, active and safe public realm.
East SoMA	POLICY 4.6.1	Use established street design standards and guidelines to make the pedestrian environment safer and more comfortable for walk trips.
Mission	OBJECTIVE 4.6	SUPPORT WALKING AS A KEY TRANSPORTATION MODE BY IMPROVING PEDESTRIAN CIRCULATION WITHIN THE MISSION AND TO OTHER PARTS OF THE CITY
Showplace Square / Potrero	OBJECTIVE 4.6	SUPPORT WALKING AS A KEY TRANSPORTATION MODE BY IMPROVING PEDESTRIAN CIRCULATION WITHIN SHOWPLACE SQUARE/POTRERO HILL AND TO OTHER PARTS OF THE CITY
Balboa Park Station	POLICY 5.2.1	Require good quality public open space as part of major new developments
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.
P6	Program Public Open Spaces to Encourage Social Activity, Play, and Rest	
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
PRINCIPLES FOR NEIGHBORHOOD ENVIRONMENT, URBAN DESIGN ELEMENT		Wide, generous sidewalk areas provide opportunities for outdoor recreation and pedestrian amenities.
PRINCIPLES FOR NEIGHBORHOOD ENVIRONMENT, URBAN DESIGN ELEMENT		Interesting details in the design of street furniture, paving and other features in pedestrian area can increase the amenity and character of streets.
Transportation Element	POLICY 24.3	Install pedestrian-serving street furniture where appropriate.
Downtown Area Plan	POLICY 9.4	Provide a variety of seating arrangements in open spaces throughout downtown.
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.
Transit Center District Plan	POLICY 3.2	Widen sidewalks to improve the pedestrian environment by providing space for necessary infrastructure, amenities and streetscape improvements.
		Ensure quality open space is provided in flexible and creative ways, adding a well used, well-cared for amenity for residents of a highly urbanized neighborhood. Private open space should meet the following design guidelines: A. Designed to allow for a diversity of uses, including elements for children, as appropriate. B. Maximize sunlight exposure and protection from wind C. Adhere to the performance-based evaluation tool.
Mission	POLICY 5.2.6	
Showplace Square / Potrero		A. Designed to allow for a diversity of uses, including elements for children, as appropriate.
Showplace Square / Potrero	POLICY 5.3.2	Maximize sidewalk landscaping, street trees and pedestrian scale street furnishing to the greatest extent feasible
P7	Integrate Sustainable Practices into the Landscape	
PRINCIPLES FOR NEIGHBORHOOD ENVIRONMENT, URBAN DESIGN ELEMENT		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.
PRINCIPLES FOR NEIGHBORHOOD ENVIRONMENT, URBAN DESIGN ELEMENT		Wide streets can be narrowed at the intersections and landscaped to provide sitting areas and visual amenity.
PRINCIPLES FOR NEIGHBORHOOD ENVIRONMENT, URBAN DESIGN ELEMENT		Intensive landscaping, walls and other screening devices can insulate residential and pedestrian areas from the adverse effects of heavily used trafficways.
Transportation Element	POLICY 24.2	Maintain and expand the planting of street trees and the infrastructure to support them.
Recreation and Open Space Element	POLICY 2.11	Assure that privately developed residential open spaces are usable, beautiful, and environmentally sustainable.
Recreation and Open Space Element	OBJECTIVE 4	PROTECT AND ENHANCE THE BIODIVERSITY, HABITAT, AND ECOLOGICAL FUNCTION OF OPEN SPACES AND ENCOURAGE SUSTAINABLE PRACTICES IN THE DESIGN AND MANAGEMENT OF OUR OPEN SPACE SYSTEM
Housing Element	OBJECTIVE 13	PRIORITIZE SUSTAINABLE DEVELOPMENT IN PLANNING FOR AND CONSTRUCTING NEW HOUSING
East SoMA	OBJECTIVE 3.3	Promote the environmental sustainability, ecological functioning and the overall quality of the natural environment in the plan area
East SoMA	POLICY 5.3.1	Redesign underutilized portions of streets as public open spaces, including widened sidewalks or medians, curb bulb-outs, "living streets" or green connector streets
East SoMA	POLICY 5.4.1	Increase the environmental sustainability of East SoMa's system of public and private open spaces by improving the ecological functioning of all open space
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 3.3	PROMOTE THE ENVIRONMENTAL SUSTAINABILITY, ECOLOGICAL FUNCTIONING AND THE OVERALL QUALITY OF THE NATURAL ENVIRONMENT IN THE PLAN AREA
Mission	OBJECTIVE 5.3	CREATE A NETWORK OF GREEN STREETS THAT CONNECTS OPEN SPACES AND Improves THE WALKABILITY, AESTHETICS and ecological sustainability OF THE NEIGHBORHOOD
Mission	POLICY 5.4.1	Increase the environmental sustainability of the Mission's system of public and private open spaces by improving the ecological functioning of all open space.
Showplace Square / Potrero	OBJECTIVE 3.3	PROMOTE THE ENVIRONMENTAL SUSTAINABILITY, ECOLOGICAL FUNCTIONING AND THE OVERALL QUALITY OF THE NATURAL ENVIRONMENT IN THE PLAN AREA
Showplace Square / Potrero		Landscaping visible from the street is encouraged
Showplace Square / Potrero	OBJECTIVE 5.3	CREATE A NETWORK OF GREEN STREETS THAT CONNECTS OPEN SPACES AND IMPROVES THE WALKABILITY, AESTHETICS, AND ECOLOGICAL SUSTAINABILITY OF THE NEIGHBORHOOD
Balboa Park Station	objective 6.5	PROMOTE THE ENVIRONMENTAL SUSTAINABILITY, ECOLOGICAL FUNCTION AND THE OVERALL QUALITY OF THE NATURAL ENVIRONMENT IN THE PLAN AREA.

Matrix of Guideline Origin from General Plan

Guideline	Supporting Text
Applicable Document	Supporting Text
S1	Recognize and Respond to Urban Patterns
Affordable Housing Bonus Program Design Guidelines	Design a site plan that is harmonious with the characteristics found with the district. Avoid unnecessary contrast with historic fabric in form or building articulation, to maintain the integrity and character of the site and its context.
Cow Hollow Neighborhood Design Guidelines	Side spacing: Respect spacing pattern
Design Guidelines for Executive Park	Reflect fine-grained block pattern typical of San Francisco; Generally, new blocks should be no larger than a typical San Francisco 200-foot by 600-foot block. Smaller blocks are encouraged. Larger blocks should provide publicly accessible pedestrian paths through the block.
Design Guidelines for Executive Park	Open spaces should be part of a larger network of pedestrian connections that help lead residents and visitors through the neighborhood and connect to larger City and regional open space resources such as Bayview Hill Open Space and Candlestick Point State Recreation Area.
Industrial Area Design Guidelines	New buildings must maintain a mid-block open space pattern where such a pattern exists
Residential Design Guidelines	Respect the existing pattern of building entrances.
Western SoMa Design Standards	Reinforce exiting patterns and encourage designs that create future opportunities for at grade mid-block landscaped open space by strict adherence to rear yard requirements.
Western SoMa Design Standards	Buildings and building frontages should provide variety along a block, but remain consistent with the overall urban design.
Westwood Park Association Specific Area Residential Design Guidelines	Site: The topography and location of the project lot and the position of the building on that site guide the most basic decisions about design. The location, front setbacks, rear yards, side spacings will be particularly important to the adjacent neighbors and for maintaining or creating rhythm along the block-face, and maintaining a sense of common open space in the interior of the block.
Affordable Housing Bonus Program Design Guidelines	The facades of new buildings should extend patterns.
S2	Harmonize Relationships between Buildings, Streets, and Open Spaces
Affordable Housing Bonus Program Design Guidelines	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.
Affordable Housing Bonus Program Design Guidelines	For buildings on slopes, the ground floor and building entries should step-up in proportion to the slope between façade segments.
Cow Hollow Neighborhood Design Guidelines	Rear yards: Respect rear yard and adjacent buildings
Design Guidelines for Executive Park	Streets should be connected to publicly accessible rights-of-way at both ends (there should be no dead-ends or cul-de-sacs), including connections to streets, alleys, pathways or open spaces.
Design Guidelines for Executive Park	Where provided, alleys should not only be used for service functions, but should also be designed for all uses and to be pedestrian-friendly, attractive, and safe.
Design Guidelines for Executive Park	Relationship between built form and public realm
Design Guidelines for Executive Park	Building size should be proportional to the scale of streets, alleys and pathways to allow a well-defined streetwall while still allowing adequate sun access and sky to the ground.
Design Guidelines for Executive Park	On residential neighborhood streets, building streetwalls should generally be no taller than the width of the right-of-way, or where there are consistent setbacks, the width between setback lines across the street from each other
Industrial Area Design Guidelines	create an urban building scale and relationship of development to streets
Residential Design Guidelines	Design building facades to enhance and complement adjacent public spaces.
S3	Recognize and Enhance Local Variations
Bayshore Boulevard Home Improvement District	Building form should celebrate corner locations. Special design elements and architectural features are encouraged, and special entries should be used strategically at street intersections and near important transit nodes.
Cow Hollow Neighborhood Design Guidelines	Topography & Views: Emphasize Corner Buildings
Cow Hollow Neighborhood Design Guidelines	Setbacks: Acknowledge Significant Neighboring Buildings
Design Guidelines for Executive Park	Buildings should define and highlight corners, important public spaces, and public vistas such as street terminations.
Design Standards for Storefronts in the KMMS Conservation District	Emphasis of Corner Lot: Corner entrances, storefront windows, and displays that extend along both street façades are examples of elements that emphasize corner lot locations and are encouraged.
Industrial Area Design Guidelines	preserve the Dogpatch Neighborhood’s existing character (roughly bounded by Mariposa Street on the north, 25th Street on the South, Pennsylvania on the west, and 3rd Street on the east)
Industrial Area Design Guidelines	identify cultural resources and develop policies to protect them
Industrial Area Design Guidelines	improve the visual quality, and strengthen the pedestrian orientation, of the Third Street core area
Industrial Area Design Guidelines	recognize and enhance the distinctive features of South Bayshore as an interlocking system of diverse neighborhoods
Industrial Area Design Guidelines	achieve a visually attractive design which reflects the character of a distinct urban neighborhood oriented toward education, arts, and industry
Industrial Area Design Guidelines	provide continuity with the community’s history and culture by conserving and enhancing historic resources
Market & Octavia Area Plan: Fundamental Design Principles	Special building elements and architectural features such as towers and special entries should be used strategically at street intersections and near important public spaces.
Market & Octavia Area Plan: Fundamental Design Principles	Building entries and shop fronts should add to the character of the street by being clearly identifiable and inviting.
Residential Design Guidelines	In areas with a defined visual character, design buildings to be compatible with the patterns and architectural features of surrounding buildings.
Residential Design Guidelines	In areas with a mixed visual character, design buildings to help define, unify and contribute positively to the existing visual context.
Residential Design Guidelines	Provide greater visual emphasis to corner buildings.
Western SoMa Design Standards	Architectural detail should reflect the “warehouse” character of the neighborhood regardless of the proposed uses, but use typical residential architectural vocabulary at residential levels is allowed.
S4	Create, Protect, and Support View Corridors
Cow Hollow Neighborhood Design Guidelines	Tree selection and placement for views
Design Guidelines for Executive Park	Street should be designed for multi-modal use with the street design physically reinforcing slower auto traffic speeds.
Design Guidelines for Executive Park	Buildings over 85 feet in height should be slender and adequately spaced in order to allow sunlight and sky access to streets and public spaces, to preserve views through the district to San Francisco Bay and to Bayview Hill.
Industrial Area Design Guidelines	respect public view corridors
Industrial Area Design Guidelines	maximize the opportunity for views within the neighborhood and promote the preservation and enhancement of views from adjacent neighborhoods
Residential Design Guidelines	Protect major public views from public spaces.



Matrix of Guideline Origin from Existing Guideline Documents

Guideline	Supporting Text
Applicable Document	Supporting Text
S5	Create a Defined and Active Streetwall
Affordable Housing Bonus Program Design Guidelines	Create a gracious, well-defined ground floor.
Affordable Housing Bonus Program Design Guidelines	Most new buildings should be built to all property lines facing public rights-of-way.
Affordable Housing Bonus Program Design Guidelines	Primary building entries may be set back from the street-facing property line, though no more than 5 feet from the street-facing façade; and if set back, should be no wider than 15 feet at the property line per individual entry.
Affordable Housing Bonus Program Design Guidelines	Residential units on the first floor should generally be directly and independently accessible from the sidewalk, rather than from common lobbies. Individual entries to residential units help to provide rhythm to a building façade, contribute activity.
Bayshore Boulevard Home Improvement District	Buildings should be built to the property line, except when landscaped buffers are provided to screen blank walls or parking areas, when useable 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 Guidelines for Executive Park	Paseos should have active frontage wherever possible.
Design Standards for Storefronts in the KMMS 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.
S6	Organize 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 streetfacing 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	Where a property fronts both a main street and an alley, access to off-street loading and parking spaces shall be designed to be appropriate for both streets and when possible should discourage alley façades that do not respond to the design details of proximate alley building frontage details. Parking access, when 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.
S7	Integrate Common Open Space and Landscape with Architecture
Bayshore Boulevard Home Improvement District	Blank walls should accommodate greening. Those longer than 10 feet fronting Bayshore Boulevard should generally utilize a “green wall” system or be set back behind a landscaped buffer at least 5 feet deep. The use of this landscaped buffer for stormwater facilities is encouraged.
Bayshore Boulevard Home Improvement District	Use plants or decorative screening devices to screen parking and loading areas from the street. When parking occupies the upper levels of a structure, consider using planted trellises, solar panels or other elements that provide shade or other desired environmental services.
Guide to the San Francisco Green Landscaping Ordinance	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.
Guide to the San Francisco Green Landscaping Ordinance	All plantings must use climate appropriate plant materials
Guidelines for Ground Floor Residential Design	Setback areas not occupied by steps, porches, patios, landings or walkways should be landscaped with permeable surfaces. Setbacks should be designed to provide access to landscaped areas, encouraging gardening and other uses by residents.
Guidelines for Ground Floor Residential Design	To allow for landscaping at street grade, parking should be located far enough below the surface of the setback to provide a minimum soil depth of 3 feet. Planting beds in setback areas may be raised up above grade to provide additional soil depth and protection for plantings as needed.
Guidelines for Ground Floor Residential Design	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.
Residential Design Guidelines	Provide landscaping in the front setback.
Western SoMa Design Standards	Encourage new at-grade planting areas for greenery and hardscape permeability.
Western SoMa Design Standards	Promote building designs that include landscaping plans for at-grade plantings and greenery at both the front and rear of new buildings.
Westwood Park Association Specific Area Residential Design Guidelines	Landscaping: Appropriate landsacping can help improve the character of a neighborhood. Front setbacks provide space for the planting of shrubs, flowers and trees.
S8	Respect and Exhibit Natural Systems and Features
Bernal Heights East Slope Building Guidelines	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.
Bernal Heights East Slope Building Guidelines	Massing: Step the building with the slope..
Cow Hollow Neighborhood Design Guidelines	Location: Respect the topography of the site
Design Guidelines for Executive Park	Large development on sloping sites should step up entries, interior floors, façade features, and the roofline with the topography of the hill at regular intervals as required under Planning Code section 260(a)(3).
Design Guidelines for Executive Park	Site design should use natural ventilation and landscaping to reduce space cooling requirements.
Design Guidelines for Executive Park	Where possible, throughout the site’s ground surfaces, use surface materials with a low runoff coefficient (the rate that rainfall that contributes to runoff).
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

Guideline	
Applicable Document	Supporting Text
Westwood Park Association Specific Area Residential Design Guidelines	Location: In the evaluation of the "location" of a building, the building will be reviewed for its harmonious integration into both the overall topography of the site as well as its relationship to the adjacent built environment of surrounding structures. In order for a building to fully integrate into the neighborhood, the building should not disregard or significantly alter the existing topography of a site. The context should guide th emanner in which new structures fit into the streetscape, particularly along slopes and on hills.
A1	Express a Clear Organizing Architectural Idea
Western SoMa Design Standards	New development should epitomize the best in contemporary architecture, but should do so with full awareness of, and respect for, the height, mass, articulation, historic context and materials contributory historic buildings in the immediate vicinity.
Western SoMa Design Standards	Develop an architectural concept and compose the building massing in response to environmental conditions and patterns in consideration of the new height limit proposed for this corridor.
A2	Modulate Buildings Vertically and Horizontally
Bayshore Boulevard Home Improvement District	Utilize horizontal and vertical plane shifts to break the mass of larger buildings, in order to achieve a more human scale and interesting visual experience.
Bayshore Boulevard Home Improvement District	In building with longer frontages, utilize a system of regular bays to establish a strong vertical rhythm.
Bernal Heights East Slope Building Guidelines	Massing: Break up the overall massing into articulated architectural pieces.
Bernal Heights East Slope Building Guidelines	Massing: Break up solid plane of the façade.
Cow Hollow Neighborhood Design Guidelines	Proportions: Compatibility of vertical and horizontal proportions
Design Guidelines for Executive Park	Taller buildings should include a well-defined base, middle and top.
Design Guidelines for Executive Park	Larger buildings must have a major change in plane, change in material, or recessed notch (minimum 3 feet deep by 4 feet wide) to break up their apparent mass. Buildings with frontages greater than 100 feet should include at least one of the above. For buildings with even longer frontages, such features should be provided for every 100 feet. For the purpose of this requirement, the change in plane or change in material must apply to the entire major building plane (apparent face). Provision of bays do not count.
Design Guidelines for Executive Park	At a finer grain, residential facades must be vertically articulated at regular increments. The increment should be on the order of 0 to 30 feet to express a consistent rhythm along the street.
Design Guidelines for Executive Park	A change in vertical plane should differentiate a tower element from the rest of the building. A change in vertical plane differentiates the mass of the tower from that of adjacent buildings, focusing this massing on its base and setting it apart as a distinct building.
Design Guidelines for Executive Park	Storefronts should be articulated at regular increments on the order of 20 to 30 feet to express a consistent vertical rhythm along the street.
Design Guidelines for Executive Park	In general, windows should be vertically oriented. Smaller, equally proportioned windows should be used as accents only. Punched window (windows other than storefront or curtain wall systems) must be recessed by at least three inches from the wall plane.
Design Standards for Storefronts in the KMMS Conservation District	Alignment: Alignment of horizontal features on building façades is one of the strongest characteristics of the street and should be preserved. Typical elements to keep in alignment with others in the block include: window moldings, top of display windows and belt cornices. This helps reinforce the visual harmony of the district.
Guidelines for Ground Floor Residential Design	Buildings should be vertically modulated at regular intervals of no greater than 30 feet to express individual ground floor residential units. Changes in vertical massing, architectural projections and recesses may be used to achieve this modulation. Exterior modulation should correspond to the delineations between units on the interior of the buildings, and should also correspond with landscaping, porch, or setback treatments along the sidewalk. Modulation should be strong and consistent with the vocabulary and coherent design of the building.
Industrial Area Design Guidelines	ARTICULATION OF THE BASE, MIDDLE AND TOP CAN (1) BREAK DOWN THE SCALE OF LARGER STRUCTURES TO MAKE THEM VISUALLY COMPATIBLE WITH ADJACENT BUILDINGS AND (2) CREATE A WELL-PROPORTIONED AND UNIFIED STRUCTURE.
Industrial Area Design Guidelines	PROVIDING VERTICAL AND HORIZONTAL ARTICULATION, WITH STRONG, SIMPLIFIED MASSING, RESULTS IN A WELL-INTEGRATED FACADE WHICH HARMONIZES WITH THE RHYTHM OF THE ADJACENT BUILDINGS AND THE CHARACTER OF THE AREA.
Market & Octavia Area Plan: Fundamental Design Principles	Taller buildings should include a clearly defined base, middle, and top.
Market & Octavia Area Plan: Fundamental Design Principles	Building façades that face the public realm should be articulated with a strong rhythm of regular vertical elements.
Market & Octavia Area Plan: Fundamental Design Principles	Horizontal articulation at the street wall height should be employed.
Market & Octavia Area Plan: Fundamental Design Principles	A change in vertical plane should differentiate a tower element from the rest of the building.
Western SoMa Design Standards	Provide strong, repeating vertical articulation on new buildings to achieve visual harmony and sustain pedestrian interest and activity.
Western SoMa Design Standards	Avoid undifferentiated massing longer than 25 feet.
Western SoMa Design Standards	Design the placement and scale of architectural details to be compatible with the building, reinforcing the 25 feet lot width residential module and the surrounding scale of the area.
Design Guidelines for Executive Park	Building facades should be articulated with a strong rhythm of vertical elements and three-dimensional detailing to cast shadow and create visual interest.
A3	Harmonize Building Designs with Neighboring Scale and Materials
Affordable Housing Bonus Program Design Guidelines	Express exceptionally complementary architectural character
Affordable Housing Bonus Program Design Guidelines	There are cases where new buildings may be built adjacent to existing buildings that are substantially shorter.
Affordable Housing Bonus Program Design Guidelines	High-quality building materials should be used on all visible facades and should include stone, masonry, ceramic tile, wood, precase concrete, and high-grade traditional "hard coat" stucco.
Affordable Housing Bonus Program Design Guidelines	Utilize character-defining features of the historic district to inspire the design.
Affordable Housing Bonus Program Design Guidelines	Reference the size, proportion, rhythm and alignment of doors and windows found in the district to reinforce compatibility in the design.
Affordable Housing Bonus Program Design Guidelines	Select materials that are harmonious and referential to the general character, color, and textures of the historic district. Avoid contrast that detracts or visually competes with the historic district.
Commission Guide for Formula Retail	Materials should be compatible with the craftsmanship, and finishes associated with the District. Glossy or highly reflective surfaces will not be approved.
Cow Hollow Neighborhood Design Guidelines	Volume & Mass: Compatibility of volume and mass
Cow Hollow Neighborhood Design Guidelines	Dimensions: Respect the scale of the neighborhood
Cow Hollow Neighborhood Design Guidelines	Exterior Materials: Use compatible materials
Cow Hollow Neighborhood Design Guidelines	Windows: Compatibility of windows
Design Guidelines for Executive Park	Materials should be durable and high quality. Appropriate materials include stone, masonry, ceramic tile, wood, pre-cast concrete, and high grade traditional "hard coat" stucco. Inappropriate materials include vinyl siding and lower grades of stucco. Use of stucco should be used moderately and not relied upon as the singular or major finishing material. EIFS and similar finishing systems are not permitted.

Matrix of Guideline Origin from Existing Guideline Documents

Guideline	
Applicable Document	Supporting Text
Design Standards for Storefronts in the KMMS Conservation District	Cladding Materials: Utilize traditional building materials: Terra cotta, brick, simulated or natural stone and scored stucco convey permanence and should be used when architecturally appropriate. New brick should match the color and type of historic brickwork. Particular attention should be paid to the point at which different materials join together. These ‘edges’ should be clean and organized.
Design Standards for Storefronts in the KMMS Conservation District	Color: The number of exterior colors should be limited. to different tones of one color. Choice of colors should be determined by the nature of the building’s historic character, and colors of building elements should relate to each other. Traditional materials are generally colored light or medium earth tones, including white, cream, buff, yellow, and brown. (See Section 6 of Appendix E).
Design Standards for Storefronts in the KMMS Conservation District	Alignment of Storefront: Within a single storefront, windows should be consistent in height and design with storefront doors to create a cohesive appearance; however, slight variations in alignment can add visual interest.
Design Standards for Signage and Awnings in the KMMS Conservation District	All signs should be constructed out of durable highquality materials that retain their characteristics within a high-traffic area 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 Conservation District	Materials should be compatible with the color, craftsmanship, and finishes associated with the district. Glossy or highly reflective surfaces will not be approved.
Industrial Area Design Guidelines	WINDOW PROPORTIONS SHOULD RELATE TO THAT OF ADJACENT BUILDINGS, AS SHOWN IN BOTH ILLUSTRATIONS BELOW. NOTE THAT SMALLER, SQUARE WINDOW PANES, WHICH ARE COMMONLY FOUND IN COMMERCIAL AND INDUSTRIAL AREAS, ARE OFTEN STILL IN HARMONY WITH THE PROPORTIONS OF ADJACENT BUILDINGS.
Industrial Area Design Guidelines	New buildings must respect the prevailing architectural scale, character and pattern of established residential developments.
Market & Octavia Area Plan: Fundamental Design Principles	The façades of new buildings should extend this pattern.
Market & Octavia Area Plan: Fundamental Design Principles	High-quality building materials should be used on all visible façades and should include stone, masonry, ceramic tile, wood (as opposed to composite, fiber-cement based synthetic wood materials), precast concrete, and high-grade traditional “hard coat” stucco (as opposed to “synthetic stucco” that uses foam).
Market & Octavia Area Plan: Fundamental Design Principles	Towers should be light in color.
Residential Design Guidelines	Design the scale of the building to be compatible with the height and depth of surrounding buildings.
Residential Design Guidelines	Design the height and depth of the building to be compatible with the existing building scale at the street.
Residential Design Guidelines	Design the height and depth of the building to be compatible with the existing building scale at the mid-block open space.
Residential Design Guidelines	Design the building’s form to be compatible with that of surrounding buildings.
Residential Design Guidelines	Design the building’s facade width to be compatible with those found on surrounding buildings.
Residential Design Guidelines	Design the building’s proportions to be compatible with those found on surrounding buildings.
Residential Design Guidelines	Use windows that contribute to the architectural character of the building and the neighborhood.
Residential Design Guidelines	Relate the proportion and size of windows to that of existing buildings in the neighborhood.
Residential Design Guidelines	Design window features to be compatible with the building’s architectural character, as well as other buildings in the neighborhood.
Residential Design Guidelines	Use window materials that are compatible with those found on surrounding buildings, especially on facades visible from the street.
Residential Design Guidelines	The type, fi nish, and quality of a building’s materials must be compatible with those used in the surrounding area.
Residential Design Guidelines	Ensure that materials are properly detailed and appropriately applied.
Western SoMa Design Standards	Provide new building scale and form that is compatible with surrounding buildings as a means of enhancing neighborhood character.
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	Integrate a consistent range of materials, colors and design elements, including, but not limited to, construction materials, roof lines, traditional & contemporary bays, entrances, windows & doors and pathways for each building.
Western SoMa Design Standards	Treat a front setback so that it provides a pedestrian scale, green opportunities, privacy to inhabitants and enhances the pedestrian street experience
Western SoMa Design Standards	Provide architectural features that enhance the visual and architectural character of the neighborhood.
Western SoMa Design Standards	Promote windows and fenestration patterns that compliment the architectural character of the building and the context of adjacent buildings.
Western SoMa Design Standards	Relate the proportion and size of windows or window related design features to that of existing residential style buildings in the neighborhood.
Western SoMa Design Standards	Use quality window materials on façades visible from the street that are compatible with surrounding residential buildings (late 20th Century Live-Work buildings should not be included in the consideration of proposed window material).
Western SoMa Design Standards	The type, finish and quality of a building’s materials must be compatible with those used in the surrounding area. Finishes need only be compatible, but not replications.
Western SoMa Design Standards	High-quality materials that promote permanence and express skilled craftsmanship, including wood, masonry, ceramic tile, pre-cast concrete and integrated, hard-coat stucco, should be used on all visible façades. Avoid using unauthentic materials, in particular those that have the appearance of a thin veneer or attachment.
Western SoMa Design Standards	Ensure that materials are properly detailed and appropriately applied.
Western SoMa Design Standards	Use architectural details to establish and define a building character, and to visually unify a neighborhood.
Western SoMa Design Standards	Encourage design compatibility with the neighborhood context.
Western SoMa Design Standards	The proposed massing of a building should create a harmonious transition to the existing height, bulk, and scale of development in adjacent MUG, RED and RED - Mixed districts.
Western SoMa Design Standards	Buildings and building frontages should provide variety along a block, but remain consistent with the overall Design Goals for the area by not mixing radically different materials, construction methods, bulk, massing and articulation.
Western SoMa Design Standards	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.
Western SoMa Design Standards	Design building forms to be compatible with that of surrounding historic buildings.
Western SoMa Design Standards	Provide architectural features that enhance the visual and architectural character of the neighborhood.
Western SoMa Design Standards	Architectural detail should reflect the property location, proximity to recognized historic context and surrounding uses.
Western SoMa Design Standards	Use windows and fenestration patterns that compliment the architectural character of the building and the context of adjacent buildings.
Western SoMa Design Standards	Relate the proportion and size of windows or window related design features to that of existing warehouse style buildings in the neighborhood.
Western SoMa Design Standards	Design window features to be compatible with building context and mix of uses on the existing block faces (both sides of the street).

Matrix of Guideline Origin from Existing Guideline Documents

Guideline	Supporting Text
Applicable Document	Supporting Text
Western SoMa Design Standards	Use quality window materials on façades visible from the street that are compatible with surrounding residential buildings (late 20th Century Live-Work buildings should not be included in the consideration of proposed window material)
Western SoMa Design Standards	Design the length, height and type of bay windows to break up the scale of the faced and add interest to the façade.
Western SoMa Design Standards	The type, finish and quality of a building's materials must be compatible with those used in the surrounding area. Finishes need only be compatible, but not replications.
Western SoMa Design Standards	High-quality materials that promote permanence and express skilled craftsmanship, including wood, masonry, ceramic tile, pre-cast concrete and integrated, hard-coat stucco, should be used on all visible façades. Avoid using inauthentic materials, in particular those that have the appearance of a thin veneer or attachment, such as EIFs or tilt-up panels.
Westwood Park Association Specific Area Residential Design Guidelines	Volume and Mass: The volume and mass of a new building or an addition to an existing one should be compatible with that of surrounding buildings.
Westwood Park Association Specific Area Residential Design Guidelines	Scale: The scale of any new building or building alteration should be compatible with that of neighboring 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.
Westwood Park Association Specific Area Residential Design Guidelines	Windows: The proportion, size, and detailing of windows should relate to that of existing adjacent buildings... the proportion of window to wall area on a façade varies with building type. New windows should approximate rations of neighboring structures while meeting the building's functional needs.
A4	Design Buildings from Multiple Vantage Points
A5	Shape the Roofs of Buildings
Affordable Housing Bonus Program Design Guidelines	Ensure tops of buildings contribute to neighborhood quality
Affordable Housing Bonus Program Design Guidelines	Design roofs to fit within the historic context and integrated into the building's overall composition.
Bayshore Boulevard Home Improvement District	The roof, cornice, and/or parapet area should be well integrated within the building's overall composition and create visual interest. Use of sustainable/green roof elements such as solar panels, wind turbines, vegetated roofs etc. is strongly encouraged.
Bernal Heights East Slope Building Guidelines	Massing: Require pitched or usable flat roofs.
Bernal Heights East Slope Building Guidelines	Roofs: Any roof which is not pitched at a ratio of at least one in four must be designed and surfaced so as to be usable.
Bernal Heights East Slope Building Guidelines	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.
Bernal Heights East Slope Building Guidelines	Roofs: Step rooflines of adjacent buildings up or down in imitation of the slope of the street.
Commission Guide for Formula Retail	Scale of signs and placement on the building should be appropriate to the elements of the building and the character of the neighborhood.
Commission Guide for Formula Retail	Signage is to be scaled and placed primarily for pedestrian legibility, and secondarily for vehicular visibility.
Cow Hollow Neighborhood Design Guidelines	Roofline: Respect roofline patterns
Cow Hollow Neighborhood Design Guidelines	Roofline: Minimize the impact of inconsistent building rooflines
Design Guidelines for Executive Park	Buildings over 85 feet in height (towers) should create an overall composition that creates an attractive and dynamic southern gateway to San Francisco.
Design Guidelines for Executive Park	Rooftop open space including access penthouses, railings, windscreens, and other features should be sited on the roof to minimize their visibility from the street or so that their elements are fully integrated into the building's architecture and programming.
Design Guidelines for Executive Park	The upper termination of buildings greater than 85 feet in height should create a visually distinctive roofline. Building terminations should be integral to the overall vertical composition and massing of the building, and should not be simply a shape appended to the top that bears little or no relation to the building's overall architectural form.
Residential Design Guidelines	Design roofl ines to be compatible with those found on surrounding buildings.
Residential Design Guidelines	Design parapets to be compatible with overall building proportions and other building elements.
Residential Design Guidelines	Design dormers to be compatible with the architectural character of surrounding buildings.
Western SoMa Design Standards	Design rooflines to be compatible with those found on surrounding buildings.
Western SoMa Design Standards	Sensitively locate and screen rooftop features so they do not dominate the appearance of a building.
Western SoMa Design Standards	Minimize stair and elevator penthouses visibility from the street.
Westwood Park Association Specific Area Residential Design Guidelines	Roofline: In general, a strong repetition of consistent rooflines calls for similar design for new construction.
A6	Render Building Facades with Texture and Depth
Affordable Housing Bonus Program Design Guidelines	Building facades should include three-dimensional detailing; these may include bay windows, cornices, belt courses, window moldings, and reveals to create shadows and add interest.
Affordable Housing Bonus Program Design Guidelines	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.
Bayshore Boulevard Home Improvement District	Building façades should include three-dimensional detailing: these may include cornices, belt courses, window moldings and reveals to create shadows and add interest.
Cow Hollow Neighborhood Design Guidelines	Setbacks: Provide a setback to accommodate projections of architectural or decorative features
Cow Hollow Neighborhood Design Guidelines	Ornamentation: Respect the amount and level of detail of surrounding ornamentation
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.
Design Guidelines for Executive Park	Architectural details, ornamentation, articulations and projections should be used to create visual interest from the street, and should create a harmonious building composition.
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.
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.
Market & Octavia Area Plan: Fundamental Design Principles	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.
Residential Design Guidelines	Treat the front setback so that it provides a pedestrian scale and enhances the street.

Matrix of Guideline Origin from Existing Guideline Documents

Guideline	Supporting Text
Applicable Document	Supporting Text
Residential Design Guidelines	Detail garage structures to create a visually interesting street frontage.
Residential Design Guidelines	Design the placement and scale of architectural details to be compatible with the building and the surrounding area.
Western SoMa Design Standards	Architectural details for proposed in-fill buildings should respect proximity to a recognized historic building context, the surrounding uses and nearby design characteristics.
Western SoMa Design Standards	Include three-dimensional window detailing, such as bay windows, cornices, belt courses, window moldings and reveals to create shadows and add interest. A minimum window reveal of six inches is required and horizontal sliding windows or applied mullions on windows facing the street are not permitted.
Western SoMa Design Standards	Use architectural details to establish and help define a building character, and to visually unify a neighborhood.
Western SoMa Design Standards	Treat the front setback so that it provides a pedestrian scale and enhances the street.
Western SoMa Design Standards	Design façade 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	Design the placement and scale of architectural details to be compatible with adjacent buildings and reinforcing a 50 feet lot width module.
Western SoMa Design Standards	Include three-dimensional window detailing, such as bay windows, cornices, belt courses, window moldings, and reveals to create shadows and add interest. A minimum window reveal of six inches is required above the ground floor and horizontal sliding windows or applied mullions on windows facing the street are discouraged.
Western SoMa Design Standards	Detail garage structures to create a visually interesting street frontage.
Western SoMa Design Standards	Doors should be compatible with the building and the surrounding area and add visual interest to the street
Western SoMa Design Standards	Interior garage lighting should not be visible to the exterior
Western SoMa Design Standards	Use architectural details to establish and define a building character and to visually unify a neighborhood.
Westwood Park Association Specific Area Residential Design Guidelines	Texture and Detailing: The texture and detailing of a building's façade often have the strongest impacts on how people perceive a new structure and, therefore, on their sense of the character of the neighborhood. The use of materials and the degree of ornamentation given the building its texture.
A7	Coordinate Building Elements
Bernal 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’s upper-floor uses through awnings, belt 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	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.
Design Standards for Storefronts in the KMMS Conservation District	Composition: The wall-to-window ratio; storefront height; window spacing, height, and type; roof and cornice forms; materials and texture should present a visually-balanced composition, complementary to adjacent storefronts to provide a sense of cohesiveness in the district without strict uniformity.
Design Standards for Storefronts in the KMMS Conservation District	Grilles: The use of grilles is encouraged because they have less impact on historic features. Grilles should be made of decorative metal in a configuration that is suitable for the scale and design of the entrance. They may also be simple metal grilles that are fully concealed when open.
Design Standards for Storefronts in the KMMS Conservation District	Open Mesh Gate: When a security gate is deemed absolutely necessary, the “open-mesh” type of grate is appropriate.
Design Standards for Storefronts in the KMMS Conservation District	KMMS Signs & Awnings Standards: Comply with the recommendations detailed in these standards.
Design Standards for Signage and Awnings in the KMMS Conservation District	Awnings should be constructed out of cloth or a material similar in appearance and texture to cloth.
Design Standards for Signage and Awnings in the KMMS Conservation District	Retractable and operable awnings are encouraged, however a fixed awning may be acceptable if it expresses the same characteristics as retractable awnings or has a free-moving valance, and does not appear to be rigid, hard, or inflexible.
Design Standards for Signage and Awnings in the KMMS Conservation District	All signs should be attached in a manner that avoids damaging or obscuring any of the character-defining features associated with the subject building.
Design Standards for Signage and Awnings in the KMMS Conservation District	For masonry buildings, projecting signs should be anchored through mortar joints or attached to the jamb of a non-historic storefront system.
Design Standards for Signage and Awnings in the KMMS Conservation District	All other signs should be attached in a manner that allows for their removal without adversely impacting the exterior of the subject building.
Design Standards for Signage and Awnings in the KMMS Conservation District	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 Standards for Signage and Awnings in the KMMS Conservation District	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.
	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.
	Shelving, displace cases, appliances and other items placed within four feet of the window glass must be no taller than four feet or be primarily transparent.
	All exterior signs must have a sign permit or must be removed
	Business signs affixed to the window (painted or adhered to the glass) can be no larger than one-third the size of the window in which they are placed.
Western SoMa Design Standards	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	Decks with solid railings and massing can be integrated as design and open space features.
Western SoMa Design Standards	Design and clearly distinguish residential from nonresidential entrances and where appropriate integrate entrance way finding signage programs.
A8	Design Active Building Fronts
Affordable Housing Bonus 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 Formula Retail	Signs that are located on the inside of a storefront should be setback a minimum of 6" from the display glass.

Matrix of Guideline Origin from Existing Guideline Documents

Guideline	Supporting Text
Applicable Document	Supporting Text
Design Guidelines for Executive Park	Corner buildings should actively face onto both streets with pedestrian-friendly entries and similar fenestration patterns on both frontages. Creative corner treatments such as rounded or cut corners that mark the corner are strongly encouraged.
Design Guidelines for Executive Park	Buildings should have individual entries for groundfloor residential units and a prominent common lobby entry to create active frontage and a visual presence on the street. Such street entries must meet the Planning Department's guidelines for active residential entries.
Design Guidelines for Executive Park	Expansive blank and blind walls at the ground floor are prohibited. Frontage should not be used for utilities, storage, and refuse collection wherever possible; where they must be on the street, they should be integrated into the overall articulation and fenestration of the façade or hidden with notched-in sidewalls perpendicular to the street.
Design Guidelines for Executive Park	Where present, retail frontages should occupy no less than 75 percent of a building frontage at the ground floor.
Design Guidelines for Executive Park	Physically intimidating security measures such as window grills or spiked gates should be avoided; security concerns should be addressed by creating well-lit, well-used streets and active residential frontages that encourage 'eyes on the street.
Design Guidelines for Executive Park	Parking and loading should be designed to mitigate their impacts to the urban design quality of building frontages. In no case should parking and loading entries have more than 24 feet of building width dedicated to auto and loading ingress and egress per block. In no case should individual garage doors and driveways be no more than 11 feet for parking, or 12 feet for parking and loading jointly. Where appropriate, exceptions to this rule can be made along Executive Park West where such entries will serve more than one building.
Design Standards for Storefronts in the KMMS Conservation District	Materials: The storefront should be as transparent as possible by use of clear glass in doors and storefront areas allowing visibility into and out of the store to create an engaging and dynamic retail environment.
Market & Octavia Area Plan: Fundamental Design Principles	No more than 30 percent of the width of the ground floor may be devoted to garage entries or blank walls.
Market & Octavia Area Plan: Fundamental Design Principles	Ground 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 eye level, including the space that is between 4 feet and 8 feet in height above the adjacent sidewalk level, following the slope if applicable.
	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.
Western SoMa Design Standards	Doors should be compatible with the building and the surrounding area and add visual interest to the street.
Western SoMa Design Standards	Treat front setbacks to provide a pedestrian scale and enhancements 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.
A9	Employ Sustainable Principles and Practices in Building Design
Bayshore Boulevard Home Improvement District	Visible use of sustainable/green building and landscape elements such as solar panels, wind turbines, green roofs, green walls, pervious paving, rain gardens etc. can enhance the area's identity as a center for sustainable home improvement technologies. Where appropriate, use sustainable/green building and landscape elements where they will be conspicuous from Bayshore Boulevard or surrounding streets.
Bayshore Boulevard Home Improvement District	Performance beyond the City's green building requirements is strongly encouraged (e.g. building to LEED Gold where Silver is required etc.).
Design Guidelines for Executive Park	Roof design should attractively incorporate and integrate green roofing technologies (renewable energy opportunities, plantings and the collection and storage of storm water runoff,) to be compatible with roof design and use.
Design Guidelines for Executive Park	The use of exterior shading devices above the ground level at proper orientations to augment passive solar design and to provide solar control is strongly encouraged.
Design Guidelines for Executive Park	Privately developed new construction projects and major alteration to existing buildings shall meet or exceed of the 2008 Green Building Ordinance, or the highest level of current green building standards should these be superseded.
Design Guidelines for Executive Park	Project proposals must outline the construction materials proposed for use and should include green construction materials including, materials with high recycled content, natural or renewable materials, locally manufactured building products (within 500 miles of the site) salvaged and refurbished materials, and materials that can be reused or recycled at the end of their useful life, consistent with LEED-ND Guidelines.
Design Guidelines for Executive Park	Incorporate as much demolition material on-site into the new designs as practicable, with a diversion goal of 75% on- and off-site reuse, or recycling, above and beyond the Construction and Demolition Debris Recovery Program requirements.
Design Guidelines for Executive Park	Within interior building areas, use non-toxic materials (Low or No Volatile Organic Compound (VOC)) paints, sealants, adhesives, coatings and carpets.
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 rooftop solar panels are not installed and are not greened, use roofing materials that have a Solar Reflectance Index (SRI) equal to or greater than 78 for low sloped roofs (> .2.12) and 29 for steeply sloped roofs (< 2.12) for a minimum of 75% of the roof surface of all buildings within the project.
Design Guidelines for Executive Park	Insulation shall be installed in all new construction and building additions to reduce heat loss during cool months and heat gain during hot months.
Design Guidelines for Executive Park	New construction shall install of Energy Star™ appliances to increase energy efficiency and reduce energy demand for space heating and cooling, ventilation, hot water, cooking and refrigeration, laundry and lighting (including parking areas).
Design Guidelines for Executive Park	New surface parking lots shall not be permitted. Other plazas and hardscape open space shall utilize paving material with a Solar Reflectance Index (SRI) of at least 29 and reduce the amount of surface area exposed to the sun.
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	Building should maximize natural lighting, including daylight through windows, skylights, and clerestories to all occupied interior spaces.
Design Guidelines for Executive Park	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.).
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.
Design Guidelines for Executive Park	Tankless hot water heaters that deliver on-demand hot water should be considered for domestic and commercial use as an alternative to hot water tanks.
Design Guidelines for Executive Park	Design and build all necessary supporting infrastructure (including roof load calculations, roof space and orientation design, penetrations and waterproofing for panel 'stand-off' supports, mechanical room space, and electrical wiring and plumbing) for future photovoltaic systems or solar thermal water heating systems.
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
Design Guidelines for Executive Park	Consider recovering waste energy from exhaust air, gray water and other systems.
Design Guidelines for Executive Park	New construction shall specify installation of washing machines, dishwashers and other appliances that meet "Energy Star" standards.
Design Guidelines for Executive Park	New construction shall specify and install low-flow sink faucets, shower heads, toilets and urinals to minimize potable water use in buildings to reduce demand on the City's water supply and wastewater systems.
Design Guidelines for Executive Park	New construction should install dual plumbing systems in residential and commercial structures that allow use of harvested rainwater and gray water for landscape irrigation, toilet and urinal flushing and other uses, as permitted by Health and Building Codes, to reduce the use of potable water.

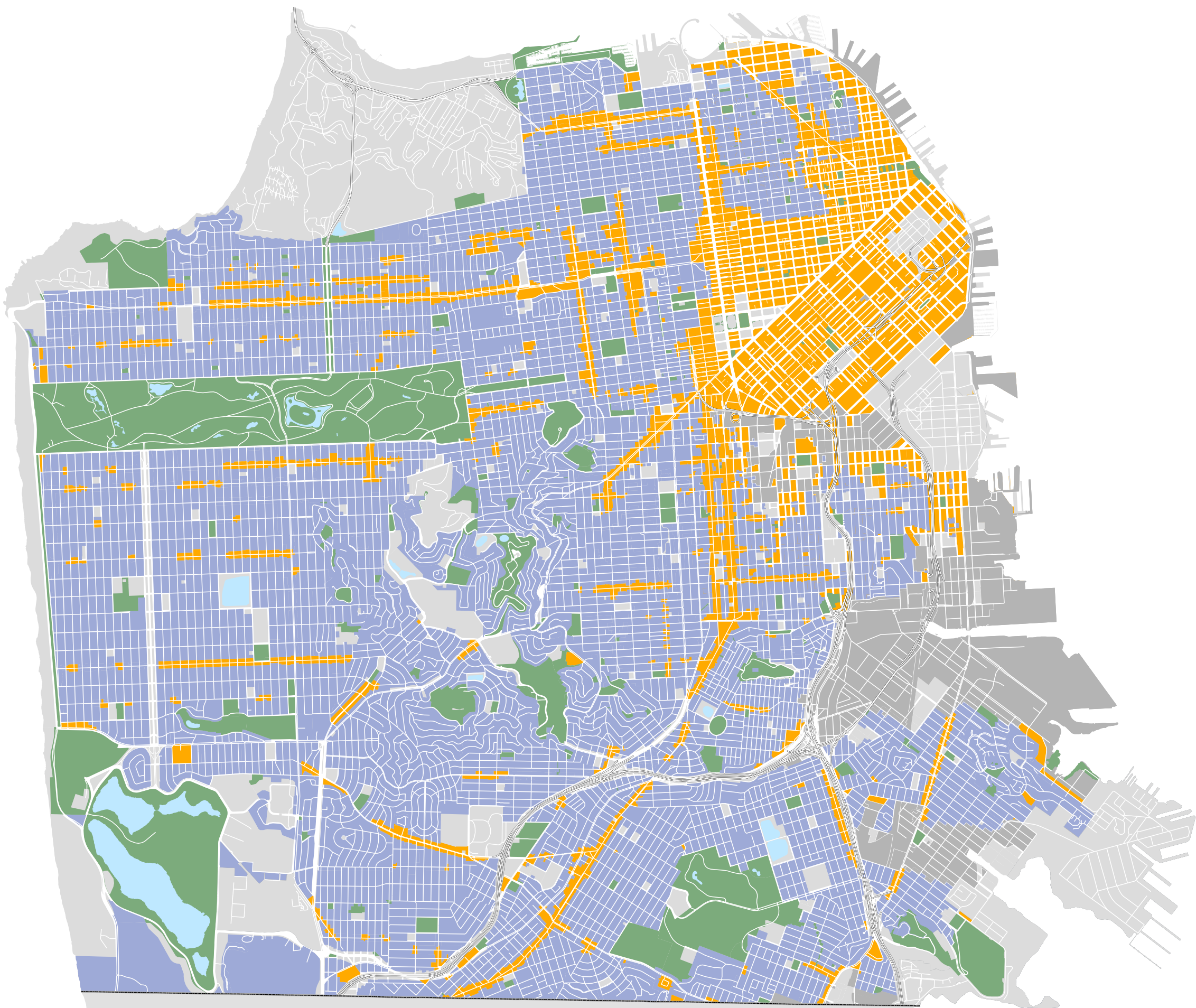
Matrix of Guideline Origin from Existing Guideline Documents

Guideline	
Applicable Document	Supporting Text
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 of 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	Building roofs should incorporate one or more devices for rainfall collection, storage and reuse. They may include, but not be limited to: green roofs, roof decks, rain barrels, water cisterns
Industrial Area Design Guidelines	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
P1	Design Public Open Spaces to Connect with and Complement the Streetscape
Design Guidelines for Executive Park	Ensure all rights-of-way whether publicly or privately held and maintained be publicly accessible at all times.
Design Guidelines for Executive Park	If streets are not publicly owned, they should be publicly accessible at all times and read visually as public streets.
Design Guidelines for Executive Park	Streets should be designed to emphasize their use as public or common open space.
Design Guidelines for Executive Park	Maximize public open space to serve the site and neighboring communities.
Design Guidelines for Executive Park	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.
Design Guidelines for Executive Park	The design of open spaces should be integral to the design of adjacent building frontages (i.e. buildings with commercial frontages could feature open space for restaurant seating; buildings with residential frontages could feature open space with a small tot lot).
Design Guidelines for Executive Park	Open spaces should be at the same grade as building immediately adjacent to them.
Design Guidelines for Executive Park	Open Spaces should be scaled relative to the size of the adjacent buildings and to the programming planned for them.
Industrial Area Design Guidelines	encourage public access to and along the waterfront
Industrial Area Design Guidelines	strengthen the connection between major east-west streets and the water
Industrial Area Design Guidelines	develop an open space program for the neighborhood, linking existing open spaces where possible
Residential Design Guidelines	Design building entrances to enhance the connection between the public realm of the street and sidewalk and the private realm of the building.
Western SoMa Design Standards	Provide building designs that promote accessibility and public realm improvements and assure necessary privacy for residential units away from the public realm.
Western SoMa Design Standards	Building entrances should enhance connections between the street, sidewalk and the building
Western SoMa Design Standards	Encourage building designs that promote visual accessibility and public realm improvements while assuring necessary privacy from the public realm.
Western SoMa Design Standards	Design building entrances to enhance the connection between the public realm of the street and sidewalk with the private realm of the building.
P2	Locate and Design Open Spaces to Maximize Physical Comfort and Visual Access
Bayshore Boulevard Home Improvement District	When lighting building facades and adjacent areas, consider safety and aesthetics. Appropriately located and detailed lighting can increase the sense of security in the public rightof-way. Avoid overly harsh lighting or excessive light pollution which degrade the public realm.
Design Guidelines for Executive Park	Paseos should be well lit with downward facing, pedestrian-scale lighting.
Design Guidelines for Executive Park	Designated public open spaces should be active, accessible and safe. Open spaces should be publicly accessible at all hours; security fences and gates should not be used in the design of public open spaces.
Design Guidelines for Executive Park	Open spaces should be sited so that they receive maximum sun throughout the day and year.
Design Guidelines for Executive Park	Open spaces should be sited to be sheltered from prevailing winds or designed with features such as wind breaks that mitigate wind.
Design Guidelines for Executive Park	Open spaces should be well lit with downwardfacing, pedestrian-scale lighting.
Western SoMa Design Standards	Articulate the building to minimize impacts on light and privacy to adjacent properties.
P3	Express Neighborhood Character in Open Space Designs
Western SoMa Design Standards	Integrate creative design features that recognize the neighborhood architectural, cultural and historic significance.
P4	Support Public Transportation and Bicycling
Bayshore Boulevard Home Improvement District	In order to minimize adverse impacts on transit, bicycle and pedestrian circulation, new curb cuts are strongly discouraged on Bayshore Boulevard. Where lots have access on other streets, parking and loading areas should generally be accessed from those streets. Abandonment and efficient consolidation (i.e. reduction) of existing curb cuts is strongly encouraged.
Design Guidelines for Executive Park	Where appropriate, street design shall incorporate transit facility improvements and vehicle capacity.
Design Guidelines for Executive Park	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.
Industrial Area Design Guidelines	emphasize the Bay Trail as a corridor for non-auto modes of travel
Industrial Area Design Guidelines	increase awareness and use of the pedestrian/bicycle trail system that links South Bayshore with the rest of the City
Western SoMa Design Standards	Access to off-street loading and parking spaces shall be from the main streets in preference to pedestrian and bicycle use of alleys.
P5	Design Sidewalks to Enhance the Pedestrian Experience
Affordable Housing Bonus Program Design Guidelines	Articulate Sidewalls
Affordable Housing Bonus Program Design Guidelines	Surface parking should not be permitted between the street facing property line and the fronts of builings in most instances.
Bayshore Boulevard Home Improvement District	Place and design areas devoted to active uses (such as workshops, check-out counters or other areas that are more likely to be occupied) so that they contribute "eyes on the street" and enliven the public realm.
Bayshore Boulevard Home Improvement District	When designing and placing business signs, consider the needs of pedestrians. Appropriately located and scaled business signs can help pedestrians locate business entrances
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.

Matrix of Guideline Origin from Existing Guideline Documents

Guideline	Supporting Text
Applicable Document	Supporting Text
Guidelines for Adding Garages and Curb Cuts	The location of the curb cut, garage, and garage door should ensure maximum compatibility with existing on-street parking, existing dwelling units, and the structure's context. Greater numbers of entryways and units along a building activate more of the street frontage by increasing the points where residents come and go as well as the number of opportunities for personalization.
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.
Residential Design Guidelines	Locate utility panels so they are not visible on the front building wall or on the sidewalk.
P6	Program Public Open Spaces to Encourage Social Activity, Play, and Rest
Affordable Housing Bonus Program Design Guidelines	Ground floor retail use should be directly accessible from the street at the grade of the sidewalk onto which it fronts.
Bayshore Boulevard Home Improvement District	Pedestrian entries should be conspicuous and easily accessible from the sidewalk. When several businesses share a single building, each should be identifiable and accessible from the sidewalk (avoid interior-oriented "mall" 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	Open spaces should be designed with their programming intent in mind; programming for the blocks surrounded by Executive Park Boulevard, Alana, and Harney could include seating for cafés,overlooks, seating for awaiting transit.
Design Guidelines for Executive Park	Retail entries should be designed to create transparency and a smooth transition from public to private space. In most cases, etail entries should be inset from the building wall strongly articulate 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.
Fine Art Guidelines	Works of art shall be installed and maintained in areas on the site of the building or addition and clearly visible from the public sidewalk or the open space feature; or on the site of the open space feature provided; or upon the approval of any relevant public agency.
Industrial Area Design Guidelines	New buildings must provide ground floor activities that enhance the pedestrian experience.
Market & Octavia Area Plan: Fundamental Design Principles	Street furniture and other public improvements should be provided in the vicinity of the project.
P7	Integrate Sustainable Practices into the Landscape
Bayshore Boulevard Home Improvement District	For surface parking lots and loading areas, landscaped and permeable areas should be located towards the Bayshore Boulevard frontage and should be designed to enhance the public realm
Bayshore Boulevard Home Improvement District	Exterior retail areas (e.g. those typically found at retail plant nurseries or garden supply establishments) are active use areas that do not need to be set back from the Bayshore Boulevard frontage if designed so as to be 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	The use of Bayshore Boulevard frontage for stormwater management devices such as rain gardens 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	Whenever 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	Landscaping 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	Drip irrigation and bubblers should be installed at non-turf landscape 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 requirments of the Water Efficient Irrigation Ordinance.
Design Guidelines for Executive Park	Assure potable water is not used for construction or demolition related activities as stipulated in CCSF BOS Ordinance 175-91.
Design Guidelines for Executive Park	Standard trash and recycling receptacles shall be located at key public locations such as street intersections, parks, transit stops, etc.
Design Guidelines for Executive Park	Where possible, install permeable pavement on sidewalks, pedestrian walkways and other paved surfaces to reduce storm water runoff, and allow rainfall to recharge groundwater. Pervious paving that includes the use of liners and under drains can be successfully implemented in areas where infiltration restrictions exist.
Design Guidelines for Executive Park	Where paved surfaces are not permeable, direct storm water flow across streets and sidewalks to bioswales or to central collection points such as cisterns or permeable areas with well-drained sands, gravels and soils with moderately coarse textures, to collect, absorb and filter rainwater.
Design Guidelines for Executive Park	Where possible, incorporate raingardens and/or storm water planters in sidewalk areas and off-street surface parking lots.
Design Standards for Storefronts in the KMMS Conservation District	San Francisco's "Art in Storefronts" Program: This innovative program temporarily places original art installations by San Francisco artists in vacant storefront windows to reinvigorate neighborhoods and commercial corridors while engaging local artists. Art in Storefronts is a pilot program in collaboration with the Mayor's Office of Economic and Workforce Development and Triple Base Gallery.
Guide to the San Francisco Green Landscaping Ordinance	All plantings must promote and enhance the pedestrian experience
Guide to the San Francisco Green Landscaping Ordinance	All plantings must promote the reduction of stormwater runoff
Guide to the San Francisco Green Landscaping Ordinance	Provide a minimum of 20% permeable surfaces.
Guide to the San Francisco Green Landscaping Ordinance	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	Landscaping should be drought-tolerant and be designed to filter, store, and/or slow on-site and sidewalk-related stormwater runoff. To facilitate ease of maintenance, drip irrigation systems should be built into the landscaping areas.

Matrix of Guideline Origin from Existing Guideline Documents



Urban Design Guidelines
Applicability Map

- 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			
Event/N'hood Group/Individual	Topic / Information	Comment	Response
Middle Polk	Overview	In 10 words, what is design review?	Design review is an iterative process to regulate design so that projects respond to neighborhood scales and patterns in the most effective and highest quality possible.
Middle Polk	Overview	What is Planning's responsibility and what is the design review process?	The Planning Department doesn't design buildings, rather regulates design. Typically the city process is to review and refine projects to get them to a place that is compatible and consistent with citywide goals and aspirations. Those goals and aspirations include compatibility with the neighborhood scale, defining general qualities of a place, and providing feedback that is timeless in a set of core principles.
Middle Polk	Overview	What are the guidelines?	Compilation of design principles and standards from 30+ different documents including area plan guidelines, general plan principles, and urban design element guidelines. They are the core truths that apply to large scale buildings across the city.
Middle Polk	Overview	What do other cities do for design review?	Portland has 12 staff dedicated. Seattle design review happens in the field with physical walks to sites with neighborhood groups. NYC and Chicago's design review is not substantial.
Jim Billings	Overview	Will this make the whole city look the same?	The intent of the guidelines is not to create a homogenous character throughout San Francisco, but instead to allow for flexibility while complying with the overall urban design principles for the city. Several of the guidelines ask that the proposed project responds to the unique neighborhood character of its site. First and foremost the urban design guidelines ask a project to respect the context of the neighborhood. For example, guidelines S7 (Recognize and Enhance Local Variations), A4 (Harmonize Building Designs with Neighboring Scale and Materials), and P3 (Express Neighborhood Character in Open Space Designs), share the same goal for the project to reflect the individuality and interesting architectural aspects of adjacent buildings and neighborhood character.
Jim Billings	Overview	How does this affect height, bulk, and density?	The Urban Design Guidelines do not change height, bulk, or density requirements. These regulations are a separate matter from the guidelines. Guideline S2 "Harmonize Relationships between Buildings, Streets, and Open Spaces" is an example of a guideline that asks a project to consider its adjacent buildings scale, massing, and proportions.
Anastasia Yovanopoulos, Noe Valley	Overview	Clarify introduction. Explain more about why the guidelines have been devised, what they are, and how to use them, who will be served, where they apply, what benefit they are to users, what purpose they potentially serve to communities, neighborhoods, districts. Maps to direct.	The introduction contains: a background on the document and why it is needed, brief text on our overall policy goals (sustainability, quality of life, culture of San Francisco), a background on the origin of the guidelines, applicability, procedures and how they are related to the Planning Code, who will be using them and the design review process, and the structure of the guidelines. Maps for applicability are also available on our webpage.
Telegraph Hill Dwellers	Overview	Is the intent that the UDGs are prescriptive or aspirational?	Compliance with the UDGS will be mandatory, but the means of compliance will not be mandatory. Each of the 23 guidelines includes a rationale and a series of potential means for achieving the guideline, but the document cannot be exhaustive to cover every potential way of meeting the guideline.
Eureka Valley	Overview	The handout does not address the "living spirit of the city." Does the document envision the city of the future without regard to the city of the past? "Humans" start from how it feels while "professionals" start with the buildings.	The opening of the document describes the Built Environment Values for the city, which include valuing the specific context and variations that distinguish one place from another. A number of guidelines address these ideas, including S7: Recognize and enhance local variations; A4: Harmonize building designs with neighboring scale and materials; and P3: Express neighborhood character in open space designs.
Eureka Valley	Overview	In the world, there are no standards for aesthetics.	Agreed, but the intent of the UDGs, by starting with values and carefully defining terms, is to remove as much subjectivity as possible.
Ocean Avenue	Overview	Overall supportive	Follow-up on specific ocean avenue street life design guidelines.
Victorian Alliance	Overview	Overall supportive	Interested in HDGS.
CCN	Overview	Introduction text to add: Designing Urban Landscapes with Children, Youth and Families in Mind: The size of a child's unofficial realm (ex. nature, backyards, and marginal landscapes) has diminished over the years due to many factors. Currently the majority of places to connect and play in a natural setting are official areas (ex. parks and schoolyards) which are often primarily constructed of human made materials. There is now a global movement in cities to reframe childhood and nature, to create new types of places where children can enjoy nature play and connection. Viewed as a genetically driven process of learning about self and surroundings across the millennia of human history, such experiences can be considered a childhood right. Natural settings for children, youth and families that previous generations took for granted must now be deliberately created in urban environments.	While we appreciate the intent, in response to other outreach concerns, we have reduced the overall built environment values description in the preface and therefore unfortunately are not addressing more specific considerations. Our Family Friendly team at the Planning Department is currently working on a draft document that is a Design Resource Guide for Housing for Families with Children that will include many of these ideas and comments.
CCN	Overview	Additions to the glossary including: Nature play and learning places; Ecosystem thinking; Beneficial risk.	The glossary is constrained to terms used multiple times in the guidelines.
Chinatown Community Development Center	Overview	Too prescriptive/one-size-fits-all. The idea of "visual richness" or "compositional clarity" should be open to broader interpretation.	Understood. The Team will be working to integrate neighborhood specific call-outs.
Russian Hill Community Association	Overview	Primacy of context and neighborhood character. With the pressure of in-fill housing and expansion of post-earthquake residences, the impact of these proposed projects requires consideration of the surrounding residences. When a residence is raised a story or two, the impact on an adjacent residence's light well must be considered. And although neighboring residences may be non-complying/non-conforming – because they were built in 1906 or 1908 or 1914 – the impact of balconies of a proposed project on the residences to the rear must be considered. In our neighborhood, 60 Russell Street is the poster-child for lack of consideration of context.	HDGs consider this aspect during seismic retrofits. The UDGs don't call out specific scopes of work, instead ask for projects to demonstrate how they will comply with guidelines.
Russian Hill Community Association	Overview	Primacy of transparency and integrity. We appreciate that you have listened to various neighbors and neighborhood organizations over the review process of the UDG. What is critical is knowing that you have heard us. The proof that you have heard the concerns of the community will be revealed with the next iteration of the UDG.	Noted.
North Beach Business Association	Overview	Dictating universal design guidelines to diverse neighborhoods is not desirable.	Noted.
Rose Hilson/Jordan Park	Overview	When will GFRDGs be worked on? Will they apply to all residential districts rather than to where the documents says they apply to today?	Staff will create a larger framework to explain design review and the design guidelines process
Victorian Alliance	Overview	Interested in historic design guideline document	Follow-up with specifics on HDGs process. Involve early on.
Japantown	Specific N'hood Context	Coordinate creation of Japantown guidelines and the UDGs so there is no redundancy	Japantown will wait for UDGs to come out, then will create focused guidelines
Japantown	Specific N'hood Context	Coordinate creation of context statements	Japantown may craft a context statement similar to ones that exist in General Plan already
Japantown	Specific N'hood Context	Group will test projects in their neighborhoods on the guidelines to see how they work and will provide feedback	UDG Team can follow-up
Miraloma Park	Specific N'hood Context	Certain materials not traditionally used in Miraloma Park do not weather well in the damp marine climate (such as glossy stained wood or perforated metal).	It is helpful to staff to have such concerns noted by community members.
Ocean Avenue	Specific N'hood Context	We want to encourage small storefronts, etc	UDGs cannot regulate interior space sizes, but can ask for vertically modulated facades and active storefronts. By using historic storefronts as a model, the guidelines can ask for that level of detail without replicating historic architecture



Matrix of All Public Comment and Department Responses

Urban Design Guidelines Outreach Consolidation 14 March 2018			
Event/N'hood Group/Individual	Topic / Information	Comment	Response
Ocean Avenue	Specific N'hood Context	Ocean Avenue may want to create their own context statement/street life guidelines	Ocean Avenue street life committee will review final UDGs and determine if other details are needed.
Telegraph Hill Dwellers	Specific N'hood Context	The images in the draft UDGs do not reflect the character of North Beach neighborhood commercial districts, and many would be out of place there. A suggestion that the UDGs include defining characteristics for each of the 20 sub-area plans of the General Plan.	Part of what we seek in this round of outreach to neighborhood groups is defining characteristics of their neighborhoods, and photographs of exemplary existing buildings that can inform new development. (Due to limited time, the sub-area defining characteristics were not discussed.)
Eureka Valley	Specific N'hood Context	How would the UDGs have changed the larger recent projects along Market Street in Eureka Valley?	The A section, primarily. A2: modulate buildings vertically and horizontally; A3: render building facades with texture and depth; A4: harmonize building designs with neighboring scale and materials; and A7: design active building fronts, which includes a diagram of historic storefronts to prompt designers to be more thoughtful than floor-to-ceiling glass at street level.
Upper Market/Castro	Specific N'hood Context	CBD will be working on a competition and new design for Harvey Milk Plaza.	CBD will test out public realm/site design guidelines to see if they guide what they are looking for in their new plaza.
Upper Market/Castro	Specific N'hood Context	Our neighborhood is not one that “conforms”.	This is helpful to hear for staff. CBD will provide Planning with a list of adjectives for Upper Market/Castro. CBD will also review context statements and look into writing on of their own.
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.
Upper Market/Castro	Specific N'hood Context	Asking for retail on the ground floor results in vacant storefronts and dead retail spaces.	Many of the guidelines ask for active ground floors and they are not all related to retail. Land use is a code driven subject though, unrelated to design guidelines.
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 UDGs in appropriate circumstances. Future development in commercial corridors will be more contextual, should include quality materials, and should have greater relief/depth of facades.
Miraloma Park	Specific N'hood Context	Miraloma residents are dissatisfied with the CVS pharmacy on Portola approved by the Planning Commission despite the community wishes for something more contextual.	That’s one of the reasons the UDGs are being created: to give community members and commissioners a common set of goals and expectations.
Miraloma Park	Specific N'hood Context	As an example of the intent of the UDGs, what neighborhood would look much different today if the UDGs had been in place 20 years ago?	South of Market. The Live/Work buildings of the 1990s would not have blank ground floors with garages along the entire frontages.
Workshop #3	PIM	Very excited for PIM to have guidelines	UDG Team will do
Upper Market/Castro	PIM	The Planning Department webpage is not user friendly.	The Planning Department is going through a website update in the near future. For now, we’re putting all of the design guidelines on PIM that apply to individual parcels.
Japantown	PIM	Linking all guidelines to PIM would be very useful	UDG Team will do
Potrero Hill	Enforcement	Who is policing these guidelines?	Usable as a tool for everyone: neighbors, developers, community groups. Staff and UDAT to their best ability will enforce.
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 Authorization in Eastern Neighborhoods Mixed Use Districts
Potrero Hill	Enforcement	What happens with the Port and Redevelopment properties?	D4Ds, OCII guidelines, office allocation may come to planning. UDG team has reached out to the Port, OCII, Rec park, PUC, etc on the design guidelines and their applicability and content.
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 closer conversations with the developer and can Discretionary Review a project. The Planning Commission also gives a lot of weight to community groups.
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 Authorization in Eastern Neighborhoods Mixed Use Districts
Potrero Hill	Waiver	Eliminate the waiver	The waiver is a continuing conversation, this draft does not include the ‘waiver’ provision.
Telegraph Hill Dwellers	Waiver	The draft UDGs have a waiver provision. What authority executes the waiver? It seems like it could be used to gut the UDGs.	The waiver provision is an evolving conversation. The central idea is that there are potential solutions to design–due to the difficulty of a given site or to innovations–that cannot yet be anticipated. Similarly, there may be a situation where the local community wants a solution that would be in conflict with a guideline. Joslin indicated that in 15 years of managing design review in Portland, OR, where such a waiver provision was in place, it was never used. The waiver is only intended to be used for a single guideline, not the entire document. It would be granted by the Planning Commission and appealable to the Board of Supervisors.
Elizabeth Fromer - LHNA	Waiver	Eliminate the waiver	The wavier is a continuing conversation, this draft does not include the ‘wavier’ provision.
		Page 7: Waiver. The Commission was quite clear in instruction to remove this.	The wavier is a continuing conversation, this draft does not include the ‘wavier’ provision.
Eureka Valley	Waiver	Great concern about the waiver which would allow a variation from a guideline. Variances to code requirements “have become rampant.”	The waiver exists so as not to preclude innovation that cannot currently be imagined. The waiver must demonstrate exceptional quality. It sets a higher standard rather than providing a free pass.
Workshop #1	Waiver	Waiver is OK	The waiver exists so as not to preclude innovation that cannot currently be imagined. The waiver must demonstrate exceptional quality. It sets a higher standard rather than providing a free pass.
Japantown	Applicability/Use	Do you have to go to the Board or Land Use Committee every time there is a change?	Only to the Planning Commission
Potrero Hill	Applicability/Use	Misunderstanding between applicability of RDGs and UDGs	RDGs apply to residential, UDGs to the rest of the city* some cases there is overlap
Potrero Hill	Applicability/Use	Clarify NCDs and guidelines that apply there at the moment	UDG Team has created a map of all existing guideline documents, area plans are also included. This map is available on our webpage.
Elizabeth Fromer - LHNA		UDG should not apply to NCD’s in all older residential neighborhoods	New construction in historic neighborhoods will also be subject to UDGs if they are in applicable zoning. Preservation planners will still review the design and be in close contact with design review. The Historic Design Guidelines are a separate document that will follow the UDGs and will focus specifically on new designs for historic landmarks and districts.
Middle Polk	Applicability/Use	What about older neighborhoods?	See above.
Middle Polk	Applicability/Use	Why do we need these? What do you use today?	The areas of the city outside of the Residential zoned districts do not have guidelines applied to them currently. We use design policies buried in the general plan, professional expertise, and area plan guidelines to lead conversations in design. The UDGs will serve as a consolidated document with information that is difficult to find throughout City documents. Its goal is to create a common language about design for planners, architects, commissioners and the public.
Telegraph Hill Dwellers	Applicability/Use	A situation in our neighborhood has made us aware that there are no design guidelines for the rights-of-way. Will the UDGs help guide future proposals for streets?	San Francisco’s groundbreaking Better Streets Plan included the participation of the PUC, MTA, CTA, DPW, Planning, the Port, SFRA/OCII, and other agencies involved in design, construction, and maintenance of San Francisco’s streets (http://www.sf-planning.org/ftp/BetterStreets/index.htm). Adopted by the Board of Supervisors, it guides and coordinates upgrades and requires large developments to improve the street frontage along their projects. Planning convenes a weekly interagency working group called SDAT (Streetscape Design Advisory Team) with DPW, MTA and others to coordinate proposals at an early stage. The UDGs have an entire section on Public Realm that gives guidance for the connection of open spaces within a development parcel to the surrounding public streets, parks, and plazas.

Matrix of All Public Comment and Department Responses

Urban Design Guidelines Outreach Consolidation 14 March 2018			
Event/N'hood Group/Individual	Topic / Information	Comment	Response
Telegraph Hill Dwellers	Applicability/Use	The RDGs and the UDGs are distiNCT and complementary. The UDGs should include a really clear statement about how the UDGs implement the General Plan and Priority Policies. Perhaps the UDGs should be delayed until the RDGs can be revised at the same time.	(In the rush to move onto other THD business, these thoughts were not discussed. AT prior community meetings, Planning staff identified that the longer we go without UDGs, the more buildings get reviewed and approved without a common baseline for evaluation.)
Eureka Valley	Applicability/Use	The draft says that the RDGs are subordinate to the UDGs. That seems like a problem.	That was an idea that is no longer true. Since the UDGs are in draft form, the Department continues to take feedback.
Miraloma Park	Applicability/Use	Do the RDGs still apply?	Yes, exactly where they have before. In very limited areas, the UDGs will also apply.
Miraloma Park	Applicability/Use	Will there be an urban design team to apply the UDGs to proposals?	Yes, the Urban Design Advisory Team will apply the UDGs to proposals. UDAT is made up of a group of planners with design background and have managed projects over 6-units and shown expertise in their field. Planners will also be trained in how to use the document.
Miraloma Park	Applicability/Use	What about Accessory Dwelling Units and the proposed legislation?	Generally, the additional unit(s) will be located within the existing building envelope of a house. In any case, the RDGs will continue to apply, requiring contextual additions.
Miraloma Park	Applicability/Use	What happens to sites with conditional uses within R districts when the use ceases operation (such as a church)?	The Conditional Use applies to the use and does not change the zoning. The underlying R zoning still applies to any future development of the parcel(s). For especially large sites, the UDGs may apply to guide the subdivision of the property and placement of buildings to respect existing patterns, but the RDGs would apply for the structures themselves.
Mary Gallagher	Applicability/Use	Page 6: Paragraph 5. You state the UDG apply outside of RH, RM and RTO and PDR districts but also say the "establish a citywide set of goals, values and qualities...." The goals, values and qualities expressed in this document are all focused on mid- and large-scale building and leading to a more modern bent than the Residential Design Guidelines and so it is very important to remove the term "citywide" from the description. Instead, you can just say "establish a set of... in design review in the applicable areas."	Noted.
Mary Gallagher	Applicability/Use	At the last hearing, Commissioner Richards said he had asked for guidelines for the projects being proposed in the Potrero. The Potrero Boosters are the only neighborhood group I am aware of that has supported the guidelines. Why, when asked to create guidelines for the Potrero has the Department exceeded the request (while not complying with requests such as creating a comprehensive set of staff project review procedures) and written the guidelines for a much larger area? Related to this point, I know of at least one neighborhood – the Pacific Avenue NCD that has written to request not being covered by these guidelines. Please add this area and any other area whose representatives have requested omission.	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 we apply. The applicability matrix shows that these design guidelines are rooted in the General Plan, Area Plan policies, and many guidelines that exist throughout the city. The Urban Design Guideline document will be a usable tool that can be used by all, instead of guidelines, goals, and urban design principles buried throughout multiple documents.
Mary Gallagher	Applicability/Use	Page 6, paragraphs on right side of the page. This concerns the current design review process. Design Review processes have changed over two dozen times in the last 20 years. They change with every administration. Process discussion should be removed because it will be outdated with the next administration. Guidelines themselves (like the RDGs) should last decades and be unrelated to changing processes. The description of the process should be in a procedures manual, which will change with some frequency.	If there are processes or text that need to be changed in the future we will be able to do this and revisit the Planning Commission with any proposed changes. For usability, it is best to be kept in one single document.
Mary Gallagher	Applicability/Use	Page 16 and many subsequent pages: It is good to see the Urban Design Element policies. But you provide no hierarchy or relationship of the proposed guidelines to the Urban Design Policies, which are the guiding document, not the other way around (ie, this document is not the guiding document on design unless you plan by voter initiative to change the Charter). The proposed guidelines should be placed under the relevant Urban Design Element Policy it seeks to specify so people understand what the guiding policy in the General Plan is.	The applicability matrix shows where the design guidelines originated and will be an appendix to the design guideline document.
Mary Gallagher	Applicability/Use	All pages: Please number graphics and provide their location at the end of the document if not in the caption. All photos should be from San Francisco and in zoning districts in which the UDGs will apply.	UDG Team is taking photos only where the Urban Design Guidelines are applicable. We have replaced many photos and will continue to refine. To respect the privacy of some of these buildings the exact location may be left out, they will all be from San Francisco.
Russian Hill Neighbors	Applicability/Use	Add a clear, prominent reference in the body of the UDG to special guidelines for development adjacent to or modifying buildings of historic or architectural merit, or in historic districts--again analogous to what is done in the RDGs.	Noted.
Russian Hill Neighbors	Applicability/Use	Of highest priority, provide support to interested neighborhood groups in developing more tailored, neighborhood-specific and targeted guidelines, as a companion to the more generalized guidelines in the UDG.	Understood. The Team will be working to integrate neighborhood specific call-outs.
Russian Hill Community Association	Applicability/Use	Primacy of residents. It is important that the UDG and all of the City's guidelines provide direction and address the needs and concerns of developers, project sponsors, architects, engineers, contractors, etc. But the primary audience needs to be the community. The people who live in the City and make it their home. The Residential Design Guidelines work because the community, the neighborhood organizations were involved in their development. Residents worked with Planning to address the needs. The Residential Design Guidelines are not perfect, but they are accepted and respected.	Understood.
Workshop #3	Applicability/Use	Need more clarity on RDGs vs. UDGs & applicability	RDGs apply to residential, UDGs to the rest of the city* some cases there is overlap. On parcels that are larger or non-residential, but zoned residential, the UDGs will apply. This is to apply the large, site-based design guidelines onto these sites. In this case, both design quideline documents will be used.
Workshop #3	Applicability/Use	Getting rid of the word "overarching"	Done.
Workshop #3	Applicability/Use	Where will the guidelines be located? Stand alone document? In the General Plan?	They will be in stand alone document
Workshop #1	Applicability/Use	Relationship with Redevelopment?	We are coordinating with OCII and other agencies on applicability. They may be able to be applied in D4Ds.
Workshop #3	Applicability/Use	Show how UDGs and specific guidelines interact	The most specific guideline document will always supersede. In cases where neighborhoods have specific design guidelines, they will complement the UDGs to ensure the more specific site based are applied.
Workshop #1	Applicability/Use	Will other agencies read this document?	Yes, we are coordinating with other City agencies to get feedback.
Potrero Hill	Photo examples	Need better photos and more variety. Most examples are too contemporary, too boxy, and too big	UDG Team will replace some existing photos
Workshop Boards	Photo examples	People would like more sketches	UDG Team can look for opportunities for sketches.
Eureka Valley	Photo examples	The [exclusively San Francisco] photo examples in the document seem to emphasize vertical buildings without stepbacks at the top.	To date, the projects have been defining the rules because the rules did not exist. These guidelines can be tailored to suit each local neighborhood. Also, there is not an existing pattern of stepbacks at the top of buildings. The UDGs address building design, but height and bulk limits are controlled through code provisions.
Mary Gallagher	Photo examples	20) Page 38. Pictures don't relate to Urban Design Guideline Policy on the top of the page.	Noted. The UDG team is working to replace photos.
Mary Gallagher	Photo examples	21) Page 39. Picture on right in no way relates to Urban Design Guideline on the top of page 38.	Noted. The UDG team is working to replace photos.
Mary Gallagher	Photo examples	22) Page 40. Pic on lower left – adjacent buildings need to be shown in full to verify this unfortunate new building in some way meets the Urban Design Guideline Policies on the top of the page.	Noted. The UDG team is working to replace photos.

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Mary Gallagher	Photo examples	23) Page 41. Top left. Very poor example because string courses in original are every two floors not ever floor and window levels not lining up. There are so many good examples from which to choose. Look at Citizens Savings at 704 Market. It and its addition are on page 85 of Splendid Survivors (which was the background document that led to the categorization of historic buildings in the downtown plan). That addition is decidedly 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	11) Page 21: top left photo. There are much better photos of streets that actually respect topography. Take a look, for instance, at the block of Diamond leading down to Cesar Chavez. That would be an ideal photo.	Noted. Thank you for the recommendation.
Mary Gallagher	Photo examples	13) Page 21 lower left picture: I don't even know what this is.	Noted. The UDG team is working to replace photos.
Mary Gallagher	Photo examples	14) Page 25: Remove upper right and lower left pics – these are RH districts.	Noted. The team is making sure photos are within applicable zoning districts.
Mary Gallagher	Photo examples	9) Page 18, second graphic. "Locate Frontages to reinforce the street wall." The graphic you have created shows the subject property a story above one adjacent building and two above the other adjacent building. This is an example where this guidelines is the EXACT OPPOSITE of the RDGs which explains why these guidelines cannot be said to provide "citywide" goals. In small NCDs, most notably NC-1 and NC-2, North Beach NCD 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 out further into 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 NCDs better and will continue to revise to find the best examples. The guidelines emphasize the important of a consistent streetwall as well as the context of adjacent buildings.
Chinatown Community Development Center	Photo Examples	Photos are still to 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 the approach taken in the successful Residential Design Guidelines. Often, when viewing 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	As another very useful strategy utilized in the RDGs, provide examples of less successful designs, i.e. what to avoid. This might be accomplished diplomatically via sketches or by offering non-local examples.	The UDGs are trying to be a positive reinforcement document, with all San Francisco examples we also don't want to call out any specific sf architects.
Rose Hilson/Jordan Park	Photo examples	Make buildings look like San Francisco (e.g. CPMC project looks better than UCSF project). No glass box in Jordan Park area. Geary and Stanyan (prior 76 station site project) frowned upon.	UDG 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.
Workshop #3	Photo examples	Style of photos has too much of a hard edge, not typical neighborhoods	UDG 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.
Workshop #3	Photo examples	Check on the new construction building on Sloat	UDG team should get this building
Workshop #1	Photo examples	Work can be ultra contemporary but still fit in. Ex/ West hardwood. Malmo, Sweden	Yes exactly. Considering the context is a number one design policy across the city.
Telegraph Hill Dwellers	Process/Outreach	Why did the process start with a draft document and not with community meetings? 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) into a coherent 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 an informational update to the Planning Commission; an approval hearing will not take place until next year.
Telegraph Hill Dwellers	Process/Outreach	What kind of outreach happened before? How did Planning select the community groups who have participated to date?	As with all proposed guidelines, a publicly-noticed informational 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 identified through consultation with the Planning Commission, department leadership, and staff. Hundreds of comments have been received so far, and have been tracked. The Planning Department welcomes additional feedback.
Telegraph Hill Dwellers	Process/Outreach	Please reveal who made each comment.	The urban design advisory group list is available on the website.
Telegraph Hill Dwellers	Process/Outreach	Who are you (the visitors to our group who have been involved with this effort)? How did this effort come about?	Joslin, Small, Winslow, and Brask are all employees of the Planning Department whose work includes design review. Staff and the Planning Commission identified that there are many policies and guidelines concerning the design of mixed-use and non-residential buildings that exist and have existed for up to 45 years or more, but they are uncoordinated and are not reconciled with each other. The Urban Design Guidelines are meant to serve as an implementation document for existing policies (General Plan, priority policies, etc.). This effort is not rewriting any existing policies such as the General Plan.
Telegraph Hill Dwellers	Process/Outreach	The executive summary from January is concerning. It says the UDGs will have primacy 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 all-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 churches).
Eureka Valley	Process/Outreach	Why were neighborhood associations not brought in earlier? What about other neighborhoods? "The architects have had their say: now it's our turn. Don't even talk about a hearing date." Request for a working group of neighborhood group members across city made several times. Request for a hearing date sometime in the spring made several times.	The Department did outreach over a year ago and was surprised how little response it got from the community. After creating an initial draft, an advisory group was formed including representatives of multiple constituencies, including 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 insight developed in each of these groups.
Eureka Valley	Process/Outreach	Who were the members of the prior advisory group? Please provide a list of the members.	The list of the UDAG is available on the webpage.
Eureka Valley	Process/Outreach	What feedback did Planning get from the neighborhood groups in the advisory group?	Various elements, but as an example of the need for this document, the three principles of the Potrero Hill Interim Design Controls were taken directly from an early draft of the UDGs. Project must demonstrate (1) An awareness of urban patterns, and harmonizes visual and physical relationships between existing buildings, streets, open spaces, natural features, and view corridors; (2) An awareness of neighborhood scale and materials, and renders building facades with texture, detail, and depth; and (3) A modulation of buildings vertically and horizontally, with rooftops and facades designed to be seen from multiple vantage points.
Eureka Valley	Process/Outreach	Suggestion/recommendation to include a section on the process to date in the handout provided at this meeting.	Yes, an executive summary has been created and is also available online.
Eureka Valley	Process/Outreach	Is there an outreach coordinator at the Planning Department to neighborhood groups?	There is a very new community development group, and of course the communications group.

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Miraloma Park	Process/Outreach	The Miraloma Park Design Guidelines help the land use committee of the Miraloma Park Improvement Association stay on top of the process. The committee can be a resource to the current planning team to give local perspective on proposals.	Planning staff are aware of the clear and unambiguous review by the committee and their volunteer architect consultant.
Yerba Buena	Process/Outreach	Overall supportive, would like to continue to be involved as we progress	Yes, UDG team to follow-up with YB
Potrero Hill	Specific Guidelines	Enhance and encourage small scale	There are many references to a human scaled environment and design in each section of the design guideline document: S8, A3, P4
Potrero Hill	Specific Guidelines	Less bay windows, please.	A2: Modulate buildings vertically and horizontally is a goal for building facades without replicating the historic context. We want to see interesting facades that reference their neighbors without creating a contemporary version of existing massing. This guideline includes means that reference a hierarchy of scales and human-scaled proportions.
Miraloma Park	Specific Guidelines	Will the UDGs address the impression that current development in certain parts of town makes streets darker and windier?	There are some guidelines related to open space and wind, but the majority of such controls are in the Planning Code.
Upper Market/Castro	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 this guideline. The guidelines also want to ask what we love about historic buildings, how can we create that same level of detail and craft without false historicism.
Workshop #1	Specific Guidelines	Afraid of this being too prescriptive	This was mostly in reference to the active storefronts and idea of modern architecture being active without transparent. The guidelines allow for many means and designs to be able to still meet the overall design goal.
Workshop #1	Specific Guidelines	Afraid that everything will just look the same	There are guidelines that ask to see neighborhood specific context and personality. Each of these ask designs to reference specific local variations of adjacent neighbors and consider what makes their neighborhood special. S7, A4, P3
Workshop #3	Specific Guidelines	Needs more emphasis on sustainability	Sustainability is a City goal and is included throughout the document, as well as a piece of the introduction. Staff is reviewing so that sustainability can be on the forefront of this document.
Workshop #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 designs to reference specific local variations of adjacent neighbors and consider what makes their neighborhood special. S7, A4, P3
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 love about these buildings, their attention to detail and craft, to inspire this type of design.
Workshop Boards	Specific Guidelines	Pick one: repetitive, small pattern 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.
Workshop Boards	Specific Guidelines	Blank surfaces are stark and boring	Agreed, many of the guidelines address avoiding blank, un-active surfaces. S6, A3, A7, P4
Workshop Boards	Specific Guidelines	Very important: "Movement"	I think this is addressed in the guideline regarding texture and depth in a building façade (A4)
Workshop Boards	Specific Guidelines	Very important: Proportions responding to context	Agreed, S2 and P1 look to address how street widths, sidewalk widths, and building proportions all relate.
Workshop Boards	Specific Guidelines	Love the al fresco environments	P2 hopes to encourage more of this by asking for open spaces that encourage people to play and rest
Workshop Boards	Specific Guidelines	Consider proportions of street wall to sidewalk	Agreed, S2 and P1 look to address how street widths, sidewalk widths, and building proportions all relate.
Workshop Boards	Specific Guidelines	A7 too prescriptive?	The guidelines allow for many means and designs to be able to still meet the overall design goal.
Workshop Boards	Specific Guidelines	Very important: Access to light	Agreed, the Planning Code addresses exposure to ensure access to light.
Workshop Boards	Specific Guidelines	Good: soft modulations in façade	Agreed, A3 encourages buildings render facades with texture and depth.
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 alleys, street widths, etc. S2 also does this with harmonizing relationships between existing buildings, streets, and open spaces.
Workshop Boards	Specific Guidelines	Very important: Human scale	Agreed, many of the guidelines address avoiding blank, un-active surfaces. S6, A3, A7, P4
Workshop Boards	Specific Guidelines	Very important: Considering glass/solid Ratio	Modulation and materials on the façade are included in the architecture section. Perhaps this can be called out more.
Workshop Boards	Specific Guidelines	Bad: Too many materials	A4 asks for harmonizing building designs with neighboring scales and materials, instead of introducing many new materials to a new construction.
Workshop Boards	Specific Guidelines	Not sure about corner buildings and their ability to have a stronger image	This is a policy throughout many design guideline documents. *See matrix
Workshop Boards	Specific Guidelines	Careful to not be too historically referential	Yes, A2 calls this out specifically by asking to avoid false historicism an facade elements that mimic neighbors.
Gehl	Specific Guidelines	We are very excited about the work that has gone into these guidelines! This is an extremely important step toward developing the city's public realm as San Francisco continues to evolve. We hope that the suggestions listed below are helpful in organizing and articulating the values of access, equity and livability that we share with the city.	Noted.
Gehl	Specific Guidelines	While context is very important it should be balanced with urban design priorities that result in a great public realm. We are concerned that too much emphasis on responding to context may have the following negative unintended consequences: 1. Could perpetuate poor urban design in neighborhoods that have not yet developed a clear urban design character with a good public realm 2. Could discourage urban infill and densification in areas where existing building heights are lower than zoning limits - which has implications toward SF's housing crisis 3. Could create coherence within micro-locality but may not lead to larger scale gestures that are defined by urban design (mid-Market Street's old theater district ornamentation and the Champs-élysées facades and block form for example)	Both the General Plan policies and various other guidelines in the city highlight compatibility as a top priority so it respectfully emphasized in the document. That said, the Dugs recognize that there are evolving areas where character changes and the public realm may not represent best practices. There are many spots in the UDGs where such concern is noted.
Gehl	Specific Guidelines	Recommend being more explicit about the height and scale of step-backs above 3-5 stories. Tall buildings can utilize a cornice line defined by a step-back at the height of adjacent buildings to add to the human-scale feel at the street level.	Noted. The larger requests for setbacks can be found by zoning district.
Gehl	Specific Guidelines	Consider taking cues and examples from non-San Francisco precedents	Noted. SF examples was a foundational intention in the project.
Gehl	Specific Guidelines	Consider being more explicit about street width to building height/step-back ratios. This could help to develop corridor-level urban design characteristics. Suggest a typical range of width-to-height from 1H:2W to 3H:1W for the cross-section below the step-back cornice, with towers exempted. There are admittedly problems with such rules of thumb but they can be useful if applied with discretion. Consider also that larger H:W ratios should be only used for absolute heights of < 4-6 stories.	Noted. This larger goal is specific enough that it would need to be addressed in neighborhood planning.
Gehl	Specific Guidelines	Consider more explicit recommendations on the size of courtyards and their relationships to adjacent building heights. (Relate to S2)	Noted. These constraints are typically set by rear yard and court provisions in the planning code.
Gehl	Specific Guidelines	Courtyards should be large enough and oriented to have some portion of them in sunlight during a useful part of the day, and for there to be ample room for 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). Note that the most successful semi-private courtyards are significantly more generous than the examples pictured here. Courtyards should be designed for a mix of communal meeting among neighbors and private respite.	Added.
Gehl	Specific Guidelines	Consider differentiating facade articulation between lower floors and upper floors. Facade articulation at the street level should be governed by a different (and more important) set of rules than floors above it. As an example we have used the general principle that the bottom and top floors should always be visually distinct from middle floors. The ground floor should have the most detail and fine scale.	Added under A6

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Gehl	Specific Guidelines	We recommend adding a point that the rhythm of the streetwall and level of detail at the ground floor should correspond to walking speed. (Gehl's rule of thumb is to strive for a 'four-second facade' -- i.e., sensory interest at least every 24 feet or so)	Added under A8
Gehl	Specific Guidelines	Consider adding a recommendation for maximum width of ground-floor commercial units to encourage a diversity of uses.	Modified but added under A8
Gehl	Specific Guidelines	The meaning of "Local Variations" in the guideline title is a bit unclear	Changed.
Gehl	Specific Guidelines	Generally David Baker's projects are great but we feel the precedent on page 27 is not a good example of 'special corner' treatment or ground-floor activation, consider using a more appropriate example for this guideline	Changed.
Gehl	Specific Guidelines	This is great.	Noted!
Gehl	Specific Guidelines	Consider reorganizing 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	The order has been redone to better align the guidelines in terms of the values specified in the introduction.
Gehl	Specific Guidelines	Recommend this guideline not be listed first 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 earns its keep at the street level.	First was not meant to be a priority. All guidelines must be addressed; this is a principle that asks the individual moves to be related to a cohesive end.
Gehl	Specific Guidelines	Consider changing the guiding principle to something like: 'Express a clear architectural idea that works at the building scale AND the human scale'.	We appreciate that many architectural projects, in particular of past eras, negated the human experience in deference to the aspirations of the buildings as art. These guidelines support a cohesiveness between the human and cultural experience as a whole and require that architects and project sponsors can fulfill these goals.
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 considered an appropriation of Auditorio Ciudad Leon in Spain. We recommend using different architectural precedents on this page that show where bold architecture and street level activation have both been gracefully considered.	Noted. We have added a description within the introduction that clarifies that not all examples embody all guidelines. It does one thing well but-- agreed-- misses others.
Gehl	Specific Guidelines	Second bullet point can be read as a rationale 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 to A3.
Gehl	Specific Guidelines	This section could be more explicit about building step-backs. The third precedent on page 37 regarding high-rises 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. Setbacks are more prescribed by code.
Gehl	Specific Guidelines	See 'Tall Building Design Guidelines' from Toronto for inspiration.	Noted.
Gehl	Specific Guidelines	On page 39 consider using San Francisco precedents showing large buildings that represent good urban design at the ground floor. Precedents shown don't necessarily illustrate the overall concept well.	Noted.
Gehl	Specific Guidelines	See comments on 'S2' above - we believe that consideration of context should not be used as an excuse to keep building heights low where there are compelling reasons to densify, or to match adjacent mediocrity.	Noted. The UDGs will not affect height or zoning.
Gehl	Specific Guidelines	Precedent in the middle of page 42 ('Lot-line walls...') doesn't seem to adequately represent this guideline	Removed.
Gehl	Specific Guidelines	Consider subdividing this guideline into residential and commercial buildings. While both should be 'active' with human scale detailing, these two conditions differ in what makes for successful building frontages. For example: - Commercial: should be defined by openness, transparency - Residential: should have a clear threshold, hierarchy of space, privacy & refuge, gradient from public/communal spaces to private areas	To be considered. A good idea but may not make it into this revision.
Gehl	Specific Guidelines	Good contemporary examples can be found in The Dogpatch and on Steiner St. north of Eddy	Not quite finding it-- can you provide a more specific location on Steiner Street example?
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 reordering guidelines: P4 becomes P1. Important to recognize that sidewalks are the vast majority of San Francisco's public realm and should therefore get first priority of consideration and investment	Noted. Guidelines have been reordered but not by priority as much as connection to other guidelines based on the built environment values.
Gehl	Specific Guidelines	Consider differentiating between POPOS and publicly owned spaces. The last bullet point could address the importance of providing a hierarchy of open space types within the public realm.	Noted.
Gehl	Specific Guidelines	Consider addressing microclimate and street noise mitigation in locating open spaces	Concern addressed in P2
Gehl	Specific Guidelines	Guideline title is different than shown in table of contents.	Noted and corrected.
Gehl	Specific Guidelines	In this guideline it is important to address an open space's context. 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."	Added.
Gehl	Specific Guidelines	Design to optimize a microclimate 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 P2
Gehl	Specific Guidelines	Recommend promoting staying activities over movement, as this is the key driver of public life	Noted.
Gehl	Specific Guidelines	Stewardship and maintenance are missing from this section. These should be considered at the outset of open space design and programming	Added to P6
Gehl	Specific Guidelines	Precedent photos are all great examples of public art and festivities. Consider adding a photo of typical public life, e.g. a family hanging out on a stoop in the Mission. We should include all positive forms of street life, especially the informal.	Great idea-- haven't found a good photo yet. Will keep looking or feel free to forward.
Gehl	Specific Guidelines	Generally, this section goes into detail regarding elements of the street that are covered well in the SF Better Streets Plan. Recommend referencing the Better Streets Plan in this section and keeping the guideline more high-level and at the scale of the pedestrian network. Consider the following high-level points below:	Added.
Gehl	Specific Guidelines	Note that the streetscape 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 500-600' along sidewalk there should be a spot to sit, rest, 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	Where possible, provide a generous enough sidewalk to allow three 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 crowding potential at crosswalks.	Noted.
Gehl	Specific Guidelines	Sidewalk elements should be scaled according to their context (intensity of activity, building heights, traffic noise, etc.).	Added.

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Gehl	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.	Noted.
Gehl	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.	Noted.
Gehl	Specific Guidelines	This guideline is a good place to address 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.	Not quite sure how this relates to the guideline? Can you clarify?
Gehl	Specific Guidelines	Consider also addressing programming in this section	Not quite sure how this relates to the guideline? Can you clarify?
Gehl	Specific Guidelines	Recommend adding the point that San Francisco's unique microclimates should be considered in response to the space's intended program. For example, cafe seating will be most effective in a spot that receives sunlight during the hours the cafe is open.	Added.
Gehl	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.	Walking is encouraged throughout the guidelines. This is specific to other forms of travel.
Gehl	Specific Guidelines	Detailed guidance on bicycle parking and street treatments can be found in SF Better Streets and San Francisco's bike parking policy, recommend that this guideline refer to those guidelines and reduce redundant detailed information.	Added.
Gehl	Specific Guidelines	Recommend adding high-level guidance here: consider existing and desired mode shares on the adjacent street when designing the sidewalk and locating ground-floor programming so that they support walking, biking and transit use.	Changed.
Gehl	Specific Guidelines	Provide a continuous and fine-grained pedestrian network to support access to transit stops.	Noted. Outside of the scope of these guidelines.
Cities Connecting Children to Nature (CCCN)	Specific Guidelines	For S4: Respect and Exhibit Natural Systems and Features. Please add to the upper right under URBAN DESIGN ELEMENT: "Policy 2.1 Preserve in their natural state the few remaining areas that have not been developed by man." (URB.CON.2.1) These bullets are good. Some comments: • Retain or highlight existing features, such as natural areas, rock outcroppings, waterways, and specimen trees. Use "and" instead of "or" above. • Preserve and introduce flora that provide animal habitat. Use "wildlife" instead of "animal." That's the convention. • Employ environmental technologies and green infrastructure best practices to respond to the site, its surroundings, and local and regional systems. Insert "ecological" before "systems."	All changed as requested.
CCN	Specific Guidelines	We appreciate the inclusion of the S4 on natural systems in Site Design, and we think there should be an analogous section in Public Realm that could read like: CONSERVE AND PROMOTE LOCAL BIODIVERSITY BY MAXIMIZING HABITAT PLANTING IN OPEN SPACE DESIGN. Or you could reword/incorporate into other sections. For example, P5, alternatively, could read: INTEGRATE LOCAL BIODIVERSITY, WILDLIFE HABITAT AND SUSTAINABLE PRACTICES INTO THE LANDSCAPE	Added means to P5 (now P7) to encourage this intent.
CCN	Specific Guidelines	P2: DESIGN PUBLIC OPEN SPACES TO ENCOURAGE SOCIAL ACTIVITY, PLAY, AND REST 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. • Consider art that interprets or celebrates a natural or cultural story of the place where the project is located. [See "Ecosystem Thinking" in Glossary] • Provide children's play areas for a variety of ages and groups. Design landscape with opportunities for up close and immersive experiences of nature (paths, bridges, stepping stones). [See "Nature Play and Learning Space" in Glossary] • Design with varied, challenging, and stimulating play elements (balancing, climbing, jumping). [See "Beneficial Risk" in Glossary]	Added with some edits for space.
CCN	Specific Guidelines	There are some typos in the restatement of ROSE Objective 4. "Trees and other landscaping greatly enhance the experience of pedestrian spaces, particularly in residential areas. 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." This introductory statement is about the human aesthetic experience, not sustainability. What about something like? "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 in the heart of the urban realm." - Use trees to provide shade and buffer from wind or exposure. - Extend or enhance existing tree planting patterns to define public space. - Locate trees to frame important public views. - Plant trees in rows... Are these sustainable practices or human comforts and aesthetics? - Select trees...	Added with some edits. Planning policy supports both the natural environment and the experience of the pedestrian so we included both perspectives.
CCN	Specific Guidelines	Balance lighting for public safety with sensitivity to wildlife On pages 46 and 47 of the ROSE, there are many other sustainable practices that may be appropriate to have in this section or another. And we would encourage that "sustainability" bullets, measures, practices, recommendations etc. be integrated throughout the document and not cordoned off in a sustainability section, notwithstanding that this one is about landscaping in particular.	Noted
Steven Vettel	Specific Guidelines	Standard 2 (pages 16-17). The guideline encourage "different configurations for rear yards" due to site conditions, especially on corner lots. That makes sense. However, the Planning Code basically prohibits such configurations without an Zoning Administrator modification or Planning Commission exception. That is often burdensome and also affects the "baseline" determination for density bonus calculations. I would suggest that in conjunction with adopting these guidelines, the Department amend Section 134 to conform to these guidelines and avoid the need for almost every large project to seek a rear yard modification or exception. For larger sites, a lot coverage standard (say 75% or 80%) makes much more sense than a stringent 25% rear yard standard.	Good point. Noted.

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Steven Vettel	Specific Guidelines	Standard 3 (page 18). The guideline calls for celebrating corner buildings with treatments such as towers, belvederes, cupolas, etc. However, most such rooftop elements are not permitted to exceed the height limit in most zoning districts unless they fall with a narrow range of exemptions in Section 260. I would suggest the Department consider amending section 260 to permit such corner features to extend 10 feet or so above the height limit.	Noted. The guidelines do not affect height, bulk, etc. Merely encouraging where possible to celebrate corners.
Georgia Schut	Specific Guidelines	New large buildings outside of the R districts that are located on corners should have rounded corner bays. Flatiron corners look very modern and are not compatible. Will help avoid "Mission Bay" syndrome. Looking forward to revision of RDGs.	Noted.
Chinatown Community Development Center	Specific Guidelines	S7: The ability to maximize permeable sidewalks is a good idea but such a guideline must be sensitive to the physical constraints/ existing infrastructure of neighborhoods like Chinatown where, for example, active use of sub-basements often make it difficult to do much in the way of water run-off strategies on sidewalks.	Noted/
Chinatown Community Development Center	Specific Guidelines	A7: It is an ongoing challenge in retail corridors like Chinatown to "orient and size signs/lighting to the pedestrian scale so as to not overwhelm the building facade". Looking at Chinatown's building facades collectively, there clearly isn't the typological uniformity that the Urban Design guidelines strive for. Rather, the seemingly "overwhelming" signage in Chinatown together actually represents layers of the historic/ cultural fabric that have been built up over time in a visually rich way. We'd argue that this adds to the cultural identity of the place and contributes to, rather than detracts from, the pedestrian activity along streets like Chinatown's Stockton corridor. The Guidelines should therefore make room for this context.	Good point. Noted.
Chinatown Community Development Center	Specific Guidelines	P4: "Reducing or eliminating off-street parking in transit-rich locales" sounds like a good idea in places like Chinatown where pedestrian safety is a huge issue. But such a guideline needs to be balanced with the ongoing needs and fuNCTion of Chinatown as a "Capital City" where community businesses and social services serve not just local residents, but monolingual immigrant residents regionally who drive and depend on adequate parking in Chinatown.	Good point. Noted.
Russian Hill Neighbors	Specific Guidelines	Explore including a guideline that can direct each project to facilitate undergrounding of street utilities, where not yet implemented, whether by providing stub-outs, spare conduit, trenching or other appropriate means. Remedying the blight of overhead wires should be an urgent planning priority.	Good point. Noted. Some of this can be addressed in Better Streets.
Russian Hill Neighbors	Specific Guidelines	Guidelines should stress finer grain contextual issues by including block wide birdseye views, diagrams and patterns that show, for example, the importance of lightwells and rear yard setbacks in new development. Provide diagrams that demonstrate appropriate height transitions between existing 1 and 2-story structures and proposed taller	Diagrams have been added. Lightwells have been specifically included in S2.
Rose Hilson/Jordan Park	Specific Guidelines	Requested to include problems from sun rays reflecting off glass and/or metal that roast neighbors. Staff will be including more "sustainable practices" in building design.	Noted.
Rose Hilson/Jordan Park	Specific Guidelines	I think in certain instances it may not be appropriate to create massing to create "continuous streetwalls" on the sidewalk side. "By modifying conventional rear yards, some corner sites can better support continuous streetwalls and mid-block open space." (pg 17)	Noted. S2 has been revised to further clarify.
Mary Gallagher	Specific Guidelines	Page 16: What does "Site and sculpt buildings to reinforce built and natural topography mean? Can you include a definition of topography? A normal definition of topography would include some built features like roads and perhaps dams large (block long) retaining walls but not buildings. Groups of buildings do not create their own topography. They adhere to or detract from topography. I believe this guideline conflicts with the General Plan because topography in the general plan does not include buildings. A statement noting that some existing buildings deviate from the topography and that new buildings can be shaped to reconcile or moderate but not "respond" as this may be construed as further deviating from topography.	Noted.
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 noncomplying structures that cover much of the required rear yard but which respect adjacent residential uses on upper stories by matching and staggering 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.	Light, air, shadows, and exposure are in the Planning Code. Guideline P2 does mention the importance of designing for physical comfort and accounting for shadows/wind when designing open spaces.
Mary Gallagher	Specific Guidelines	8) Page 17, top graphic: This is appropriate for zoning districts like NCD where rear yard can be modified but not all districts where these guidelines would apply. Some note should be made for zoning districts in which the corner "L" would require a variance and it should be noted design guideline direction is not a justification for a variance.	Noted.
Mary Gallagher	Specific Guidelines	Page 18: Not a single guidelines here addresses existing adjacent circumstances and context. So, for instance, "locate and orient open space to maximize solar exposure and protection from the wind" might result in the project's new open space to be created in a way that leaves the adjacent property's space walled off from the mid-block. All of these guidelines should only apply as subservient to addressing context because CONTEXT is the genesis of the Urban Design Element Policies which this UDG document must be subservient to. In the absence of this more important standard, what happens on the subject property will become more important than the existing spaces around it on one, two, or three adjacent properties. The lack of this overriding concern about existing context is contrary to Section 101 of the Planning Code and the Urban Design Element and, therefore, contrary to the General Plan. Once these kinds of context statements are added and given a more important placement in policy hierarchy, graphics showing open space location respecting and benefitting adjacent existing open spaces.	Noted. The Site section of the document is based around projects understanding and responding to the relationship with their surrounding topography, open space, and adjacent buildings. The Site Design section expects projects to design around the existing patterns of the block and should support the existing built and natural environment.
Mary Gallagher	Specific Guidelines	15) Page 32, paragraph 1: "As cities change over time, the challenge is to evolve so that contemporary expressions ... fold into historic ones without dramatic disruption." This statement is directly contrary to the architectural direction of San Francisco for the last 5 decades. "Without dramatic disruption" has not been the goal. The goal has been "in ways that support the existing character."	Noted.
Mary Gallagher	Specific Guidelines	16) Page 32, paragraph 2: "In areas with a defined visual character new buildings may have a higher obligation to be compatible...." Omit "may."	Noted.
Mary Gallagher	Specific Guidelines	17) Page 32, paragraph 4, sentence one: Omit "necessarily" and add "detail" to the list.	Noted.
Mary Gallagher	Specific Guidelines	18) Page 34, lower right graphic. Possibly the ugliest building ever designed.	Noted.
Mary Gallagher	Specific Guidelines	19) Page 37. The Urban Design Guideline policy on the top of the previous page talks only about relating new buildings to existing residential buildings. (This is because the entire gist of the Urban Design Element policies focuses on respect to context.) Therefore there should be more pictures of new buildings next to and related in materials, height, horizontal and vertical relationships, roofline, etc. to the depicted existing residential buildings.	Noted.

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Mary Gallagher	Specific Guidelines	24) Page 42. “Decking and green roofs...” Remove “decking and” ; decking does not produce a more compelling roof landscape, reduce solar gain, air pollution and the amount of water entering the storm water system. Decking is a topic the Commission is creating new policy on and this statement runs contrary to the policy unless it is qualified with the standards they have already developed – ie, no new roof decks if there are none in neighborhood and when they are privacy determines size and railing location.	Noted.
CSFN: Note that due to space constraints, comments forwarded in letter form dated September 25th, 2017 have been partially reproduced here (but not edited). For the full text, please request a copy from the Coalition for San Francisco Neighborhoods or Anne Brask at anne.brask@sfgov.org .		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 Guidelines” (GFRDGs) is mentioned.	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, and scale of the project.” All existing guidelines would continue to apply 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, as 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.
		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.	The March 2017 draft indicates (page 5) “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 city-wide development.” The UDGs were developed from existing policy in the General Plan including the Urban Design Element and the Commerce and Industry Element and their existing Urban Design Guidelines and are specific intended to support their goals and direction. We will review the Proposition M findings and report further on this.
		2. CONCERN: Definition changes (Page 8). A. “Adjacent”: As residential areas in the city 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 as has been codified. Per the March 16, 2017 Draft UDGs, Planning proposes an alternate definition for the word “adjacent” (Page 8). “Adjacent” no longer refers to what is immediately next door or about a parcel sharing any property line to another but instead includes the meanings of “near, close or contiguous” which are very subjective and imposes less certainty of the kind of project that will be resulted next to someone.	Design review staff and planners typically look at the entire block face of a subject site as well as the facing block face, as described in the he RDGs. Given the scale and context of the building, we might also review a few blocks up or down. This helps to establish the broader context and pattern of scale, facade elements, and materials. This generally is more supportive of finer-grain context than a limited view of the immediate lot neighbors matter in that pattern. Small groupings of characteristics (which guidelines should support) are also important, but often those are most distinguishable when you look farther beyond.
		B. “Context”: The UDGs propose to adopt an alternate meaning of “context” as being something that could “contrast” or “reinterpret”. CSFN suggests to use a definition more in line with what lay persons think of when hearing the word “context” such as: “blend seamlessly with and be a clear and fully compatible design to”	The definitions are intended to be explanations of the terminology and not to promote specific usage. Since this could be open to interpretation, we will modify it in a future version.
		CONCERN: Explicit exemption in first sentence is negated in second sentence on Page 6: “The Urban Design Guidelines apply to buildings in all districts outside RH-, RM-, and RTO- and PDR-districts. In Residential Districts, they apply to projects that have non-residential uses or have either six units or more or frontage longer than 150’ (sic) feet.” The second sentence that starts with “In Residential Districts” negates the RH-, RM-, RTO- and PDR districts that were excluded in the first sentence. The second sentence by virtue of it referring to “Residential Districts” includes the same districts excluded prior	The UDGs apply to all districts outside of RH-, RM-, RTO- and PDR districts and they apply to RH-, RM-, RTO- districts (aka Residential Districts) only on projects that have non-residential uses or have either six units or more or frontage longer than 150 feet. The RDGs also apply to those sites and supersede the UDGs if there are conflicts. (See page 6, UDGs Nov 2017). The UDGs address a larger scale that are not addressed in the RDGs and the UDGs were designed to be compatible with the RDGs. The RDGs also do not address any use beyond residential in these areas, such as schools or churches etc.
		4. CONCERN: This is related to #3 above. Non-complying multi-unit buildings in low-density RH areas and buildings in Neighborhood Commercial Districts (NCDs) influencing residentially zoned parcels, especially those with adjoining side and rear lot lines (Page 6): Many buildings in NCDs next to RHs, RMs, e.g., have “6 units or more” or have a “frontage of more than 150 feet” because they were built before Planning Code existed. The same goes for many multi-unit buildings which go beyond the unit count of certain zoning district categories for the parcel. Such buildings adjoining parcels in low-density areas may have an architectural design that is not reflective of the bulk of the residential buildings. Some of these are depicted in the March 16, 2017 Draft UDGs	The Department frequently reviews larger residential development of six units or more in Residential Districts that fit the current code. These are typically Planned Unit Developments where many lots are combined and the density matches the neighborhood. RM- zoning allows for multi-unit buildings at six or more units. As confirmed by the Planning Commission during recent public discussion, the RDGs do not address how these much larger scales of housing should adapt and conform to the existing finer grain neighborhood. Design review staff need these guidelines to help direct sponsors to have their projects fit in appropriately and express small-scale residential character.
		5. CONCERN: This is related to #3 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 the low-density RH or RM parcels, e.g., or are “6 units or more” or have “frontage longer than 150 feet” and they will not have the RDGs or neighborhood-specific residential design guidelines apply to them since they are located on NCD parcels. The NCD parcels are still subject to the Urban Design Guidelines of the Commerce and Industry Element of the General Plan which takes precedence over these proposed UDGs.	The General Plan (UDE and C&IE) apply to every NC parcel in the city; the adoption of the UDGs does not affect this. The UDGs were derived from both foundational documents. The adoption of the UDGs does not affect 312 notification process.
		6. CONCERN: Exceptions are still problematic with the UDGs (Page 4, Page 6 and due to new definition of words on Page 8 per Item 2 above): On Page 4, the text reads: “While projects should address all three scales, a context-specific response is not a prescription and each project should be evaluated on balance.” <emphasis added>	The exception has been removed from the November 2017 draft of the UDGs.
		7. CONCERN: This is related to #1 above. The UDGs are too vague, lack specificity and are ambiguous in many areas and would cause confusion. The city already has the Urban Design Element of the General Plan and the Urban Design Guidelines of the Commerce and Industry Element of the General Plan which govern over and above these UDGs. These UDGs are not needed and appear to work to cumulatively enact zoning change. What exactly is in the realm of “good” for a development project? REQUEST: For the Planning Commission to direct Planning staff to come up with a list of criteria the decision-makers will use to determine what is “good”. Another example is the proposed text of the UDGs on Page 7 reads: “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.” This makes it appear that the applicant will give broad brushstroke statements to match the vague UDG design review categories such as “modulate vertically and horizontally” (Page 7) which would fit practically every building description	The existing Urban Design Guidelines in the Commerce and Industry element are very short, do not show examples, and do not relate to the compatibility concerns for many small and large scale projects across the city. They primarily address NC storefronts. The UDGs have used them as a foundational document from which to expand their goals. The UDGs do not affect the code or zoning in any way.
		This illustration does not show a thoughtful relation but instead shows the high-rise at the back of a low-rise building and possibly eliminating the rear yard. A continuous placement of such high-rises in low-rise building areas can have a cumulative effect of essentially doing a zoning change.	The UDGs do not affect zoned building height. They cannot increase height but may have an impact on sculpting a building top or reducing aspects of its height to relate to lower neighbors.

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		REQUEST: For the Planning Commission to direct Planning staff to delete this picture and the text with it. Another example on Page 17 in the upper right illustration caption reads: "Building massing should respect larger patterns in the urban fabric." This would potentially shift all development using the form-based UDG principles in the document to shift to ever larger buildings with very little open space even midblock as even the lower illustration on Page 17 shows. Eventually the low-rise areas will get higher and bulkier with less and less mid-block open space per Planning Code today. The cumulative effect of this could also be a zoning change.	The UDGs do not affect rear yard or open space requirements. Midblock open space is a foundational tenant of the fabric of the city and is supported by the Urban Design Element, Planning Code, and the Residential Design Guidelines. The UDGs have been designed to support it and foster it in neighborhoods (formerly industrial, for example) where it does not yet exist.
		REQUEST: For the Planning Commission to direct Planning staff, for the bottom left illustration, to make it clear what criteria would be used when to "Locate frontages to reinforce the streetwall." Would lots abutting the proposed building for which the walls would form the "streetwall" have to have their walls already in that way? How about the how the RDGs come into play? etc.?	This goal is to have the building frontage work together to form a logical face and natural edge to the public realm. Typically, this streetwall should be at the sidewalk edge, but in many cases there are front setbacks or other existing anomalies where a more natural fit makes greater harmony. This goal is in line with the RDGs and "averaging" as described in the Planning code.
		8. CONCERN: Future projects should not be part of the UDG basis of design review. The text on Page 16 reads: "Relate building scale and massing to the size and scale of existing and anticipated <emphasis added> 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.
		9. CONCERN: Text on Page 17 reads: "Locate frontages to reinforce the streetwall." The UDGs, by forcing the front walls and surfaces of development projects to be located to "reinforce the streetwall," would create "street canyons" such that pedestrians and vehicles would traverse between these canyons created by two city blocks which in the two illustrations on the page do not illustrate this problematic scenario.	Jagged or undefined street edges that have parking or other ambiguous uses in front of them cause problems for walkability 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 sidewalk so that there is a clear and defined space for people to walk and feel safe. Best 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. Hong Kong is an extreme which does not use this proportion and is not a model for San Francisco's Urban Design Element
		REQUEST: For Planning Commission to direct Planning staff to create a report on a fully-implemented consequence of the UDGs and its environmental effects under the California Environmental Quality Act (CEQA).	As the UDGs do not affect, change, or increase density, zoning, land use, height or parking requirements, they are not subject to CEQA.
		10. REQUEST: For the Planning Commission to direct Planning staff to clarify and demonstrate with data what the impact would be on all merchants when buildings get reconfigured via the form-based design that is essential for 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).	Existing sites are not subject to compliance with the UDGs. Development sites would be, but the guidelines are nearly identical to the existing Urban Design Guidelines in the Commerce and Industry Element for neighborhood commercial frontages that house small businesses. The UDGs do not use form-based design codes; they are guidelines and do not specify required specific styles, sizes, dimensions, materials or other architectural elements.
		11. REQUEST: For Planning Commission to direct Planning staff to clarify how the UDGs, with buildings designed based on form-based density and possibly with larger square footages, would potentially change property taxes for residents or business entities.	The UDGs do not impact density or allow greater square footages as they do not change existing zoning or codes.
		12. REQUEST: For Planning Commission to direct Planning staff to clarify how the UDGs, which reflects a bias towards ever larger buildings will affect the tenant population and affordable housing.	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 also compatible with existing neighborhoods in a more appropriate way.
		13. CONCERN: The form-based density design concept of the UDGs could very well ignore current Planning Code sections for setbacks, rear yards, and open space requirements.	The UDGs do not change the code requirements-- this includes open space, rear yards, front yards, side setbacks. The UDG guides the way in which those requirements can be met to benefit the project and the neighborhood as a whole-- supporting things like: light wells, shared side yards, mid-block open space, public open space, etc.
		Without such certainty of open ground space or coverage of ground with expanded form-based UDG buildings to the "streetwall" (less open ground in front) and in the rear and side yards, less rainwater permeates into the ground and ends up in the combined sewer system and does not replenish the aquifers. In locations close to the ocean, this may result in saltwater intrusion into the aquifers or subsidence of land.	The UDGs support sustainability in cluding storm water run off by requiring that projects: S8 RESPECT AND EXHIBIT NATURAL SYSTEMS AND FEATURES; A9 EMPLOY SUSTAINABLE PRINCIPLES AND PRACTICES IN BUILDING DESIGN; P7 INTEGRATE SUSTAINABLE PRACTICES IN THE LANDSCAPE. The latter (page 68 March 2017) includes:»» 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.
		14. CONCERN (not used)	
		15. CONCERN: With the additional land coverage through the form-based UDGs which may not allow as much ground being open with the creation of additional roof and deck surfaces, walls and other materials that are more prone to capture 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 106°F on September 1, 2017. Vulnerable populations may be affected.	See the response to #13 above. The UDGs are supportive of all sustainable best practices for site design, architecture and public realm.
		16. REQUEST: For the Planning Commission to request the Planning staff to produce other city's and town's equivalent of the proposed Draft UDGs where they apply to all residential parcels with or without overlays or other residential criteria stated in the UDGs.	Noted.
		17. REQUEST: For the Planning Commission to request the Planning staff to answer what happens to a project applicant who does not follow the UDGs. What is the penalty?	Department staff will not support the site permit and entitlements for a project that does not meet the UDGs if they apply. If a project sponsor refuses to comply, the Department can file a staff initiated DR if the project is not subject to Commission review and make recommendations to the Commission for disapproval or modifications.
		18. REQUEST: For the Planning Commission to request the Planning staff to produce a flowchart of which projects would come under the UDGs, where the application gets submitted, who / what section of Planning would review it, if there is a Planning Commission hearing, if there will be neighborhood input, if the project can or cannot be DR'd, etc. This is unclear.	The 311, 312, 309, 314, 329 and all other Section 3 application and DR processes stay exactly as-is with the approval of the UDGs. The applicability and usage is described on page 6-7 of the November 2017 draft.
		19. REQUEST: This relates to #1 (no RDGs, etc. reference in UDGs) and #2B ("context"). For the Planning Commission to request the Planning staff to insert text that would give certainty to the residents in terms of well-established aesthetics that promote a level of spirituality for a healthy environment. This clarification is needed so that 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.	Noted.
		20. 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, ethnic, equity impacts.	Noted.

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		21. REQUEST: For the Planning Commission to direct Planning staff to eliminate the picture that shows high-rise Manhattan-style buildings next to low-rise non-Manhattan-style buildings to be eliminated: Page 19: top middle (“Building massing can articulate a unique change in neighborhood scale and orientation.”) -- this can apply to any Residential Districts, and this goes to the esoteric definition of “context” as being something that “contrasts” (Item 2B above) so that an ill-fitting design projects gets supplanted into a neighborhood. The form-based UDGs document makes clear from much of the text and photos that there is a bias towards designs and sizes of building like those found in the downtown high-rise areas and those that emphasize the streetwall as much as possible with no regard to the residentially-zoned low-rise buildings, many in the more established areas of the city that have a very contrasting design style and size. Again, these UDGs do not even mention the RDGs, neighborhood-specific design guidelines, historic design guidelines, etc. It makes no mention in the body of the main text of the UDGs a reference or text from the Urban Design Element of the General Plan nor the Urban Design Guidelines of the Commerce and Industry Element of the General Plan (for neighborhood commercial/commercial areas).	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.
		22. REQUEST: For the Planning Commission to direct Planning staff to hold robust and meaningful dialogue with all residents of all districts out in every supervisorial district as none has occurred thus far.	Along with holding 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: Barbary Coast Neighborhood Association, Castro Community Benefit District, Dolores Heights Improvement Club, District 3 Meeting with Supervisor Peskin, Duboce Triangle Neighborhood Association, Eureka Valley Neighborhood Association, Golden Gate Tenants Association, Hayes Valley Neighborhood Association Japantown Neighborhood Association, Jordan Park Improvement Association, Liberty Hill Neighborhood Association, Middle Polk Neighborhood Association, Miraloma Park Improvement Club, Ocean Avenue Association, Pacific Avenue Neighborhood Association, Pacific Heights Association of Neighbors, Potrero Boosters, Russian Hill Neighbors, Telegraph Hill Dwellers, Victorian Alliance, Yerba Buena Neighborhood Association
		23. 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.	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 2016, October 2016, and May 2017; emailed through our extensive neighborhood organization list; broadcast through several local newspaper articles written by journalists, announced and discussed at six 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.
Planning Commission Comments MAY 2017			
G.S. (Gary?)		Loves the RDGs, they are accessible for people who don't know about design. Likes the drawings, whereas the UDG photos are hard to understand. Does not want RDGs to change	Comment noted.
Jack Edwards		Interest in UDGS, emphasis that context is missing.	Adding additional context where possible with imagery.
Jack Edwards		Expand info on lightwells, light, and air	Added to pages 16-17 under "Harmonize Relationships between Buildings, Street, and Open Spaces
Mary Gallagher		15th and Mission example	Comment noted.
		Add lightwells	Added to pages 16-17 under "Harmonize Relationships between Buildings, Street, and Open Spaces
		Roof decks, railings, glazing proportions -- expand pg 38 -- need guidelines for these	Separate rooftop policy is in development as this is also a residential district issue.
		1 story vs 4 story compatibility. Neighborhoods are nervous about this "jagged tooth" syndrome	Comment noted.
		No mention of side setbacks, patterns, open space patterns like in RDGs	Reinforced in UDGs under pages 16-17.
Stan Hayes		Opposes UDGs, exclude UDGs from NCs and historic districts	Goal to achieve NC support through development of Special Areas Guidelines
		Worried that they're too generalized, one size fits all	Goal to achieve NC support through development of Special Areas Guidelines
Paul Weber (TH)		Exclude NCDs and NCTs	Goal to achieve NC support through development of Special Areas Guidelines
		Hierarchy of design guidelines needs to be spelled out	Further clarified in the introduction
		AHBP Guidelines need to be updated and clarified to match UDGs and HOMESF update	Agreed and comment noted. They are designed to be compatible.
Jen Jones		AIA Reps 2300 architects/designers	Comment noted.
		Support and have been extremely involved	Comment noted.
		Clear and consistent guidelines	Comment noted.
Bob Herman (Architect)		Idea for expediting process	Comment noted.
		UDAT relies on guidelines, duet can delay and exclude exceptional design	UDGs intended to help support excellence in design beyond current discretionary process.
		UDAT should have face-to-face meeting with architects so that the architect/owner have the opportunity to provide insight after they receive duet comments	Comment noted.
Katherine Petrin (historical architect)		citywide consistent guidelines is not the way to go; confused on the goal	Goal to achieve support area specificity in UDGs and through development of Special Areas Guidelines
		no mention of the article 11 guidelines	To follow in Historic Preservation guidelines
		updating policies is "fine and necessary" but people react very poorly to large buildings; soften images	Comment noted.
Kathleen C (RH)		Context: Define what that means. Show transitions of heights (60 Russell, 1940 pacific)	Noted and images modified to explain context where possible. Further definitions added to glossary.
		Stakeholder ranking (?)	Comment unclear?
		Integrity to stakeholders: process has not shown that the team is really listening	We're sorry to hear this. Hoping that the further development of Specific Area Guidelines will help.
		UDGs provide guidance, but more importantly should provide protection for residents that live here	UDGs are designed with substantial context driven design thinking. Comment noted.
J.R. Eppler (Potrero)		Established neighborhood has changed from zoning, guidelines help people and protect neighborhood	Comment noted.
		How can UDGS help you? Exceptions should be rare and justified. Context is important.	Comment noted.
		Show more existing buildings	All buildings shown are existing.
Anastasia		Read Mary G's letter	Comment noted.
		Rejects waiver	No waiver provision is still listed in the UDGs.
		Public objects apply dugs to residential properties	Comment noted. Only applies to non-residential sites and very large sites in R Districts where RDGs also apply.
Ozzie Rohm		Want all r districts to be removed	Comment noted. Only applies to non-residential sites and very large sites in R Districts where RDGs also apply.
		RDGs don't have retail space, neither do dugs	UDGs show many guidelines that have implications for retail space including ground floor frontage guidance for storefronts.
		No mention of lightwells, light, and air	Added under pages 16-17.
Liz Fromer		Pg. 16, delete the word "anticipate"	Completed.
		Should not apply to nods, nets, or historic districts	Goal to achieve NC support through development of Special Areas Guidelines
		Delete exceptions	Already deleted.
		Liberty Hill Context Statement	Comment noted.
		Nothing that mentions HDGs in here, needs outreach first for HDGs	To come later.
Sue Hestor		Add in lightwells, light, and air	Added under pages 16-17.
		Better outreach	We continue to strive for this.

Matrix of All Public Comment and Department Responses

Urban Design Guidelines Outreach Consolidation 14 March 2018			
Event/N'hood Group/Individual	Topic / Information	Comment	Response
C. Johnson		"Hester is right, needs to be done well"	Comment noted. Striving for our very best!
		NCDs: residential over a storefront, "only need rags is flawed"	Have looked to RDGs as a model and example in developing the UDGs
		Becoming a truly transit-oriented city	Comment noted.
		Guidelines for pedestrian, streetwall, etc. improvements are not in the rags	Comment noted.
		we need dugs to differentiate transit-oriented neighborhoods and corridors	Comment noted. Adding Special Area guideline to direct projects in NC districts for further clarity.
		design sidewalks to enhance pedestrian experience; expand -- does this mean more seating? Clarify what this means.	Comment noted.
		Define active street wall -- avoid dark cavernous spaces, human scale, protecting against elements, allow for protrusions and recesses on street	In the description of S5
		Public transit and bike supportive design: can't talk about this without talking about umber and lift (need to coordinate with DPW and mat)	Comment noted. Listed under P4.
D. Richards		Supportive	Comment noted.
		Doesn't know where the NCDs fit. What design guidelines does the department look at for NCDs?	Comment noted. Adding Special Area guideline to direct projects in NC districts for further clarity.
		Light, air, quality of life seems to be missing	Added under S2.
		Maybe it only applies to NCDs 65-X and up?	Comment noted. Adding Special Area guideline to direct projects in NC districts for further clarity.
K. Moore		San Francisco is the City of Light, don't underestimate that	Comment noted.
		Everyone needs to see themselves in these guidelines	Comment noted.
		Too much "one size fits all"	Comment noted. Adding Special Area guideline to direct projects in NC districts for further clarity.
R. Hillis		Take out the NCDs, NCTs, hudg, etc.	Comment noted. Adding Special Area guideline to direct projects in NC districts for further clarity.
		Need more about fine-grained and more about infill	Comment noted. Adding Special Area guideline to direct projects in NC districts for further clarity.
		Create interim guidelines while NCDs and NCTs are developed	Comment noted. Adding Special Area guideline to direct projects in NC districts for further clarity.
		Not sure everything is working right now	Comment noted.
		Should apply at Divisadero and grove to large buildings	Comment noted.
		Lombard and M&O could use these	Comment noted.
		Call out smaller projects in neighborhoods	Comment noted.
		Maybe call out institutional for exceptions?	Comment noted.
D. Richards		Lightwells?	Added under S2.
		Roof decks? (pg 43)	Roof deck policy to follow.
		How do these work with the HOMESF guidelines	They are coordinated to be similar.
		Maybe these are interim while a NCD study is conducted	Comment noted. Adding Special Area guideline to direct projects in NC districts for further clarity.
J. Rahaim		for example -- you get two years to do NCD survey	Comment noted. Adding Special Area guideline to direct projects in NC districts for further clarity.
		These don't change the planning code	--
		RDGs do not address NCDs and commercial areas	--
K. Moore		Maia -- very eloquent	Comment noted.
		pictures do not have the contextual applicability	Improved specific photos and added more call out to improve this challenge.
		more streetwall	Improved specific photos and added more call out to improve this challenge.
		more diagrams	Several new diagrams created.
		buildings around a park	Comment noted.
Ozzie Rohm	Email dated 2/27/18	1. Light pollution from expansive glass doors in the back of buildings on NCDs and NCTs, which could be a menace to residential buildings in the back.	Included in revised version under guidelines A7 "Lighting or excessive rear or side glazing should not be placed in a manner that will disturb neighbors, especially in residential districts."
		2. Exterior lights in the back of buildings on NCDs and NCTs that could be disturbing to residential buildings in the back.	Included in revised version under guidelines A7 "Lighting or excessive rear or side glazing should not be placed in a manner that will disturb neighbors, especially in residential districts."
		3. Maintaining side setbacks (or what Ozzie calls breezeways).	Revised S2 to include: "Reflect the existing patterns of side spacing and side setbacks." Revised diagram on page 17.
		4. Side terracing to reduce the mass and add more interest to the façade.	Revised S2 to include: "Relate building scale and massing to the size and scale of existing buildings. Considersetbacks 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." Also revised diagram on page 17.
		5. Maintaining the prevailing pattern of floor to ceiling height at the ground floor retail space. The new code for additional height at the ground floor retail space often results in buildings whose ground floor does not line up with that of the adjacent older buildings. The street view of the ground floor retail space in new buildings should not be disjointed from that of older. existinq buildings.	Revised A8 to include: "Maintain the prevailing pattern of floor to ceiling height at the ground floor retail space."
		6. More emphasis on compatible mass and scale for new buildings in commercial strip. Because the new code gives an additional 5 feet to the height of new buildings in NCDs and NCTs, the compatibility of mass and scale should be more scrutinized and setbacks should be more encouraged.	Revised S2 to include: "Relate building scale and massing to the size and scale of existing buildings. Considersetbacks 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." Also revised diagram on page 17.
Paul Webber	From letter dated 3/6/18	Elimination of Staff-Proposed Historic District Guidelines as well of the Applicability of any Urban Design Guidelines to Historic Districts.	In consideration through numerous meetings with community members. Applicability retained in adoption draft.
CSFN George Wooding, President; Rose Hillson, Chair, Land Use Committee; Kathryn Devincenzi, Member, Land Use Committee; Richard Frisbie; Lisa Fromer; Matt McCabe; Marlayne Morgan; Ozzie Rohm; Paul Webber; Maurice Franco	From a letter in an email dated 3/1/18	The Urban Design Guidelines will not apply to Historic Districts or Any Building and/or Site Designated as Historic or Significant.	In consideration through numerous meetings with community members. Applicability retained in adoption draft.
		The Urban Design Guidelines will not apply in any "R" area of the city.	In consideration through numerous meetings with community members. Applicability modified to include 25 units or larger rather than 6 as well as a provision that this sunset when the next RDG revisions are adopted.
		The Urban Design Guidelines are a Trojan Horse.	Comment noted. The guidelines do not promote any specific character or style but rather restrict projects to neighborhood compatibility.
		FLAWED AND OPAQUE PROCESS: From the outset the Department should have approached a wide cross-section of neighborhoods and sought their input. Instead they established an Advisory Committee that failed miserably to include the single most relevant stakeholder in the process - the neighborhoods.	Comment noted.
		FACTUALLY INACCURATE BASIS: At virtually every meeting the Department explained that the original intent of the Urban Design Guidelines was to provide a set of guidelines for areas of the city that presently have NO guidelines whatsoever. The Department invariably mentions Potrero Hill and Mission Bay as examples. Subsequent discussions have led the Department to claim this is not the position they presented to the public. This is both inaccurate and, once again, misleading.	The UDGs have been described by staff as useful in places where there is little or no design guidance which includes most NC districts-- notable exceptions are Upper Market Street, Market Octavia, and Western SoMa-- Mixed use areas and downtown.
		MISLEADING INTENT: We would strongly suggest that had the Department stated from the outset that their intent was "to develop a set of Urban Design Guidelines that would impact the entire city" (as opposed to their publicly stated position that this effort was aimed at creating guidelines for areas that lacked guidelines) the public outcry would have been swift outrage that would have quickly encompassed the Planning Commissioners and Board of Supervisors.	The original intent was to develop a document that would help create a consistent process for design review that would improve the quality of design and neighborhood compatibility across the city. This was never intended to require projects to be designed in a consistent way or to imply a "sameness" for all sites.

Matrix of All Public Comment and Department Responses

Urban Design Advisory Group Comments 5 August 2016							
Section	Guideline /	General Comments	Guideline	Rationale/Purpose	Means	Examples	Responses
Intro Built Environment Values for the City of San Francisco		I suggest that you use an image that provides a resultant of the "orchestration" that the guidelines seek to achieve; ex: http://www.dbarchitect.com/project_detail/130/Armstrong%20Place.html . This particular set of images appears to capture what is set forth in the wonderful introduction. AIA SF Select an image that promotes a more dynamic, positive, complex, mixed-use, URBAN, public and forward thinking idea about San Francisco in the 21st century. AIA SF					Change made, see SD Intro, three images more accurately capture the intent of the guidelines
		This seems like a weak first sentence -- is it necessary? JP	There seems to be a false dichotomy between "simple universals" and "site specific conditions". It's not an either-or situation.				Agree.deleted, and incorporated in 'Application' section
		The three goals are excellent but read as different voices - for instance the 3 scales referenced in Being a Good Neighbor could become bullets, much like the components of "Supporting Human Needs" are called out - although those seem too long for this introduction. Building Sustainably doesn't seem "meaty" enough compared to the other two. TN					changes made, re written to sound balanced and as one voice. Sustainable section beefed up
		2nd para. "buildings that abruptly distinguish..." This phrase and the 3rd para tends to overemphasize the concept and can lead to keeping everything the same as before. The 3rd para should emphasize the concept of new buildings being of their time in history. RM Buildings which abruptly distinguish themselves can become buildings of greater public significance such as the TransAmerica pyramid and Mission Dolores AIA SF					added buildings of their time and place. Substituted 'unduly' for abruptly.
		A sentence might be added that encourages creative and innovative design through the flexibility of the DZG's. Since the DZG's are subjective architects and designers should be encouraged to raise the design bar and push new and innovative ideas. This could take place during Stage One. Another item that may be covered in other policy or later, however, there are a number of institutions, campuses and multiblock developments, yet there is no mention regarding how the UDG's facilitate campus and master plans. These larger developments occur over long periods of time and can influence neighborhood context and form of the city. LL					Incorporated. See 'Applicability' Section
		Suggest balancing importance of contextualism with understanding that new construction is inherently different and shouldn't compromise itself to match. Specifically, add "unduly" or some other modifier to "buildings that abruptly or unduly distinguish themselves...". Suggest using "relate" instead of "reflect" in fourth paragraph of "Being a good Neighbor". Overall: some sentences are too generic (first sentence--what kind of orchestration? thoughtful?); there is nothing in the values about quality of time, ambition, beauty. Shouldn't this be important alongside being a good neighbor? In "Culture & Social Well-being" first three sentences seem a to broad of statements and awkwardly phrased, suggest beginning from "Good urban design..." LC					Agree in principle .Intro paragraph rewritten. More discussion if necessary.
		In the Endeavor section: This sounds too much like it's only about the wealthy and developers who have budget options.					This is about long-term quality and value, not real estate. Rewritten to respond to comment.
		In the Culture Section: A lot of people come here because of its unique and beautiful physical setting, proximity to nature and open space, and climate. Recreation and enjoyment of open space is an integral part of San Francisco life. AIA SF					Agree and have incorporated.
Glossary		Articulation: delete "small" and "similarly scaled" JS					reworded definition of 'Articulation'
		Articulation: what do you mean by small? KM					reworded definition of 'Articulation'
		Complement: add "and proportion" before "but not..." JS					
		Complement: "...agreeable in scale and type"... KM					
		Context: Do you mean the site in its setting and historic context? KM					reworded definition of 'context'
		Context: add "..., or how a proposed building may be described within its surroundings. The design context of a building may emulate, reinterpret or contrast with its surrounding environment." JS					reworded definition of 'context' to include this.
		ADD Character: Prevailing existing architectural elements, including building mass, scale and the era they were built. JS POPOS: add sepaerate definitions for "Public Open Space" and "Private Open Space" KM					included definition of "Character"
		Private Open Space: Outdoor space dedicated to a particular user or occupant of a building. JS					
		Perhaps add a definition for human scale which relates to POPOS, Massing, Context, Comfort etc. LL					incorporated definition of human-scale
		Streetwall: "...urban room' as spaces-inbetween or... & "...and texture promotes..." rather than 'helps encourage' KM					
		Love the quotations throughout, except this Christopher Alexander quotation. LC					we like it.
		AIA SF: Add definition of "TYPE" Concept mentioned in "complement" definition.					
		ARTICULATION: this applies to only a particular kind of expression. "muteness" and "flatness" are also types of expression.PAGE 8, 1st paragraph: I think it's important here that articulation is not understood as just "stuff on the building." The paragraphs should conclude with ...that support the overall design intent. "changes" could be changed to "definition of"					reworded definition of 'Articulation'
		AIA SF: Articulation: Consider the use of "variation" in lieu of "changes" when appropriate. The definitions might be expanded to use some additional terms/definitions such as those found in the D4D's of Candlestick Point, Mission Bay and other similar design guidelines. Examples could include Setbacks, Build-to lines, Projections, Step backs...					reworded definition of 'Articulation' to address concern
		GLAZING: and glass walls, glazed doors? Add "PROPORTION" "This is a key concept used in the document.					included and incoporated
		HARMONIZE: In music, painting and other art-forms, disharmonies can be as important as harmonies. Is there a way to leave an opening for the value of difference? Perhaps say "make meaningful relationships" instead of "harmonize"?					added phrase " make meaningful relationships"



Matrix of Urban Design Advisory Group Comments on 2016 Draft

Urban Design Advisory Group Comments5 August 2016							
Section	Guideline /	General Comments	Guideline	Rationale/Purpose	Means	Examples	Responses
		Add "SCALE" This is a key concept used in the document.					included
		Suggest altering definition of HARMONIZE to use the word "duplicative" instead of "replicative" which has come to be used primarily with the replication of DNA strands TN					change made
		Add "HISTORICISM" This is used on page 36.					incorporated definition of 'Historicism'
		Add "COMPATIBLE WITH". I believe this is what the guidelines encourage.					
		Add "ADJACENT" This word is used so often, I think it would be good to explain that the determination of "adjacent" influencers might be affected by neighborhood patterns, etc.					included definition for "adjacent"
		Add "APPROPRIATE" This word is used on page 40.					
		Public Open Space: Shared outdoor space provided for all building occupants or for the community at large. JS					
		Add "CONSISTENT WITH" This is very different than being "compatible with" as it implies the kind of architectural mimicking I think you are hoping to avoid.					
		Add "CURTAIN WALL".					
		Add "CADENCE" Page 17					
SITE DESIGN	Intro	Add definition of "STYLE" Concept mentioned in "complement" definition. AIASF					
		P1: "...guiding the height, form, massing,..."					Change made, see SD Intro
		P2: "...building plays a role in the lot pattern of its block or blocks..... existing patterns of topography, open space, circulation,..."					Similar change made, see SD Intro
		p.12 - would it make sense to include as a SF pattern discussion the intersection of Site Planning with significant Topography in parts of the City? And also the relationship with the water's edge and views...					Change made under S4.
		ADD: "...the existing topography" before open space, circulation,....					Change made, see SD Intro
		Add to last sentence: "and buildings that relate to and respect San Francisco's unique typography"					Modifications addressed in earlier part of Intro paragraph.
		Writing is awkward. Seems like the desire to avoid passive voice is making for some looping sentence constructions. Love the Saroyan quotation.					Intro paragraph rewritten.
						Are examples additional Means, or illustrations of previously defined Means? They often appear like additional Means, illustrated	Intended to be examples of means and not additional ones.
						Photo on p.13 is poorly chosen with poor midrise drawing the eye	Comment noted. While agreed that it draws the eye, it is a common condition in the city to consider.
							Change made under S1 rationale.
S1	Recognize and Respond to Urban Patterns	I would use the word "enrich" when there are existing patterns					Change made in means and examples.
		There are pedestrian access ways throughout the city and these should be called out in the subsection title in that they are neither streets or open space and especially since S1 is specifically about pedestrian ways of neighborhoods and					
		Sometimes variation to (E) pattern is good. "reduce the scale of blocks" Has a major cost impact to buildings and utility delivery.					Comment noted.
		This needs to allow for large boulevards, like 3rd Geary, Market and 19th Avenue as well. Parks and open spaces are also part of the urban pattern.					Comment noted, adjustment made in S1 example
		Overlaps a lot with S2.					Clarification made in S2 to distinguish their intent-- primarily
		edges landmarks path s and districts- specific meanings from lynch, but not in glossary					Added to glossary
			Good principle. Very open and generic.	Very general but good. Is this to encourage small blocks? Or small lots and blocks subdivided by alleys and passages? Seems the latter is the city pattern			Clarification made to show more indication of block break types.
					Provide Figure.Ground drawing of surroundings, and parcel map of surroundings;		Additional notation added.
					Show relationship of proposed project to both. DS		Change made.
					"Connect and define" edges can be read in contradiction, separate into two.		Change made.
					continue augment existing - unless it's bad -- consider "improve"?		
						pg 14. Diagrams are crowding each other, they need labels	Change made.
						pg. 15 These are good diagrams, they need labels, page looks overcrowded, photos don't clearly convey idea	Change made.
						Diagrams are need labels as to intent or specific strategy; do they go with photos?	Change made.
						I would suggest that each of these elements be labeled, for those who are more graphically challenged.	Change made.
						As on the previous page, these elements should have notation, so that those who are not in the design industry can understand.	Change made.
						Not clear how photo or diagram illustrates the concept	Change made.
						P.15 graphics not clear in relationship to photos.	Change made.
						The 2nd and 3rd illustrative examples and graphics on pg. 15 are nice ones, but a bit confusing: the site diagram for Washington Square Park has no resemblance to the photo; the 3rd diagram would do well to be rotated 180 degrees to match the photo of Boedekker Park and Clubhouse	Change made.
						kind of random -- need a little text to clarify points	Change made.
S2	Harmonize the Visual and Physical Relationships between Existing Buildings, Streets, and Open Spaces	This page has critical design recommendations that need to be expanded, with more illustrative and graphic examples. Otherwise, you will fall into the same trap that the existing residential design guidelines have left us with, which is a vague document that is open to multiple types of interpretation, many of them necessarily helpful. In addition, current area plans and previously approved guidelines need to be inserted with examples to make this document comprehensive. Otherwise, it will cover only a portion of what is necessary to be a full fledged set of urban design guidelines.					
		S2 Should say "Respect the Context: Harmonize relationships..."					Comment noted.
		Current rigid RDT interpretations as to relationships between buildings along their sides and patterns along rear facades that call for large setbacks from adj. buildings are overly restrictive and to not promote density that should be allowed. See comments in Examples re "Use street widths to help establish the massing scale and proportions of the building"					Comment noted. UDGs do not cover RDG sites.

Matrix of Urban Design Advisory Group Comments on 2016 Draft

Urban Design Advisory Group Comments 5 August 2016							
Section	Guideline /	General Comments	Guideline	Rationale/Purpose	Means	Examples	Responses
		cadence- not defined. the examples and approach are quite conservative -- what if this is regional transit-accessible location with imperatives beyond the local pattern					Added to glossary
			Compatibility is important, but at times "Complementary" is also important so as not to create monotonous rigid patterns.				Comment noted.
			Although noted in the diagram, there should be more on the relationship of height to street widths. RM				Comment noted. Clarification added to diagram.
			Revise second paragraph "Use landscape to impart a better pedestrian experience".				Comment noted. Further description added in other sections.
			kind of think you need to offer specifics if you're getting into street-width ratios etc	The concept of a proportion of building height to street is great - the execution can be challenging if all parcels are developed to the EXACT same height - then you get monotony			Comment noted. Request for architectural roofline variation in A section.
					"Develop site..." needs illustrative example		Change made. Diagram added.
					"Modulate building massing..." needs illustrative example		Change made, diagram clarified.
					"Modify tall buildings..." needs illustrative example		Comment noted. Challenging to provide an example as
					Relate....widths, rear yards, inner courts, and prevailing building heights to help...		Comment noted. Diagram added to help clarify.
					"Groups of buildings..." much too vague. What is the goal? Are you advocating changing a prevailing topography? This is contrary to the paragraph above. Either graphically or illustratively describe examples how difference between new and old work		Clarification through an added diagram.
					Last three means on the page: as is, this page only illustrates small-scale residential design - add a seperate page for taller building considerations - show examples		Changes made with two additional diagrams.
					On modulate massing to a scale compatible to its context -- in this and many of the principles, it seems there is not room for growth and for contrasts of scale and construction, which shouldn't be anathema in an evolving city. This comes up in later sections on architecture, but there is a strong message of "don't stand out" until		Comment noted. Presumes a larger planning initiative would precede those kind of policies rather than having design guidelines set that option in place.
					Same as above DS		Comment noted.
					Finding a way to create the marvelous variety that exists in many of the great streets/alleys in SOMA is challenging but doable - incentives?		Comment noted. As an aside: this is being addressed in the Central SoMa Plan.
						The examples show a healthy variety in heights within a RANGE but if you give people a range everyone will build to the MAX... must find a way to require or entice variety of urban form	Comment noted. Agreed, but a challenge within planning structures. Addressed more in the A setion of this document.An aside: see the "skyplane" strategy being employed int eh central SoMa Plan.
						This diagram should show another example of a building that is taller and deeper than its neighbors, but still respects the mid block open space. Otherwise, it will be used by those who are not in favor of any building expansion beyond the existing pattern as a valid reason to object to a project. (Diagram infill	Comment noted. New diagram seeks to clarify.
						I see very little variation and cadence here. Instead, I see a block long development with very similar pieces. If this is the base line for variation and cadence, then you will never change the status quo of the level of building quality you are currently seeking. I think this is a poor example. (Top left, pg 17)	Comment noted. New diagram intends to clarify.
						Need better photos including how they are sized and cropped	Comment noted. New diagrams and photos added.
						Add diagrams and examples of towers and larger scale/massed buildings to illustrate "Means" 4, 6 and 7.	Comment noted. New diagrams and photos added.
						" infill projects should fit..." -- small setbacks should be allowed if appropriate to context. "Buildings reflect similar dimensions to street widths." - always? Seems this would neuter the drama of many alleys. Height variation as shown in example is a good thing.	Comment noted.
						"Multiple sites can create a neighborhood passageway." - this example seems to illustrate S1 more than S2	Comment noted and clarification in each guideline added.
						This needs a better photo, since the Windsor hotel dominates it. As a result, it doesn't give the most elegant perspective of what a public space could be. (Top right, pg 17)	Changes made.
						pg 16. right diagram: this illustration is not related to the text -- perhaps an illustration that shows stepping down hill?	Comment noted.
						Pg 17. this photo doesn't exactly show variation	Comment noted.
						the words variation and cadence should be in the glossary	So added.
						Show range of height in first diagram -- I hope we don't want to be slaves to the exact height of the neighboring building. Every neighborhood has height variety of some range. Diagram related to street width should include a tower with a base that relates to street width, don't want to imply that tall buildings are not in keeping with guidelines.	Change made.
S3	Define Open Space and Integrate Landscape with Architecture	There are pedestrian access ways throughout the city and these should be called out in the subsection title in that they are neither streets or open space and especially since S1 is specifically about pedestrian ways of neighborhoods and					Comment noted. Clarification in that this section is for private open space.
		Landscape with gratuitous "naturalistic" geometries unrelated to the building complexes they are part of, or their urban context should be strenuously discouraged DS					Comment noted. More prescriptive than the guidelines are intended to be.
		some of strategies assume small lot block type not universal in this seems heavily oriented to privat/rear spaces -- focus on streets and public spaces!					Comment noted.
				The underlying reason for rear yards etc is air, sun, light, focus on that rather than specific mechanism in rationale.			Comment noted. Clarification in that this section is for private open space.
							Change made.
					Second bullet says: "...scale of buildings and buildings..." perhaps should say "to" instead of and? Third bullet: should it be "active and defensible"? Not sure that "protective" is the right word in context		Changes made.

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Urban Design Advisory Group Comments 5 August 2016						
Section	Guideline /	General Comments	Guideline	Rationale/Purpose	Means	Responses
					"Use open space to moderate the scale of buildings and buildings to positively shape open space." - open space can also accentuate, rather than moderate, building scale, to great positive effect	Comment noted.
					"Maximize opportunities for plantings and permeable surfaces in sidewalks, roofs, courtyards, and rear yards" - is this really an urban design principle or a sustainability principle?	For these purposes it offers more opportunity for green space and supports sustainability, something in our established built environment values.
					"Design, size and locate open space to be usable and comfortable to all users – from the building itself, and from the neighborhood and City TODCO	Comment noted. Clarification in that this section is for private open space. More public open space detail is included in the
					Should "Exceptions for traditional locations for rear yards may be acceptable due site conditions." read "Exceptions to traditional locations for rear yards may be acceptable due to site conditions." - can this be accomplished without the need for a rear yard Variance?, modification of the Zoning Ordinance?	Comment noted. Good question but unfortunately not supported in this exercise.
					Remind people that private views are not protected	Comment noted and added to S5.
					"protective" trade for "safe"; last 3 are great.	Change made.
					Project building elevations from landscape plan; "fold flat" drawings that show the relationship of ground plane to elevations are very useful DS	Comment noted.
					An often discussed topic during project review is how shared and individual entries are handled at larger buildings. This should be addressed. ("Connect building entries..."	Comment noted. This is addressed in the Department's Ground Floor Residential Guidelines.
					Mean 2 & 3: unclear Mean 6: this may require a broader, expanded discussion on views and public interest values Mean 10: "...may be acceptable due to site..." "...equivalent amount of ground-related open space (???)..."	Changes made.
					An illustrative example would be helpful ("Exceptions for traditional locations...")	Changes made to language and illustration.
					"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 'to' between due & the)	Changes made to language and illustration.
						p. 18 to be clearer - both block pattern diagrams should be in color - otherwise hard to compare the intent...
					Add labels to diagrams, show examples	Changes made to language and illustration.
					Top left photo: do you mean appropriate landscaping or plant material or both?	New photos added.
					While these are nice photos, they are not adequate examples of what you are trying to achieve with the text on the previous page. There, the mid block open space is displayed. Here, you are showing the public realm or the connection to the public	New photos added.
					pg. 18., bottom left: It is unclear where the "entries" are in this photo since this looks like an alley	New photos added.
					pg 18. These diagrams are awkward because it appears as if the corner buildings exist (left) and that they are being somehow modified - it is unrealistic to think that this would actually occur. Since this approach would require a variance, most won't do this. How can the permit review and code be modified to support this?	Clarification made to diagram.
					pg. 19-- these two photos below (left) do not illustrate the text because both are a-contextual buildings/sites	Comment noted. This section is more about private open space and private structures and less about block patterns.
					Diagram: not clear on what the 2nd diagram does for the block? It makes for better conditions for the bldg itself. It does make stronger streetwall, but we would argue for more of the cutouts if it there were fewer lots comprising the block to break up the mass. Handle by acknowledging what kind of condition this is appropriate for, or provide an alt example.	Comment noted. This guidelines is to improve the qualities of common open space and improve architecture by making landscape a strong partner.
S4	Respect Natural Systems and Features	not crazy about "relief" from the urban. A good city includes many experiences and doesn't demand relief -- this construction reinforces nature the opposite of the city, rather than blurring the boundary and promoting interpenetration.				Changes made.
		Not applicable to all sites DS				Comment noted.
		This is an opportunity to speak to clean air and water as part of the rational. Natural systems should be as much about environmental well being as they are about identity. The examples don't illustrate natural systems of stormwater management, solar access, and wind protection/usage.				Changes made.
		Avoid pejorative words about the urban environment - one person's "dynamism" is another's "congestion". A negative valuation of the "urban" is a core problem with SF's growth. I wonder if the title should be "Respect Natural Systems, Patterns and Features"				Changes made.
				Good - but last sentence speaks to "expressing the identity of SF" - acknowledge SF has different identities? Danger of generalizing and subscribing to postcard idea of SF.		Changes made.
					Good. "Educate..." might be outside UD guideline, but support it!	Comment noted.
					I don't see Creeks mentioned and these are important in certain parts of SF	Comment noted.
					is the goal to REINFORCE or ENHANCE or ACCENTUATE natural topography? Needs more clarity/nuance...seems like a potential contradiction	Changes made.
					Consider the word "sustainable" rather than "green"	Changes made.
					Document existing and proposed topography and existing drainage courses where applicable DS	Comment noted.
					"Screen at-grade parking from view at the street by active ground floor uses such as residential, commercial, arts, PDR, or office" TODCO	Comment noted. This is addressed in other guidelines.
					This photo seems to advocate tall buildings at the top of hills and lower buildings on the slope. Is this what you are after? If so, it should be stated as such. If not, then further explanation is needed. (Pg. 20, Bottom left)	Changes made.
					pg. 20 -- 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"?	Changes made.
					Pg. 20 -- (bottom right) It is unclear how this picture illustrates the text - the landscape is entirely man-made	Changes made.
					pg. 21 -- (right) This photo (below) is of a man made landscape. How does it "respect natural features"?	Changes made.
					Bottom left pg 20: are you reaffirming the policies of the SF Urban Design Plan? If so, please say so.	Changes made.
					pg. 20 & 21. Sizing of images needs to be more balanced . The larger photo implies that this message is more important.	Changes made.

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S5	Create or Support View Corridors	Page 23: Views from public realm...maintained through private property. This can be misinterpreted to mean that views are protected. This point deserves more explanation and context.				Changes made. Guideline specifically demonstrates these are about public views.
		This opens the discussion to view corridors from private spaces as well as public unless drawn very carefully.				Changes made. Guideline specifically demonstrates these are about public views.
		Where applicable; public view corridors take priority. There should be no statutory protection for private views. DS				Changes made. Guideline specifically demonstrates these are about public views.
		In the absence of expanding the discussion on protected views, or views of common interest, this guideline will remain a nice idea but an idea only!				Changes made. Guideline specifically demonstrates these are about public views.
		Wonder if title should be "Create, Protect, and Enhance View Corridors"				Comment noted.
				Perhaps add "skyline" to the rational. Perhaps add "frame" new or existing views. There are a number of clashing grids (S7) and an example of framing or creating new views in or adjacent to triangles and odd shaped sites might be helpful.		Comment noted.
					Choreography/sequencing of revealing views inherently requires occasionally obscuring views - consider noting this nuance	Changes made.
					This is a cause of contention with neighbors - especially when views are not protected - clarify language	Changes made. Guideline specifically demonstrates these are about public views.
					p.23, 1st photo: "...maintained across private property." instead of through?	Changes made.
					neither of these photos illustrate the text (pg. 22)	Changes made.
S6	Create a Defined and Active Streetwall	This is S6. Perhaps adding sidewalk to building wall ratios to the glossary would help. It seems that mid-block buildings have a different responsibility to the streetwall than corner buildings. There is no mention of building corners that have a profound 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 "means" as outlined will serve for full block developments but could be clearer.				Changes made.
		Combine S6 and S7 AF				Changes made.
		There is a particular issue with this as relates to additions to historic buildings. The Sec. of Int. Guidelines for rehabilitation calls for a "differentiation" between the historic building and the addition. SF Planning has demanded a setback of a minimum of 15' to create this distinction. So often, this odd relationship violates the concept of a defined streetwall by creating large voids where there may be an addition to an existing one or two-story building that is setback even though there are adjacent 3-story and taller buildings. The discussion of additions to historic buildings should be part of the UDAT review, not just in the preservation team. Additions to historic buildings is a Planning issue, not just a preservation one.				Page 23: Views from public realm...maintained through private property. This can be misinterpreted to mean that views are protected. This point deserves more explanation and context.
		use - "pedestrian oriented" instead of "comfortable"?				"Views from the public realm should be maintained through private property" - that opens the door for all sorts of argument as to what's appropriate. This is not well defined enough to
		Appropriately contextual architecture need not literally replicate the surrounding buildings.DS				Changes made.
				Completely agree that "absolute consistency" isn't always necessary nor desirable, but it's the overall urban pattern across multiple parcels that creates the rhythm - perhaps that should be said...		Changes made.
					Integrated art can be another Means to achieve engagement of building to street	Changes made.
					Define "Immediate Context". Is it the adjacent neighbors or the whole block face?	Changes made.
					consider the width of the sidewalk? this is weird. the width of the sidewalk should not affect the streetwall. If anything, the streetwall is an argument to enhance the width of sidewalks	Changes made.
					Every project may not hold the streetwall - a majority should... so it doesn't set a precedent to allow for a good setback or loggia design	Changes made.
			Good principle. Question "active" -- should all streetwalls be active? What			Changes made.
					Not clear on side-spacing strategy. Strategy 3, 7, 8 are overlapping/ make differences more clear or combine. I understand the intent of scale of the street, but does it really hold true? A lot of residential streets are still wide with low buildings, and downtown alleys are narrow with tall buildings. What is goal? Light, air, and	Changes made.
					Groiund level of streetwall should be active and permeable -- always? What about where resi on ground floor (see most of residential neighborhoods); streetwalls should express district density -- how so? Don't disagree - Elaborate in guideline. Could help add to distinguishing of where higher levels of activity / design attention are appropriate to streetwall.	Changes made.
					"absolute consistency is not always necessary" This notion should be applied throughout all Planning review!	Changes made.
						Changes made.
						Changes made.
S7	Recognize and Enhance Local Variations	The plan example on p.26 often denotes the place for service/vehicle access - since Major Streets want fewer curb cuts, this condition could easily be the preferred location for service access - encouraging good responsive design of service conditions should be acknowledged.				Changes made.
		Fundamental to city design, except for special programs or sites. DS				Changes made.

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					"Celebrate corner buildings..." could be reworded so as not to provide specific architectural solutions.		Changes made.		
					First two seem redundant. Art as way to celebrate corner buildings?		Changes made.		
						Captions could more specifically speak to what is good -- is it just that they didn't square off the corner? Or How it built to the corner? Caption is describing the context in righthand photo, not clear how building is an exemplar of this.	Clarifications made.		
						"Diagonal street crossings create uniquely shaped corners" - agree with sentiment but Zoetrope Bldg. expresses this better than the Whole Foods - given the site's Flatiron-like potential, this feature of the building doesn't seem worth using as an example	New examples offered.		
						S7 Perhaps a diagram would be helpful to explain corner and triangular buildings and odd shaped offsets.	New examples offered.		
						(bottom right pg 26) A better diagram may be to illustrate the photo to the left with a corner missing like the curved one which is a newer building in an older and historic context	New examples offered.		
						The photo and illustrative diagrams should show related settings. And diagram needs labels.	New examples offered.		
						pg. 27, left photo: street geometries intersect right photo: is this a comment about public realm or buildings? (caption)	New examples offered.		
						Find a better architectural examples.	New examples offered.		
S8	Organize Uses to Enhance the Pedestrian Environment	Can there be photos that illustrate more urban areas. These photos specifically relate to Residential street and scale and, of course, are urban, but would be covered in the Residential Guidelines					Guideline modified and better addresses this issue.		
		It seems that this guideline is about more than parking garage entrances. What about emphasis on retail, commercial uses, building entrances, cafes and residential unit entrances where there are stoops or front door recesses? The arrangement of these uses can enhance the pedestrian environment. Perhaps a guideline dedicated to service and garage entrances, fire stand pipes, gas and electrical meters would provide focus on the 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 to access parking, make them pedestrian first using paving, lighting and integrated signage to direct pedestrian and vehicular traffic.					Guideline modified and better addresses this issue.		
		A fine principle, but often misapplied to create vacant and unleaseable commercial space DS						Guideline modified; issue addressed in A section.	
			Guideline should speak to more than just uses (as the strategies do). Organize uses and design ground floor enclosure to enhance...					Guideline modified; issue addressed in A section.	
				language is good, but would emphasize support for not just activity but also safety, a sense of accessibility, comfort, health and quality etc				Guideline modified; issue addressed in A section.	
					last bullet should make clear that you mean internal program layout being expressed on the street and encourage to interact with the city fabric....			Changes made.	
					Consider limiting blank facades that do not engage pedestrians			Guideline modified; issue addressed in A section.	
					strategy on garages -- shouldn't 2 way be allowed where appropriate (for ex where encouraging consolidation for larger buildings). Differentiate strategies for single family vs large community or industrial			Guideline modified; issue addressed in A section.	
						Hope this is an example of HOW TO NOT DO IT		Comment noted.	
						label diagram and revise		Guideline modified and better addresses this issue.	
						Good illustrations - hope they are		Comment noted.	
						From this vantage point, it appears the building is doing the opposite of what you are recommending. An example of a recessed garage entry with a more active ground floor would help. (Pg. 28, Bottom left)		Guideline modified and better addresses this issue.	
						While this is a wonderful building, it hardly is representative of the text below it. (Pg. 28, Bottom right)		Comment noted.	
						(pg. 28, bottom right) This text does not relate to the photo. Perhaps it should speak to the "invisible" garage door?		Guideline modified; issue addressed in A section.	
						(pg 29 - right) isn't this a "billboard"? If this appeared on a residential street, it wouldn't be allowed		Comment noted.	
						good examples. Love the sf jazz door.		Comment noted.	
						Garage entrances sized to the "natural" scale of the street. This is unclear.		Guideline modified; issue addressed in A section.	
						Examples that serve to deemphasize the garage and have it blend into the overall architectural solutions are great (3rd image, pg. 28; 2nd image pg. 29); very nice! (SF MO MA took a similar approach on their elevators by including directory and graphics right onto the doors!)		Comment noted.	
						This example doesn't have a permeable street wall		Comment noted.	
						Garage entrances should be sized.... doesn't illustrate point well. Gray recess makes the entry larger and more prominent. "Buildings should vary..." is an awkward sentence		Guideline modified; issue addressed in A section.	
		ARCHITECTURE							
		Intro		the Planning Department encourages new buildings to respond to their context through their massing, siting, scale, proportions, facade design, material choice RG					Comment noted.
				This is a very strong articulation of the ability of the city to both respect the past and evolve. Thank you! AIA SF					Comment noted.

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		One could do better with this image. Doesn't speak to "boldness" necessarily unless you're trying to emphasize the fire escapes that are no longer allowed. See suggested image at right. For a more traditional yet bold building in context, how about the brilliantly restored and repurposed ACT Building (The Strand: https://s-media-cache-ak0.pinimg.com/736x/c0/59/ca/c059cada12cb43d3bcdcd031bec86c7.jpg); nice juxtaposition of this building to the modern Federal Building in the background! This last one is a great lead-in to your intro on pg. 32...just saying' (and yes, you used this image on Pg. 41 but one could find a better one there to illustrate material relationships) AIASF				See new image on page 30.
		Sometimes "dramatic disruption" may be just what is needed in a neighborhood context lacking any distinctive character. AIASF				Comment noted.
		In order to make a place for the real density that SF needs, how will new construction be larger and fit with existing small-scale patterns? AIASF				Comment noted. This is a large part of the entire document.
		p.32, P4, 4th line - remove "is" "context IS through" TN				Word deleted.
		pg. 23: p1: "...that contemporary expressions of materials..." re-sequence to read: architecture, culture, creativity, materials and construction methods.." p2: omit "help" KM				Changes made.
		Given that Niemeyer's work is so anti-urban and a-contextural, perhaps a different voice is required here! The SF Planning Dept is not so good with "surprises" since its goal, according to this document and the Residential Design Guidelines, is to be contextual and not be "different". If Frank Lloyd Wright came to SF today and proposed his V.C. Morris store (140 Maiden Lane), it would not be allowed due to the fact that it does not reflect any of the character defining features of the Conservation District that it is in. This is a particular challenge for the Planning Department since defining exceptional architecture is not one of its fortes. JP				Comment noted.
		Check grammar and language. Topography is a significant opportunity and challenge to designing buildings in the city - some more others less so. Perhaps adding a reference to topography beyond "context" and "physical patterns of neighborhoods" would be helpful to those unfamiliar with the lay of the land and its importance to the form of the city. LL				See revised first sentence, p. 32.
		Intro is good -- first time to note quality of architecture. Quotation is good -- would be great to have this sensibility in the earlier language on site design.LC				Comment noted.
			Not sure where, but important to note that a "good design parti" or design solution is only appropriate on the right site interaction between site design and building idea is critical TN			Included in revision.
					Photo to the right from AIASF pg 33 photo: perhaps a group of images would capture this idea better? KM	Photo author noted.
A1	Express a Clear Organizing Architectural Idea	Lastly, while I support the intent of the "expressing clear organizational idea" section (A1), because this is what we always try to do with our projects, I am frankly a bit concerned about UDAT being forced to serve as the "idea police". Can a PPA be rejected because it has no idea? Should a PPA even be obligated to contain an idea? Does an idea have to be a "formal" organizational idea or can it based on other paradigms? This is also a long term concern because of the ever changing ground of what an "architectural idea" is and the possible subjectiveness of whether one idea or another is appropriate. Just think of what we thought was an appropriate idea ten years ago. Maybe there is enough flexibility in the section for it to work, but it seems to me we should tread lightly (use less architectural idiolect) and encourage thoughtfulness above all. Better to focus on the performativerather than the potentially subjective. PP				Comment noted. Thoughtfulness is exactly what is sought, rather than a common approach of adding a lot of pieces together and hoping it ends up as architecture.
		Avoid words like "timelessly"; too vague and suggestive. AIASF ok BG				Word removed.
				See general comments, last paragraph is good. LC		Comment noted.
				clear organizing idea, or parti"..." JP		Included in revision.
				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.Add: Along streets with a slope greater than 5%, step the buildings to follow the topography at intervals of at least every 35 ft. LL		Comment noted. Site relationship included.
				Seem basic. Strategy about a parti is more of a definistion than a strategy. LC		Comment noted.
					I would recommend adding the fact that the new and historic portions have a distinct and substantial physical separation (Pg. 35, bottom left) JS	Comment noted.
					pg 35 -- bottom left: This particular building is controversial in the preservation world - don't know how well it illustrates the	Discussed with and supported by HP.
					Captions don't say enough (and term "Concepts" is too general). For WRNS garage, it's not just that it is clear language is it? Noteworthy, systematic, legible?LC	Comment noted.
					pg 34: right photo- suggest waiting with using this image until it is built? middle image- re-size photo to better balance messages; left photo- diagram is hard to understand for a lay-person; pg 35: left images: if there is a conceptual diagram - show it together with these photos; right images: if these are computer simulations, I suggest using real project examples to illustrate these points KM	Comment noted. Since architects conceive of ideas through many mediums prior to construction, this is the one place in the document where unbuilt (or prebuilt) architecture feels appropriate. They are all projects that have completed design review.
		This is disheartening that it is necessary. Also, who says an idea makes something good? However agree that there should be one! Seems like guideline is asking for an idea and consistency - but shouldn't we expect a compelling idea? One that contributes to experience and the built realm?LC				Comment noted.

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		Vague and undefined; suggest dropping this item DS					Comment noted. A common approach is to assemble a bunch of pieces and hope they add up to architecture. This guideline exists to counteract that tendency.
A2	Modulate Buildings Vertically and Horizontally	ok BG					Comment noted.
		"A vertically-proportioned varied yet consistent.." I think it's the scale that matters more than if the building is proportioned vertically or horizontally at the pedestrian level. The façade should be broken up and that makes the distances feel shorter. RG					Reference to shorter distances has been removed.
		"I think it is a tough argument to make that vertical modulation encourages people to walk. Perhaps rephrase? AIASF Last sentence is also unclear and too vague. AIASF					Sentence removed.
		The insistence on vertical repetition in new, large developments is hurting the city by making it dull AIASF" This is not predominantly true- it applies mostly to residential architecture. The city also has wide boulevards and open spaces with larger buildings and institutions which have different massing. Save this for RDG? AIASF					Comment noted.
		Equally vague and subjective; dangerous in the hands of some staff. However, the important point about this and all other prescriptions about building articulation is that they are ineffectual when the allowable built area completely fills an unarticulated box. This situation pits the architect against the economic interest of his own client - an impossible double bind in which the architect who wants to do the right thing urbanistically almost always loses. FAR is the best tool and it should always be smaller than the allowable envelope. This is a fundamental principle that gives the architect room to do architecture. FAR should be applied to housing. DS					Comment noted. Rewriting the planning code is outside the scope of this document.
			And/or (are both necessary?) is the issue the direction or to say modulate to create a sense of scale? LC				Clarified.
			for residential design building on sloped streets and the stepping of buildings needs to be discussed KM				Addressed in S section.
				What about the relatively squat proportions of facades in the Sunset and other similar neighborhoods? Might this rationale be a little too 'one size fits all'? Zoning and lot size will often dictate this modulation... RG			Comment noted.
				first paragraph ignores more industrial parts of the city--privileging postcard SF over a lot of SF where construction is happening. LC			Comment noted and issue addressed-- how o build in more challenging or areas without strong pedestrian-scaled context.
				the mixing of a discussion on residential design ideas with images of office buildings is confusing KM			Issue noted and addressed more systemically.
					this is a very abstract and obtuse set of recs BG		Comment noted.
					"Reflect the proportions of scales of transparency..." - what does this mean? Revise example to read: " The familiar city vertical cadence can help establish residential character in existing and new neighborhoods." RG		Suggestion has been included.
					I would clarify what you mean by "adjacent" buildings. Perhaps describe it as a "series" that may include just the neighboring buildings or a larger block face section. AIASF		Comment incorporated.
					"Hierarchy of scales" is unclear and too vague. Do you mean that a hierarchy of architectural elements organized by different scales could be drawn from the surroundings? AIASF		Comment incorporated.
					The phrase "proportion the scale" and "proportion of scales" is extremely confusing and I believe not accurate. Scale has to do with size and proportion has to do with the ratio of sides, so the "proportion" of "scales" doesn't make any sense. AIASF		Here 'proportion the scale' means make the sizing of a set of elements right for the use and location on the building.
					"False historicism" doesn't make sense. Are you saying to avoid historicism? If so, I am not sure what "false" historicism is. Perhaps: "Avoid historicism and façade elements that blindly mimic neighbors rather than develop compatible elements."		Text revised and "historicism" has been included in the glossary.
					Add: Along streets with a slope greater than 5%, step the buildings to follow the topography at intervals of at least every 35 ft. JS		Comment noted. The guidelines are not this prescriptive. Similar considerations can be found, however, in the code.
					Means 5 seems too nebulous and begs arguments. What a neighborhood considers a "consistent neighborhood pattern" and a development team considers existence of "no consistent neighborhood pattern" can be at opposite ends of thought. This is an example of where larger multibuilding proposals as well as single building applications can create political logjams. It seems that the guidelines imply a subjective discussion regarding urban patterns and context and is identified in UDG's section. This means offers an unnecessary opportunity to debate the fundamental values of these guidelines. LL		The text has been revised in a variety of places to help explain conditions of context and also the glossary has been expanded to help define the ways proposals can address it.
					Means 6 places an unnecessary and debatable guideline that asks designers to reflect proportions and scales of transparency with an example of a high-rise building with glass curtain wall next to a older building with punched windows which seems like a contradiction. It seems that a better means for addressing transparency and glass might reinforce, clarify or add to the example of "concepts that can structure the relationship between new and historic (older) structures to highlight their best features" from A1. LL		Text clarified.
					3rd and 4th strategies could be combined; why reflect the transparency found in the neighborhood? Consistency has already been emphasized a lot, not sure why this is the goal. How can things be unexpected (Niemeyer Quote) if majority of guidelines are to be consistent? LC		Comment noted. This guideline comes also from the General Plan.
						Pg. 37, top left: this is a good image but doesn't clearly illustrate the idea bottom left: is there a better example? KM	Revised examples.

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						good examples; could replace diagram on lower right with Handel bldg on Hayes St (similar strategy). Adapt caption on Richardson Apts to relate to guideline (osunds more like siting issue) LC	Revised examples.
						p.37, third photo: "...light and air for interior spaces"- this concept is true not just for residential projects. TN	
						pg 36 -- bottom right - This photo illustrates a horizontally oriented approach on a street with a vertical rythm. Also, it is in contrast to the proportion and scale of transparency on this block. JP	Comment noted.
						Pg. 37, top right: This is such a bad illustration of the intent of design guidelines it should be removed: - its sidewalk level appears impenetrable - its massing is overscaled for its context - it displays none of the finer textural qualities called for - its materiality is distinct from the context - its fenestration is radically different than its context - the facade has no "texture and depth" JP	Revised example.
						pg. 38 -- bottom right : This is an awful illustration! How does this reinforce anything in the guidelines?? JP	Comment noted.
						Graphics on p.37: Will you actually allow/encourage a building with fenestration and heights that are not mimicking the adjacent buildings except at the ground floor? Good to see. Conflicts with means on p.40 "Respect neighborhood fenestration patterns..." which should be interpreted more loosely, and allow more variation. AIASF	Comment noted.
						The façade diagram provided is a nice feature, but it is not consistently provided throughout. Consider doing so. AIASF	More diagrams added.
A3	Render Building Facades with Texture and Depth	Too much emphasis on this concept has resulted in the messy over articulated facades and over abudnant use of materials on most recent buildings in SF particularly Upper Market. This should not be encouraged. Some of the best SF buildings are brick SOMA facades with clear articulation, one main material. Would these be approved today? Note! No bay windows! Note also brick is a dark material. Also note that Victorians are composed of one main material wood and that is enough. Wood should be added to materials list. AF					Comment noted. The majority of materials used today -- even most brick -- has little texture or depth. Few single materials currently in use achieve the articulation of the hand-laid brick to which you refer. Wood has been added on page 40.
		really? - we're still hewing to Jake's "light color rule"? -- interesting that your visual example is a nice building with lots of glazingover a dark façade. and the othwer is bright red. BG					Comment noted. The urban design element of the General Plan retains .
		Wonder if operable windows can/should be added as elements that create texture - it happens naturally in residential, but should be encouraged in commercial spaces? TN					Comment noted.
		The proliferation of glass curtain walls is seriously harming the City, altering its character and making it more generic DS					Comment noted.
		great LC					Comment noted.
			Add the word "Consider" in front of this Guideline - this is overly prescriptive and will ultimately result in less diversity - not more. When we prescribe heterogeneity, don't we end up with a homogeneity thereof? RG				Comment noted.
			Shear glass curtain walls should not be permitted anywhere in the City. DS				This in noted in avoiding large expanses of single materials.
				great LC			Comment noted.
					Revise bullet points as they are too prescriptive: "Avoid large expanse of undifferentiated blank surfaces." "Texture buildings in scale with context." RG		Comment noted.
					Rewrite "express interior programming to articulate the" to " expressing interior programming can be a means to show depth. These are all good Means - but they should be optional, not required RG		Means are intended to be optional and not required as per the introduction.
					If all the buildings on the block are "three-dimensional ensembles" then an infill 'flat' façade will actually engage the eye more RG		The General Plan discourages exceptional projects, that said, truly exceptional ones should be able to meet the UGDs in
					Strategy 3 and 4 note relating to scale of texture of adjacent buildings, why? What if adjacent are fairly flat, should there not be texture? I'd recommend at minimum of texture of adjacent fabric or more. I'd also note that historic buildings and different construction types will handle this differently. Strategy for window patterns to relate to programmatic needs is a traditional take -- ex WRNS garage window pattern is more for effect than because of programmatic need. and very successful.LC		Comment noted.
					The use of the term "curtain wall" here is unclear. Curtain walls are hung from building structure and thus typically have little "3-dimensional" texture. Is the idea that even in a curtain wall system there is an opportunity for modulation? AIASF		Yes. There are commonly other adaptations that let hung systems provide projections.
					"Use different types of transparent, translucent..." comment is confusing. Are you suggesting using varying translucency for texture and depth or to connect inside and outside? Unclear point. AIASF		Yes. There are commonly other adaptations that let hung systems provide projections.
					"Consider the uses on the other side of glazing..." This is unclear. I think you could just make the point that glass changes depth dramatically depending on where the light is coming from. At night, when the lights are on the inside, you can see deeper into the building etc... AIASF		Intended to encourage interior programming as part of façade development.
					"Vary the heights and widths..." Again, it is unclear what this is suggesting. Many items read like prescriptions but from the intro we see that they are supposed to be a "range of means". I suggest adding this subtitle on each page so that people stay focused on this. AIASF		Comment noted.
						pg 38- bottom left caption: Ornament at the tops of buildings helps to add visual interest and expression JP	Comment noted.
						Perhaps include a night view providing an example of means 10. There are nice shops in A4. LL	Revised.
						Nema(10th and Market); Ava (9th near Market) CPMC (under construction on Van Ness) are examples of excessive glass curtan wall DS	Comment noted.
						consider adding a curtain wall example since that is such a predominant skin type. LC	Comment noted.
						bottom right photo caption pg. 38: activity??? KM	Comment noted.

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						pg. 39: middle image: with un-leased ground floor retail, this is the wrong picture - replace with newer photo! right image: suggest using zoomed out long-view of building KM	Comment noted.	
A4	Harmonize Building Designs with Neighboring Scale and Materials	stone, steel, masonry and concrete too limiting . Can also be unaffordable. RG					Comment noted.	
		harmonizing with neighboring scale was already addressed in site design. LC					Intended to capture smaller scale.	
		The first sentence is confusing. Why would new buildings that respond to their neighbors create an ease of connection from neighborhood to neighborhood? AIA SF					Modified.	
		If everything has the same color & palette the City will be dull. Guideline should encourage variety. AIA SF					Variety is still included.	
		delete "timeless" - this goes against Sec. of Int. Stds to appropriately reflect one's time AIA SF					Modified.	
		"Respect neighborhood fenestration patterns..." is interpreted way to strictly now by the RDT - see your own graphic illustration on p.37 which would never pass this means. "The number of plans and depths of walls..." is also highly restrictive and too broadly drawn. AIA SF					Comment noted.	
		Dark materials, where appropriate, can be a beautifully dramatic solution and should not be discouraged, but should be justified. AIA SF					Means supported by the General Plan.	
			Limit the amount of glass or reflective wall surface for all buildings On Type V or Type III buildings, flush window frames should not be permitted. RG					Comment noted.
				P1: memorable or relatedable?? KM				Comment noted.
					Façade materiality should not be so limited - for example, wood not an option? Other Examples in these very Standards show wood facades. RG			List of materials is one of several means.
					Façade material diversity from building to building contributes to the rich tapestry of SF - why should we reflect neighboring material type? RG			Guidelines strives for balance in diversity and continuity.
					add some language about "in keeping with contemporary construction" or "of its time". Need to acknowledge that we don't build with all same materials as some of older neighborhoods. Also strategy 5 should add some language for wood frame construction. LC			Comment noted.
					"Reference existing building geometries...." I have absolutely no idea what this sentence means. Can't you just say what you are after more clearly? AIA SF			Text modified.
					Avoiding dark materials seems like an overly general statement. I would omit this. I think it is covered in the discussion of adjacent neighbors. There are in fact neighborhood in which the palette is quite dark and dramatic. AIA SF			Means suiportive of the General Plan.
					"SF's buildings are predominately light in color...." - you have a large number of buildings in your illustrations throughout that are dark and in contrast to neighbors. AIA SF			Examples have been modified.
					last bullet: I get it, planar variations are good - but the reference earlier in the bullet to responding to context may not result in the intent... what if the context happens to NOT have planar variations... TN			Means are options and not necessarily applicable in all circumstances.
					This is unclear and needs an illustrative example see attached photo on pg. 40B (Dropbox) JS			Comment and image noted.
					Delete "reflect neighboring..." (This gives the impression that you want to mimic, which I'm sure you do not.) JS			"Reflect" has been further described in the glossary.
					Replace "avoid or limit..." with: Limit the use of dark and highly reflective material. For primarily fully glazed facades, differ their exposure with recesses, mullions or orientation, so that sections of the building capture the light differently. Glazing should be predominantly light in color. JS			Means supported by the General Plan.
					Add: Metal, FSC certified wood, composite, to "Use timeless." and Further articulate elevations with the same materials at exposed side walls and walls at property lines, where glazing is at a minimum. JS			Comment noted.
					Delete "Respect neighboring fenestration patterns." sounds like mimic. JS			"Respect" is further defined in the glossary
					Delete "The number of planes..." This is already described better on page 36. JS			Comment noted.
					mean 1: this is unclear, requires a diagram or clear analogue -- the reference to topography is also unclear			Comment noted.
					means 2: would consider be a better choice of word? KM			
					Means 2, Perhaps use "Complement" instead of "Reflect" in that reflect might imply a mirrored appearance. It feels like this guideline is trying to catch everything condition from high-rise districts, to single family residential neighborhoods. There are transitional areas such as along Mission, especially toward the southern reach.			Comment noted.
					It seems difficult to apply means 4, 9 and ten to both neighborhood scale and high-rise projects. Perhaps break this guideline into two parts, one for neighborhood, low to mid-rise developments and high-rise. It seems that applicants applying for high-rise development may be confused by these means and require staff to pick and choose applicable design guidelines. And maybe that's okay??. There should be an example of a high-rise building that exhibits the execution of this guideline. LL			Comment noted.
							good LC	Comment noted.
							pg. 41: right photo: this is a great example for good historic preservation, use another picture/building as an example KM	Examples revised.
							Add "between glazing" after "similar proportions"	Examples revised.
							Add "within the same building" after proportions...	Examples revised.
							Not a good example for this text. This has more to do with historic preservation. A better example would use a contemporary building with color and proportion appropriate for a row of historic buildings. See pg. 41A (Strand theatre photo)	Examples revised.
							While the glazing pattern and transparency contrast with its neighbors, the building's overall proportions, massing and scale are in context with their surroundings. (pg 40 left photo)	Examples revised.
							Stucco is one of the primary local building materials as illustrated in the photo below. Is this in Oakland? JP	Examples revised.
							Pg. 40, middle: is this in SF?? JP	Examples revised.
							Pg 41, right: This is not a light color of the bay or fog. Perhaps color should not be highlighted so specifically, but only as one of the suggestions rather than in introductory text. JP	Examples revised.

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						Pg. 40's second image might be better served with this one: https://s-media-cache-ak0.pinimg.com/736x/4f/22/1a/4f221a54854f4fd763695ebe5b8ffa2b.jpg . Pg. 41 for materiality: http://www.dbarchitect.com/images/dynamic/slideshow_images/image/21205_sunshades_-_8_-_final_-_cropped.jpg AIASF	Examples revised.
A5	Design Buildings from Multiple Vantage Points	This guideline is a good one, but the means predominantly focus of the roof of buildings. While the roof is very important as mentioned earlier, it seems that the means should begin with building massing and articulation first and finish with details. This guideline addresses near and distant views of the building and should be studied and designed from that perspective. This guideline also seems about background and iconic buildings that should be evaluated based on their contribution to the greater urban good. That being said, you might address 4-sided building design in A3 and A4 and retitle A5 or combine with A6 to focus on rooftops. The examples don't help with designing buildings from multiple vantage points. Perhaps a diagram that illustrates near and distant views and how all four sides must have equal attention. Photographs should show vignettes of four sided buildings showing party walls, street side, so-called back side and exposed sides. Party walls are most difficult in that they must look good upon occupancy but anticipate a future neighbor. LL					Examples clarified and revised.
		If this means, devote design attention to exposed blind walls, especially when new buildings are taller than neighbors, it is an important guideline DS					Comment noted.
				is this a quote or a difficult sentence? Undulating hills are often referred to as rolling topography. KM			Comment noted.
					Some of this section are written in a prescriptive tone but I understand them to be "range of means" options. It would be good to clarify which are which. When you say "design all aspects of buildings...." it sure doesn't sound like an optional range of means... AIASF		Comment noted.
					"Decking, green roofs...." This is written to sound like decking impacts air pollution and storm water, which I don't think is your point here. AIASF		Text revised.
					"Design all visible facades with similar...." I think you need some kind of caveat that acknowledges that while all facades and roofs may be seen, they don't all require the same intensity of detailing....This could be misread I believe... AIASF		Text revised.
					"Design all visible facades with similar intent and detailing as primary facades" fails to recognize the historic pattern of rears and sides being differentiated from the street façade, and doesn't allow rear and side facades to have their own expression in relationship to views, privacy, and architectural style. AIASF		Text revised.
					Why does sculpting towers "enhance" the city skyline? This is the kind of vague term, which I think doesn't help us. AIASF		Comment noted.
					group strategies like with like. Don't agree that rooftop features need to be cohesive with landscape on ground. LC		Text revised.
					mean 6: this point should be expanded on: group roof access stairs and mechanical equipment to minimize perception of added height, minimize rooftop equipment from public view, etc.KM		Text revised.
					mean 7: this should be expanded to reference the desire for a collective city silhouette and skyline KM		Comment noted.
					the 'roof features ' image is of a terrible false-front fakey element BG		Examples revised.
					Should there be a request to "organize and minimize mechanical equipment" expressed on the roof so its as intentional as possible and not just shield it... TN		Text revised.
					Add: "Minimize the size of permitted obstructions, such as stair stair and elevator penthouses. Private stair penthouses and the proliferation of tall screen walls at roof terraces is discouraged." JS		Comment noted.
					Add: "from all vantage points" at end of "Architecturally screen..." JS		Comment noted.
					"Decking, green roofs, and planting are encouraged to add amenity, reduce solar gain, improve air quality, and to reduce the quantity of water entering the storm drain system. Ideally, roof gardens include vegetation that is either edible, habitat-supporting or self-sustaining" TODCO		Comment noted.
					good - but last photo is unclear LC		Photos revised.
A6	Finish the Roofs of Buildings	No more cornices!! How many bad ones can we have before this concept is put to rest?? Cornice and bay windows have become the default mechanism for facade articulation in SF. AF					Comment noted. Cornices are one option available but not required nor encouraged.
		Does this deserve its own Guideline? Seems it could be addressed in A5 RG					A common problem and comment in design review. Specific attention seems appropriate.
		These recommendations are too specific. I know we are trying to avoid the glass box, but some glass boxes are good.....					Comment noted. A variety is intended to encourage unique responses.
		Does this mean, organize and/or screen rooftop mechanical equipment? If so, say so. DS					Addressed in previous guideline.
					It seems like means 1 and 3 say the same thing about integration of roof design. I would eliminate means 3 because it says "where appropriate" which is unclear and overly debateable. There should be a means for screening and or enclosing roof top mechanical and communications equipment. While standards probably exist for setbacks and coverage requirements, the guidelines should help designers to find creative, green and contributing forms and materials for addressing rooftop mechanical and communications equipment. LL		Text revised.
					Replace "Roof features..." with Roof features should be integrated with the building architecture where appropriate. Rooftop railings should be of materials that are integral with the building facade or be set back when different. Solar panels should either be made integral with the roof or building facade, or should be shielded from view from the public realm. Vegetative roofs, when appropriate, should be encouraged. JS	Replace "Roof features..." with Roof features should be integrated with the building architecture where appropriate. Rooftop railings should be of materials that are integral with the building facade or be set back when different. Solar panels should either be made integral with the roof or building facade, or should be shielded from view from the public realm. Vegetative roofs, when appropriate, should be encouraged. JS	Text revised.
					Add "When roof projections are used, they may be complemented by sun shades, roof overhangs or other shading devices." to "A termination feature..." JS		Text revised.
					good - especially last strategy LC		Comment noted.
						Add ", while still respecting the prevailing existing context, using niches, upper story setbacks and changes between opaque and transparent materials." to "New buildings..." JS	Comment noted.
						Pg 45, middle top "...spaces with "outdoor rooms", using similar materials" JS	Comment noted.
						Pg 45, middle bottom "Using the same roofing materials can help unify variable roof forms" JS	Comment noted.

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					Pg 45, right "The shape...scale, providing there is a clear delineation between them." JS	Text revised.
A7	Design Active Building Fronts	Great. LC				Comment noted.
		good stuff, but vague -- what about height, depth, transparency BG				Example intended to provide this information.
		Its not just the design, but the organization of the building program... TN				Means #9 intended to express this.
		The intent is right, but these Means over-reach. Far too much text here betrays an overzealousness to control ground-level facades. More performance-driven Means would be appropriate. Express the goals, don't force design solutions.				Comment noted. Means are intended to provide flexibility in expression but intent is more specific.
		This should recognize that mechanical services, trash rooms, curb cuts, transformers, etc must go somewhere. Every side of every building cannot be "active" DS				Addressed in a revised A8.
			Why avoid floor to ceiling glazing? Overly prescriptive. RG			Floor to ceiling glazing is acceptable but not "continuously" as it becomes a blank and abstract surface.
					Not realistic to locate trash rooms below grade or transformers in sidewalks. DBI and PGE will have issues. RG	This is an on-going issue and there may be more specific multi-agency agreements/guidelines that address this in the future.
					I agree that transformer rooms in buildings degrade the pedestrian experience along the public realm. I've encountered resistance from DPW on the use of UCD's on a few of my projects recently and was told by a representative of DPW at one of recent Interdepartmental meetings that DPW is instituting a policy to not allow new UCD's except under unique circumstances. Again, while I completely agree that the UCD's should be employed, I think it would be a challenge to conform with the design guidelines if DPW was resistant to their use. RY	This is an on-going issue and there may be more specific multi-agency agreements/guidelines that address this in the future.
					Better work with PG&E about gas meter rooms! Re: "minimize frontages devoted to utilities, storage, services,..." JP	This is an on-going issue and there may be more specific multi-agency agreements/guidelines that address this in the future.
					"Provide ground...Design guidelines. Maintain a minimum 3 ft. height between an individual ground floor residential entry and an adjacent sidewalk, when the entry is also used as a porch or private open space....Minimize the height...and gates. Use high quality, sculptural fencing and gates. Make...apartments. Provide building setbacks and a landscape buffer between ground floor residential and common open space." JS	Covered by the ground floor residential design guidelines.
					"Distinguish and separate garage and...the residential entry. All entrance alcoves at grade should be a minimum of 10 ft. high...Provide..." JS	Covered more distinctly by A8.
					ADD: "Enclose all utility connections and meter enclosures so that they are not in view from the public realm." JS	Comment noted.
					Perhaps remove the word "fences" from means 3 and 4 and replace it with screens, planters and planting, or other elements that provide separation between public and private spaces. This is my pet peeve in that we have seen some very bad "fences". If there is a glass to blank wall ratios, drop Avoid and say something like design all walls integral with the building facade..... Perhaps it would be useful to define "traditional storefront elements" using the examples. Means 10 might include roll up doors and sliding walls that open to the sidewalk. Perhaps provide a means for night lighting in awnings, wall down washers, planter lights etc. Also an example of a commercial bank, office etc. entrance would help differentiate between retail and residential entrances. LL	Text revised.
					mean 3: Residential Ground Floor Design Guidelines should be added as an Appendix or referenced at 3 ft. KM	Comment noted.
					mean 5: what are daily uses? KM	text revised.
					strategy 1 -- more opportunities for healthy public realm (the goal isn't all about interaction, its shared and safe public spaces); strategy 2, why main street? Suggest just public street. The rest of strategies here are great. For upper story balconies, include terraces so as not to overemphasize only private to unit open spaces LC	Text revised.
					don't agree with 'modest setbacks for storefronts' -- these should hold the street edge unless there's a deficit of sidewalk. Also -- I think a common failure is the architectural subordination of storefronts to the buildings architecture and materiality. stores should, within their frame, be able to predominate. BG	Setback is mostly a reference to a place for seating or entry, not intended to break the streetwall.
					ADD: "Consider micro-retail units (less than 1,000 SF) adjacent to/facing open space to accommodate start-up entrepreneurs" TODCO	Comment noted. Outside of the design guidelines scope.
					Too much detail - are we to think that planter boxes are being required, for example? RG	Text revised. These are means and not requirements.
					nice to have more annotated photo. Could be replicated elsewhere. LC	Comment noted.
					the examples you show have little to do with the guidelines - lots of specific elements BG	Revised examples.
A8	Coordinate Building Elements	Bullet points # 1 " use lighting..." and # 4 "minimize lighting" are contradictory. Any thoughts on canopies? RG				Comment noted. Comments intended to have lighting where it does good and minimize extraneous lighting.
		How about taking on billboards as an element in the built environment... Add something about art and murals as elements of delight, historic storytelling, focal points, etc.AIASF				Revised text.
		This section is almost entirely about lighting - need to add means discussion about other "building elements" TN				Revised text.
		Underside of balconies, balcony railings, planter boxes, awnings and marquees. Some flexibility and encouragement to integrate larger project wide building signage should have a means and examples such as Hills Brothers Coffee				Text revised. Re: Hills Bros.--this would unfortunately not meet signage code. Comment noted.
		Vague, undefined, subjective DS				Comment noted. Text revised.
		the content of this one has little to do with the recs -- it's all lighting and signage. call it "lighting and signage" BG				Comment noted. Text revised.
			"Do not over light buildings..." is this a sustainability guideline?			Comment noted. Text revised.
				P1: "...architectural elements" instead of systems p2: "lighting can" instead of should KM		Comment noted. Text revised.
					"Employ...visible. Utilize 'dark sky compliant' fixtures to reduce light pollution." JS	Comment noted. Text revised.
					Consider replacing the bottom right hand corner image with one of 690 Folsom by Charles Blossies: http://assets.inhabitat.com/wp-content/blogs.dir/1/files/2015/08/690-Folsom-Street-Charles-	Example revised.
					pg 49, bottom right: There must be a better illustration than this. The blank wall is small and the sign barely visible and the lights are small and hardly noticeable within the overall composition in	Example revised.

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						pg. 48: bottom left: suggest using a more recent photo of the same bottom right caption: not sure if 'activate' is the right word-- accentuate heighten visual interest?? KM	Example revised.
						pg. 49: top left caption: rest? top right caption: host? bottom right caption: rephrase and simplify KM	Example revised.
PUBLIC REALM							
P1	Design Public open spaces to connect with and complement the Street	INTRO: Image of guy riding bike has nothing to do with the quote about sidewalks. RGINTRO: Great image but is this image expressing what you are quoting? KM					Agree and have incorporated better relevant image
			good. Are Popos only in downtown. If so, worth noting. LC				POPOS can be in other districts
		The discussion about Public Art on private space is hidden and should be more visible... TN					Comment noted.
		After the first POPOS add (Privately-Owned Public Open Space) LL					Comment noted and incorporated
		In general, I'm finding the illustrative examples here really excellent and very useful. I think it would be good to add a few highly designed spaces. POPOS at 555 Mission? AIASF					Agree and have incorporated better relevant image
		Streets are very political places -sometimes more so than plazas. "Community" is "local" - not in opposition to "local". Parks & plazas promote a healthy, daily life - not just "events" AIASF					?
			connect with streetscape? They are the public realm LC				Agree. Change to Guideline made: "...conenect to streetscape"
		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					
					P1: sixth bullet: "...appear to privatize public open space." not just the act of privatization but the appearance of it should be controlled TN		Comment accepted change made.
					P1: Some of my favorite rooftop spaces are the ones that are not evident or welcoming from the ground - its part of the mystery and adventure of SF and its too bad its being legislated away RG		they are not being legislated away. More emphasis is being put ion locating them at grade, and there fore more accessible to most people. There will undoubtedly still be instances of
					POPOS should ALWAYS be at ground level and never allowed on upper decks or rooftops. Only ground level is really in the public realm. RM		The current code allows a variety of option of locating required RIIVATELY OWNED PUBLIC OPEN SPACE
					P1: Add point regarding " define large open spaces with smaller spaces to encourage different uses and activity"		Change made. Incorporated comment.
			First sentence of rationale seems like a better way to put the guideline -- the reason we want them programmed is so that people will participate in the public spaces and be supported by them. LC				for consistency of guidelines we have kept the guideline phrased as is. Rationale explains, guideline directs.
					P1: sixth bullet: "...appear to privatize public open space." not just the act of privatization but the appearance of it should be controlled TN		Agree and have made change.
					mean 1: omit: without physical barriers, you have already said that		incorpoarted change
					mean 4: don't understand the use of the word remote		eliminated "remote"
					mean 5: "...evident and as welcoming as possible"		incorporated change.
					mean 7: "...design and locate.... to be invisible and unobstrusive during day-time use.." KM		incorporated change, but retained "." during open hours" which may be longer.
					good (reorder to group) LC	P1: Example of "courtyards can be effective public..." is an empty shady courtyard and not a good example. RG	courtyard is not shady, but entry is, perhaps a better photo, but believe this illustrates the idea of openness
P2	Design Open spaces to encourage social activity, play and rest	P2: Measured ambiguity and flexibility in design allows for engagement, interpretation, and creativity in use RG					Thank you. that is the intent of the guidelines.
					P2: Revise bullet point to read; "Include seating and tables in a variety of ways for different size groups". Regarding bullet point #8 (Provide individual...) Not all public open spaces are active. Add "Consider as appropriate to the programming" to the sentence. RG		inc
					something basic like: "open space should be designed for occupation and use by people" BG		
					P2: mean 1: wide variety of uses... KM		incorprated change
		Good. LC	First sentence of rationale seems like a better way to put the guideline -- the reason we want them programmed is so that people will participate in the public spaces and be supported by them. LC				
P3	Express Neighborhood Character Open Space Designs	"Support.... And Families" TODCO					
		P3: no comments					
					P3: Seems like means 1 and 3 could be combined, and the same with means 5 and 7 LL		incorporated and merged the two menas
					Deal here with art, murals, historic artifacts, etc.? AIASF		incorporated change
					What is a "stewarded" space? AIASF		omitted word ' stewarded'
					ADD: "Locate public art with consideration of sight lines" TODCO		Amended means 7 to read: "Incorporate art, murals, and local artifacts as key public features, located with attention to visibility."
					ADD: "Consider overall neighborhood needs when determining programming" TODCO		Amended first bullet to: "Consider neighborhood needs in programming and arranging spaces and amenities that support distinct and neighborhood activities and events." Also 4th bullet: "Engage local residents, businesses, and cultural leaders to design and program activities and events."
					ADD: "Mega- or master-planned projects should provide dedicated open space for children, dogs, and community events." TODCO		The intent is adequately covered bythis guideline and multiple means.
P4	Design sidewalks to enhance the	P4: and encourage walking? LC			ADD: "Provide facilities for dogs (best located on perimeter) that are separate from general human use. These can be small dog zones, for dogs to relieve themselves, as opposed to larger dog runs that require significantly more space" TODCO		modified means bullet 6 to address separate dog and childrens facilities. Other suggestions are too specific for these guidelines; ie perimeter locations and separate facilities for different sized dogs.
					Fence or use protective landscaping around lawn areas intended for human use so they are protected from dog use. TODCO		change made

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	pedestrian experience and encourage walking			P4: delete "retail" - just "the success of neighborhoods" is		change made: deleted "retail"
		Guidelines for public space in SF at this time should acknowledge that public space has become the private space for our society's discards: the mentally ill, the drug traffickers; homeless, etc. Planters, benches, unseen areas that provide refuge and sanctuary for these massive, unaddressed social issues are extremely problematic for the City. DS				Acknowledged, but does not relieve the obligation to improve the physical setting as required by code.
		Private obligation for the development, enhancement and maintenance of adjacent public should be clear. Private Liability for what may occur in public space seems onerous and undesirable. DS				The Better Streets Plan and applicable Code sections for POPOS establishes and outlines developer obligations for public realm improvements and miantenance
		good principles, but whom is this aimed at? sidewalks are the public realm, and only sometimes the province of private actors BG				The Better Streets Plan and applicable Code sections for POPOS establishes and outlines developer obligations for public realm improvements and miantenance
					P4: last bullet: perhaps it should say something about integrating pedestrian lighting into the composition of building and open space design... TN	Change made to read: "Integrate pedestrian lighting into the composition of architecture and open space design"
					mean 2: "...tree and landscape patterns..." KM	request clarification on comment.
					Add "Consider" in front of the permeable paving Means - this needs to be balanced with a larger storm water management strategy RG	Added "consider" infront of permabel paving
					Means 2 is the first mention of sidewalk zones. It would be helpful to define sidewalk zones in the definitions section - Building frontage zone, pedestrian through zone, furnishing zone and the curb zone which might include curb extensions. LL	The Better Streets Plan is a more specific guideline that is (or will be) referenced to elaborate in further detail on specifics of sidewalk design. These set the stage with more general and universal direction.
					P5: Encouraging use of native or drought resistant plantings should be one of the "Extend...tree and landscape planting..." JS	
					add strategy about using canopies and horizontal elements; otherwise great. LC	As this pertains to a building feature this is addressed in A7
					Needs more on the integration of sustainable practices such as night lighting, air handling at street level and rooftop, stormwater management design, green walls and solar systems integration. LL	Various codes and regulations in place from other agencies (eg.PUC, DBI,)related to storm water may be referenced.
P5	Integrate Sustainable practices in the landscape	It seems like P5 would pertain to commercial, retail as well as residential areas. Perhaps this subsection can serve all public spaces, plazas, pedestrian access ways, campus open spaces and so forth. Plaza should be defined in the definitions section. All POPOS as well as public rights-of-way should adhere to the same sustainability guidelines. LL				Agree, and this guideline applies to all the public space mentioned
		P5: Good. LC				Thx
		It seems like P5 would pertain to commercial, retail as well as residential areas. Perhaps this subsection can serve all public spaces, plazas, pedestrian access ways, campus open spaces and so forth. Plaza should be defined in the definitions section. All POPOS as well as public rights-of-way should adhere to the same sustainability guidelines. LL				This section does apply to all public open spaces.
					P5: The storm water management plan addresses most of this. Don't legislate solutions it will conflict with other requirements. RG	general upfront guidance and suggestion do not legislate or necessarily conflict with PUC requirements
					Add "Consider" in front of the recycling concrete section - this begins to legislate aesthetics RG	Added "Consider"
					• "Use grasses and shrubs that require little maintenance" – REMOVE. This is not an appropriate standard, and will result in unattractive, unimaginative landscaping. The goals should be more ambitious - we don't need more ivy. TODCO	Acknowledged. The intent was for low impact water as a sustainable practice. Menas modified to "read:'Use native or drought resistant plantings."
					P5: Encouraging use of native or drought resistant plantings should be one of the bullets - as well as an example TN	Agree. Modified bullet 6 to read:'Use native or drought resistant plantings."
					Storm water does not improve the health of street trees. RG	
P6	Locate and design open space to maximize physical comfort and visual access	P6: not sure what "visual awareness" is BG				modified to "visual access"
		P6: "visual awareness" - not sure what this means. Is point safety? LC				modified to "visual access"
					P6: Consider that small spaces may not be able to accommodate sunny and shady zones, and quiet and active zones. Add "where possible". RG	acknowledged.added "where possible"
					"Orient publicly accessible open space to maximize physical comfort and health. Consider solar orientation and exposure, shading, shadowing, pollution (air/noise), and wind." TODCO	means 1 now reads: "Orient publicly accessible open space to maximize physical comfort. Consider solar orientation, exposure, shading, shadowing, noise, and wind."
					ADD: Interior atrium open space may be more appropriate in north-facing or freeway-adjacent buildings. TODCO	too specific. Don't want to encourage interior spaces for POPOS
P7	Support Public transportation and Bicycling	P7: I think the last bullet point should read " bike racks" not bike rooms. RG				change made
		It seems that P7 is about bikes with transit subtext. If transit is going to lead this guideline, then making POPOS access, building entrances, street corners, transit stops on sidewalks, pedestrian access ways, and so forth linked to transit stops and Muni or BART Stations. Appropriate awning and canopy design should enhance the comfort and access to transit. Building facade design should take into account transit patrons and their usage to transit facilities that are integrated or next to private development and open space. This is very important to the success of new development and support for transit use. Some places and spaces on Market Street work better than others. It would be worthwhile studying the public/private interface between private buildings and open space and transit access. LL				good point. Recommend incorpoarting the idea of building façade design at transit facilities in Architecture section
		good. LC				
					P7: I think the last bullet point should read " bike racks" not bike rooms. RG	change made.
					P7: There is an issue in retail areas by eliminating off street parking. RG	public on-street parking may conflict with long standing city policy of tranist-first, when alternative favors pedestrian
					P7: In some instances (more often in larger public spaces), bike parking is more appropriate near outdoor gathering zones, rather than at entries RG	

Attachment I page 14

Urban Design Guidelines

Matrix of Urban Design Advisory Group Comments on 2016 Draft

Urban Design Guidelines Advisory Group (UDAG)	
Organization	Representative
AIA Working Group	c/o Jennifer Jones
Alexandria Real Estate	Terezia Nemeth
Build Inc.	Michael Yarne
David Baker Architects	David Baker
SF Department of Building Inspection	Ron Tom
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Gast Architects	David Gast
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Handel Architects	Glenn Rescalvo
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Historic Preservation Commission	Jonathan Pearlman
Historic Preservation Commission	Aaron Hyland
Hayes Valley Neighborhood Association	Gail Baugh
IwamotoScott Architecture	Lisa Iwamoto
John Schessinger, Architect	John Schessinger
Lennar Urban	Randi Gerson
Livable City	Tom Radulovich
Long & Levit	Jennifer Suzuki
Mark English Architects	Mark English
Natoma Architects	Stanley Saitowitz
Office of Community Investment and	Jose Campos
Pfau Long	Peter Pfau
Planning Commission	Kathrin Moore
Planning Commission	Dennis Richards
Portlander 1 (former Design Commission	Mike McCullouch
Portlander 2 (former Design Commission	Lloyd Lindley FASLA
Potrero Boosters	Tony Kelly
Prado Group	Dan Safer
Public at large	Ron Miguel
RG Architecture	Riyad Ghannam
Schwartz and Architecture	Neal Schwartz
SF Environment	Rick Chien
Skidmore Owings Merrill	Leo Chow
Mithun/Solomon	Dan Solomon
SPUR	Ben Grant
Strada Investment Group	Michael Cohen
Surface Design	James Lord
TODCO Group	John Eberling
Trumark Urban	Arden Hearing
SITELAB urban studio	Laura Crescimano