

SAN FRANCISCO

URBAN DESIGN GUIDELINES



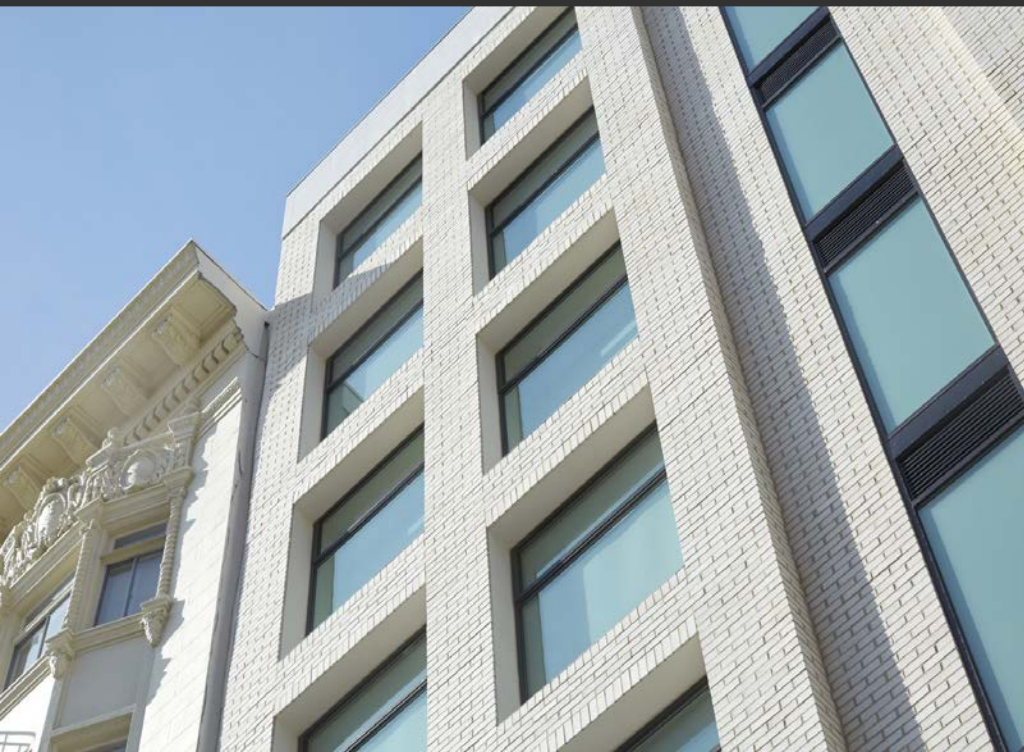
**Planning Commission** Adoption Hearing 22 March 2018

**San Francisco**  
**Planning**



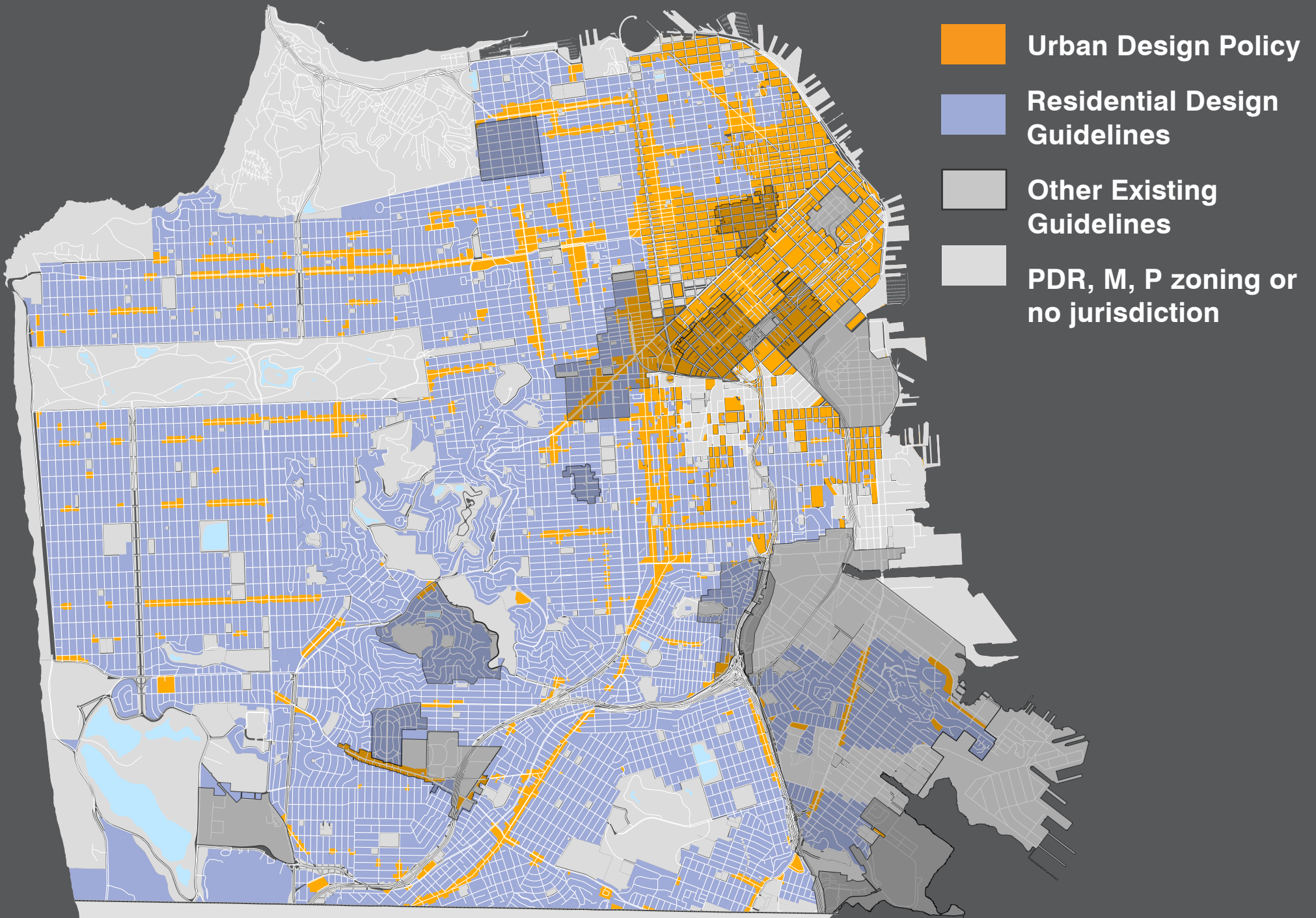


How does design review work now?





# Existing Design Guidelines





## CITY PATTERN

### Human Needs



The agreeable pattern of San Francisco's appearance is, perhaps above all, what makes this a city with feeling. The pattern is a visual framework composed of the natural base upon which the city rests, together with man's development. In some ways the pattern is seen in two dimensions as though it were a map; in other ways it has a sculptural or three-dimensional form.

To describe the pattern is not to describe a rigid order, for rigidity will not produce a city meant for human needs. Rather than rigidity, the sense is one of balance and compatibility, with diverse and even random features fitting together to form the whole. The pattern is made up of:

**WATER**, the Bay and Ocean, which are boundaries for the city and a part of its climate and way of life. The water is open space, a focus of major views and a place of human activity.

**HILLS AND RIDGES**, which allow the city to be seen, define districts, and more than any other feature produce the variety that is characteristic of San Francisco. The central mass of Twin Peaks separates the city into quadrants, for example, while Telegraph Hill, Sunset Heights and Potrero Hill are neighborhoods. In the topographic form of the city, the valleys and plains are as important as the hills, for they define their own districts and give the hills their visual meaning.

**OPEN SPACES AND LANDSCAPED AREAS**, whose dark green patterns enrich the color of the city and define and identify hills, districts and places for recreation. These areas may be large, as at the Presidio, Lake Merced and Golden Gate Park, smaller but still prominent as at Bayview Hill and Alta Plaza, or mixed with buildings as on the slopes of Russian Hill and Buena Vista.

**STREETS AND ROADWAYS**, which unify the pattern, emphasize the hills and valleys, provide vistas and open space and determine the character of development. Streets and roadways are of many types, each with its own functions and characteristics, and together they make up a system that accommodates man's movements and joins the districts of the city.

**BUILDINGS AND STRUCTURES** and clusters of them, which reflect the character of districts and centers for activity, provide reference points for human orientation, and may add to (but can detract from) topography and views. Some buildings and structures, such as the Golden Gate and Bay Bridges, Coit Tower, the Palace of Fine Arts and City College, stand out as single features of community importance, while elsewhere the dominant pattern of man's development is a light-toned texture of separate shapes blended and articulated over the landscape.

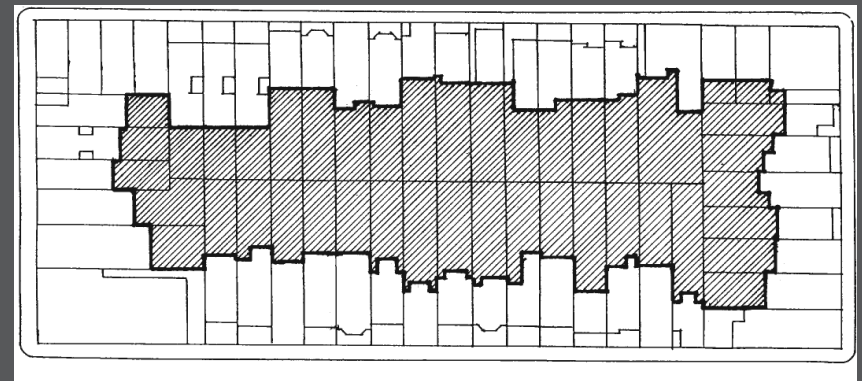
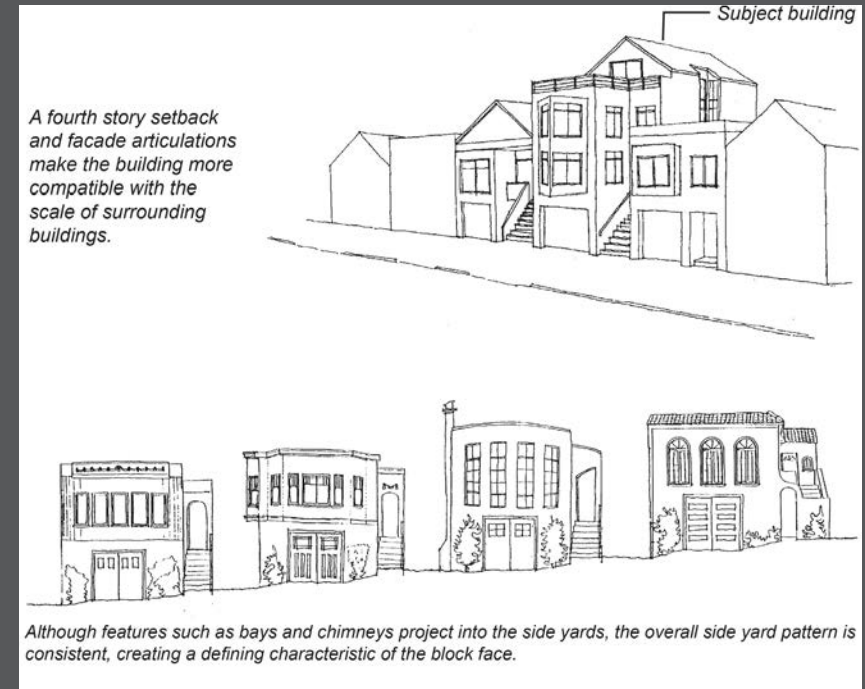


Design guidance  
is primarily  
based on staff  
interpretations of  
the General Plan.



# The Residential Design Guidelines (RDGs) are effective in the Residential Districts:

- » Designers start with them
- » Planners know expectations
- » Neighbors use them to support concerns





We do not have  
this clarity for  
most of the  
**Neighborhood  
Commercial,  
Mixed-Use, or  
Commercial** areas  
in the city.





The Residential  
Design Guidelines  
do not cover  
storefronts or  
block patterns.







# What about Historic Districts?





# Guidelines Comparison

TOPICS	GUIDELINE DOCUMENTS				
	Urban Design Guidelines	Residential Design Guidelines	Special Area Design Guidelines	Industrial Area Design Guidelines	Historic Design Guidelines
<b>General Principles</b>					
Contextual compatibility					
Sustainability					
Human needs					
<b>Site Design</b>					
Front and side setbacks	S2				
Rear yard open space	S2				
Public views	S4				
Special locations	S3				
Extend street patterns	S1				
Maintain street wall	S5				
<b>Building Scale and Form</b>					
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				
<b>Architectural Features</b>					
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				
<b>Details</b>					
Architectural details	A6/A7				
Windows, scale and proportion	A3				
Exposed building walls	A4				
Materials and detailing	A3				
<b>Public Realm and Open Space</b>					
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				
<b>Sustainability</b>					
Respect natural systems and features	S8				
Employ sustainable building	A9				
<b>Historic Buildings</b>					
Preserve historic character					

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





During the recent wave of applications, the Commission asked the Planning Department to develop guidelines for design.







This was to help the design review process be more consistent and effective.

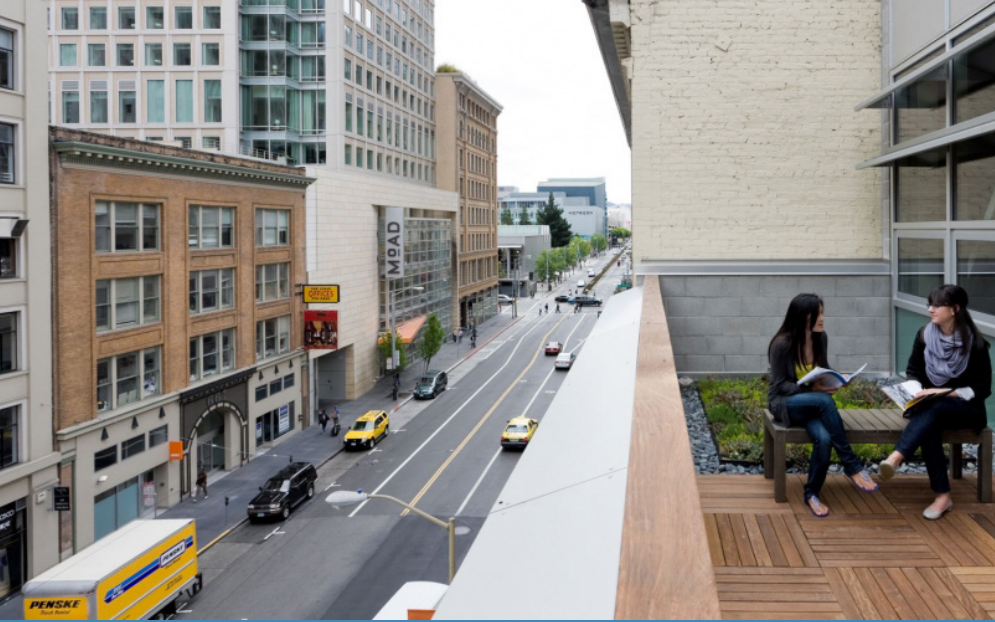




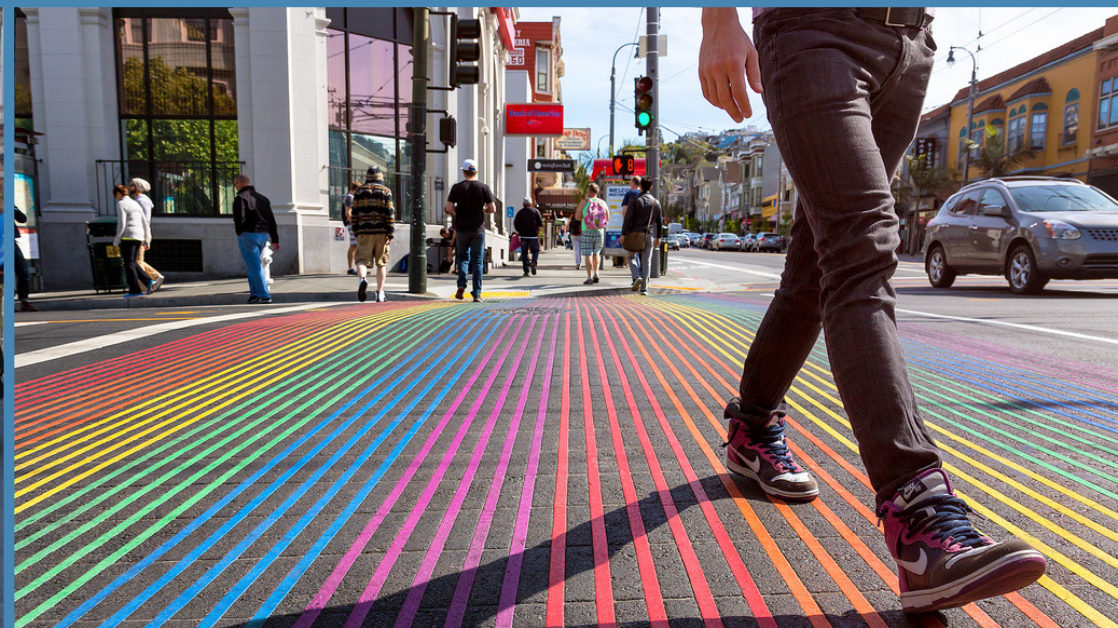
The Department studied  
the General Plan,  
the Urban Design Element, and  
the 30+ sets of existing guidelines.







Key values from this assessment:  
**Neighborhood compatibility and  
Human-centered design**





# Guidelines from General Plan

## Attachment E page 1 of 8 Urban Design Guidelines

Guideline	Policy Number, if applicable	Supporting Text
<b>S1</b>	<b>Recognize and Respond to Urban Patterns</b>	
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 buildings 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
<b>S2</b>	<b>Harmonize Relationships between Buildings, Streets, and Open Spaces</b>	
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



# Guidelines from Existing Guidelines

Guideline	Supporting Text
<b>Applicable Document</b>	
<b>S1</b>	<b>Recognize and Respond to Urban Patterns</b>
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.
<b>S2</b>	<b>Harmonize Relationships between Buildings, Streets, and Open Spaces</b>
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.
<b>S3</b>	<b>Recognize and Enhance Local Variations</b>
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.
<b>S4</b>	<b>Create, Protect, and Support View Corridors</b>
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.

Attachment F page 1 of 9

## Urban Design Guidelines



## Matrix of Guideline Origin from Existing Guideline Documents



**Staff worked with identified neighborhood groups, design and development professionals, agency staff, and Commissioners.**

Attachment I page 1 of 14  
Urban Design Guidelines

**Matrix of Urban Design Advisory  
Group Comments on 2016 Draft**





**Staff broadened outreach to the public with meetings and workshops to address applicability, process, and content.**





# Presenting the Urban Design Guidelines for adoption





# Content



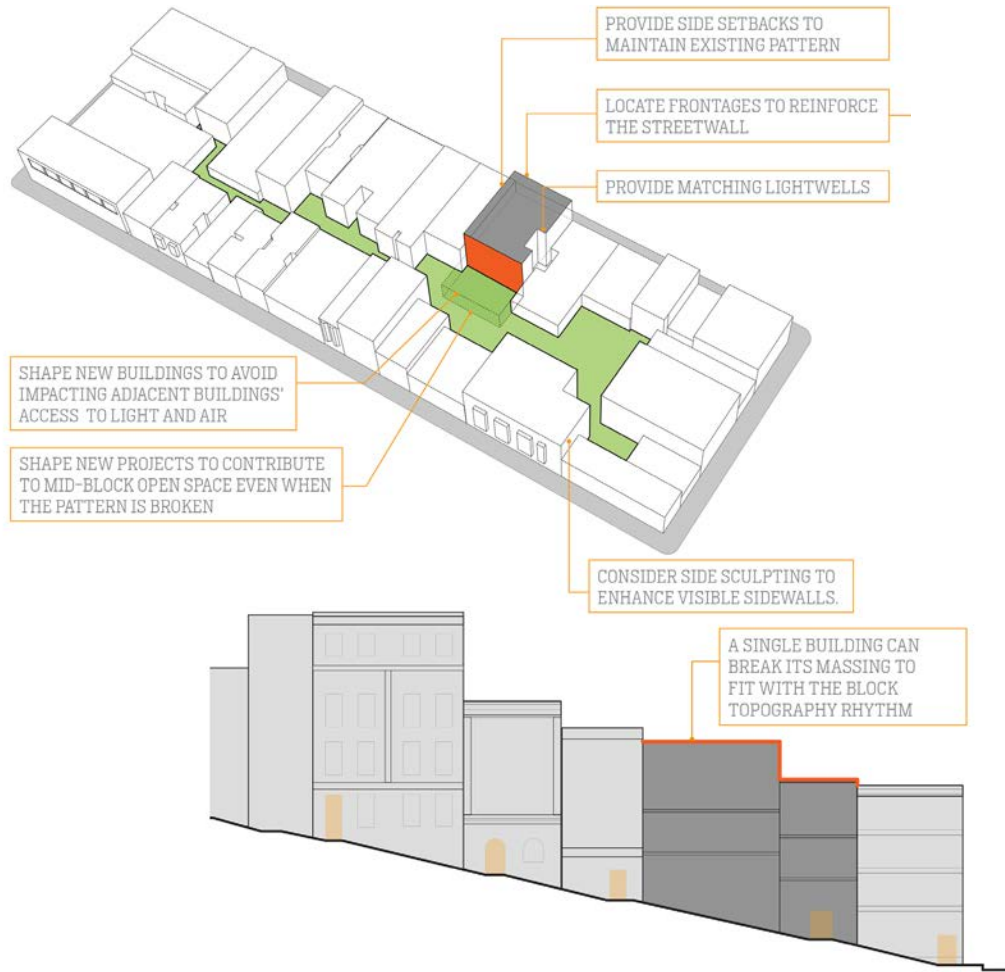
**Site Design**

**Architecture**

**Public Realm**



# Site Design



Match streets,  
open space, and  
massing

Highlight unique  
patterns

Keep natural  
features, like  
topography

Maintain a  
consistent street  
wall





# Architecture



Have a design intention

Respond to neighborhood form & materials

Relate to nearby heights & widths

Use similar window sizes and shapes



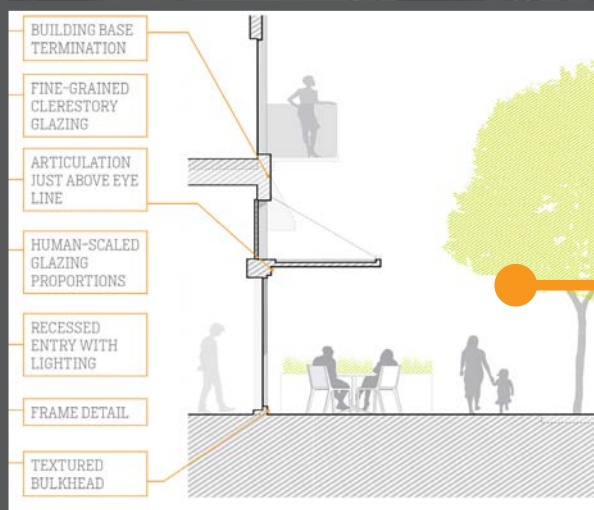
# Architecture



Provide a facade with texture and human-scale



Design the top to stop thoughtfully at the sky



Design the base to connect to people at the ground

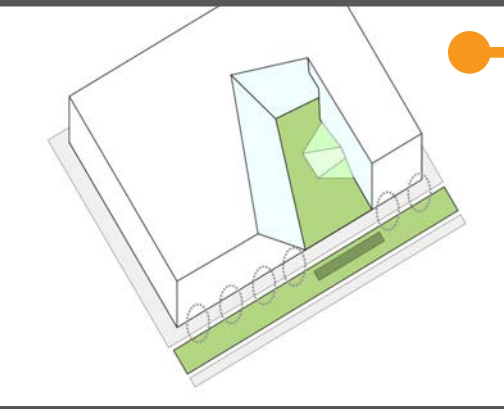


# Public Realm



Connect to  
existing public  
spaces

Support public  
transportation



Foster walking,  
play, and rest



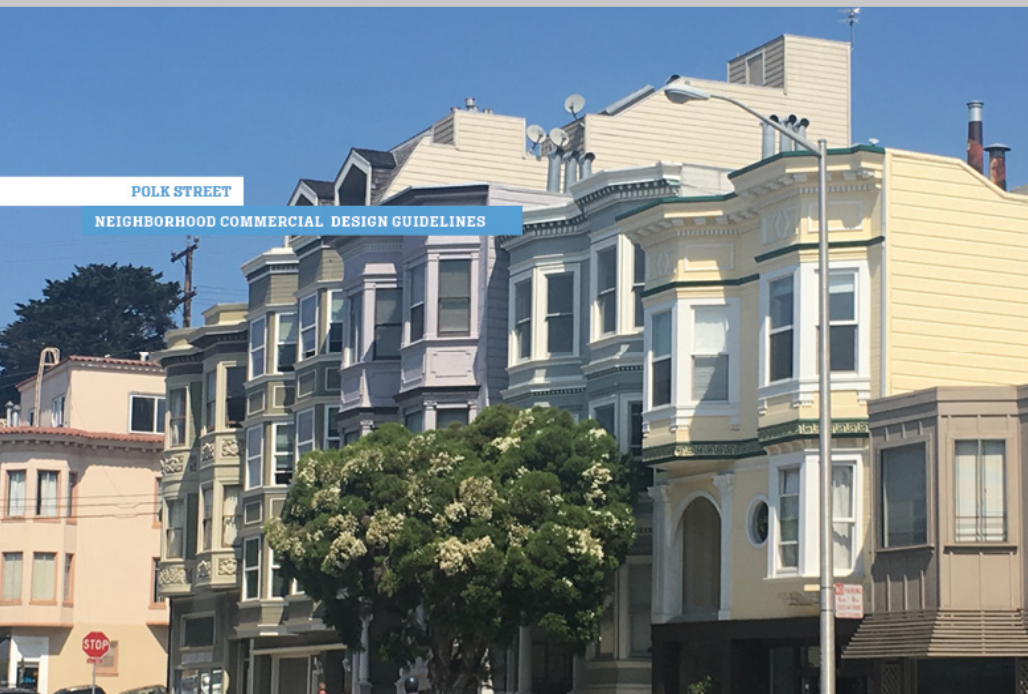
Express  
neighborhood  
uniqueness



# Special Area Guidelines

Underway for North Beach, Polk / Pacific  
Avenues, Calle 24, and Japantown

The resolution confirms the commitment to  
this program of guidelines.



POLK STREET  
NEIGHBORHOOD COMMERCIAL DESIGN GUIDELINES

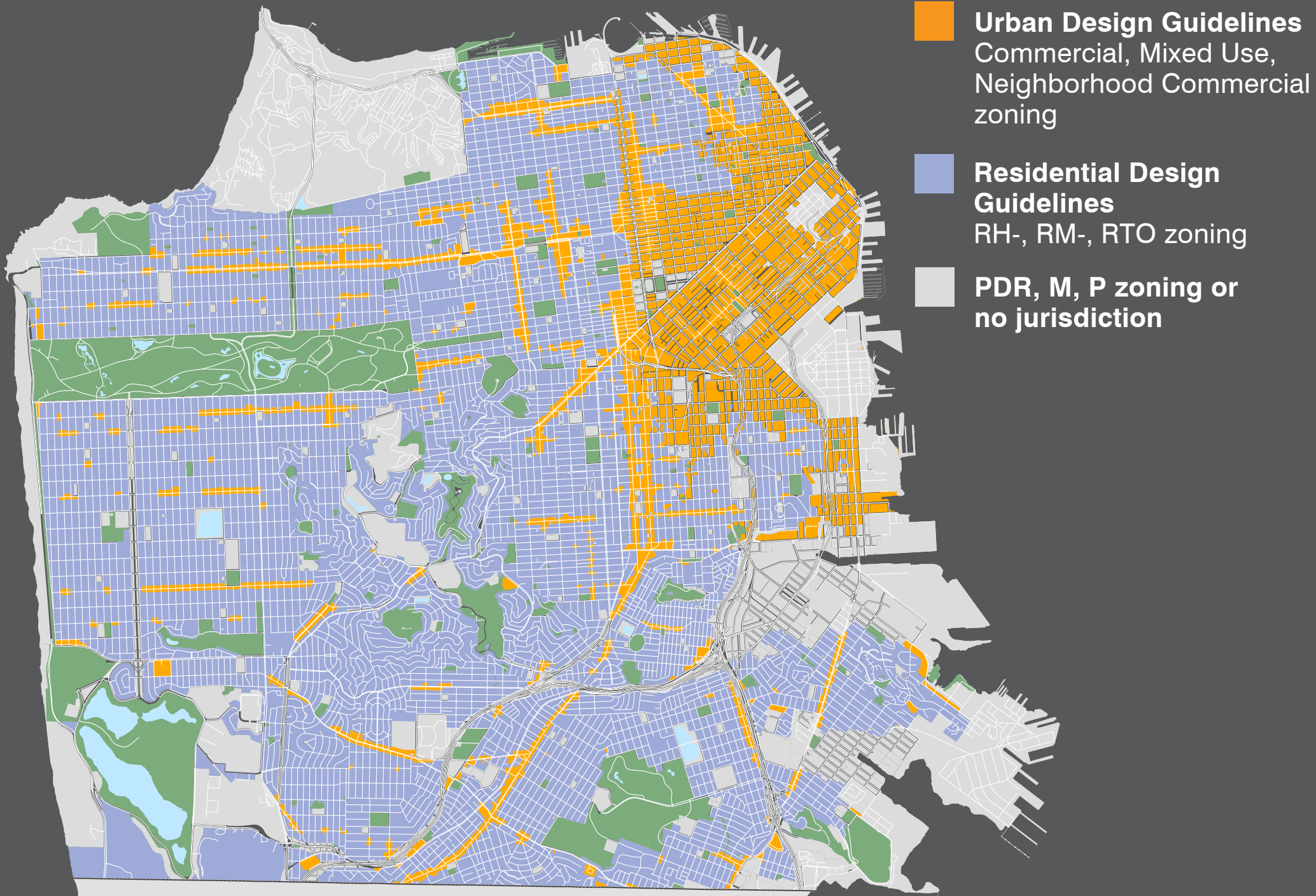


REVIEW DRAFT  
10.27.2017

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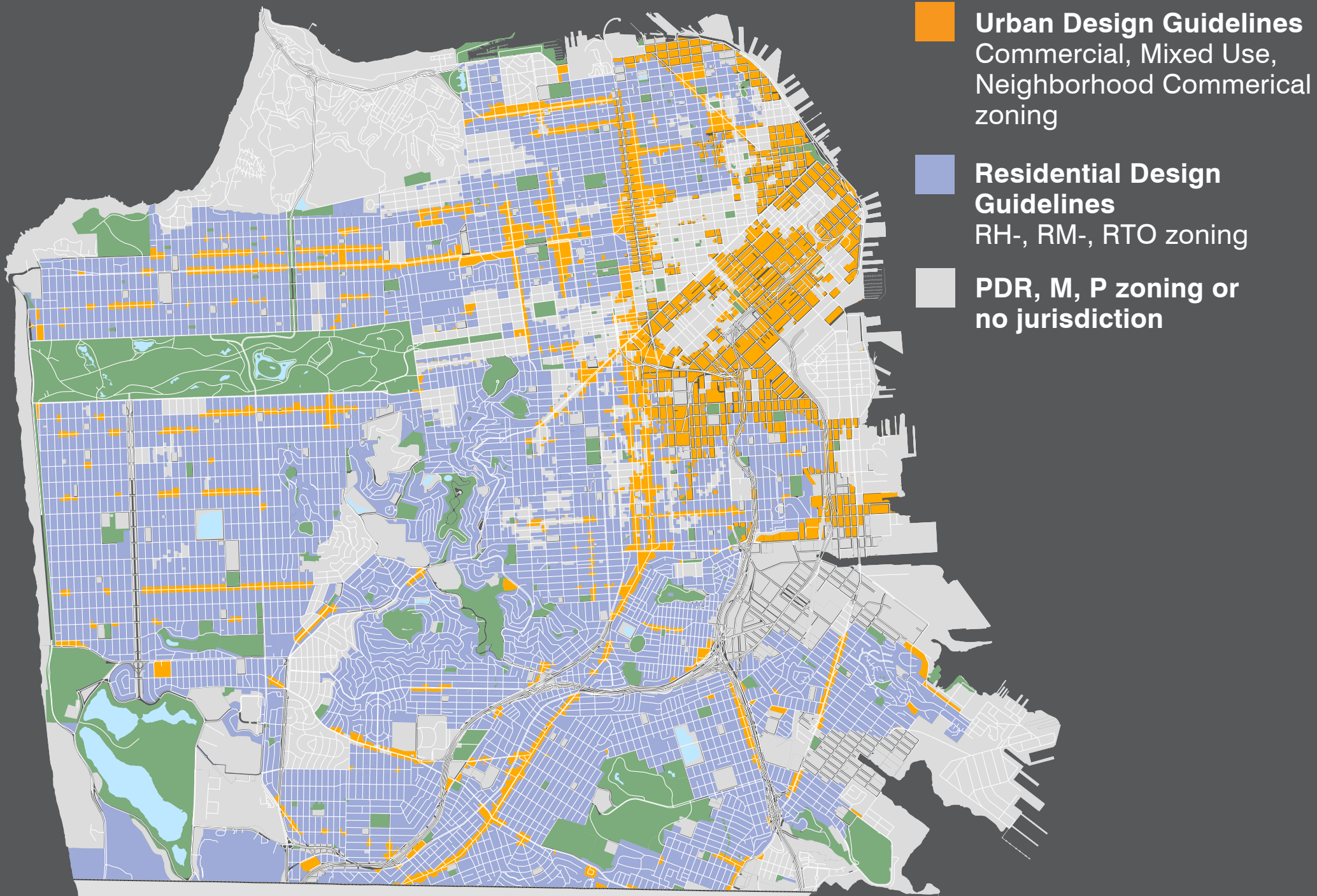
# Applicability





# Applicability

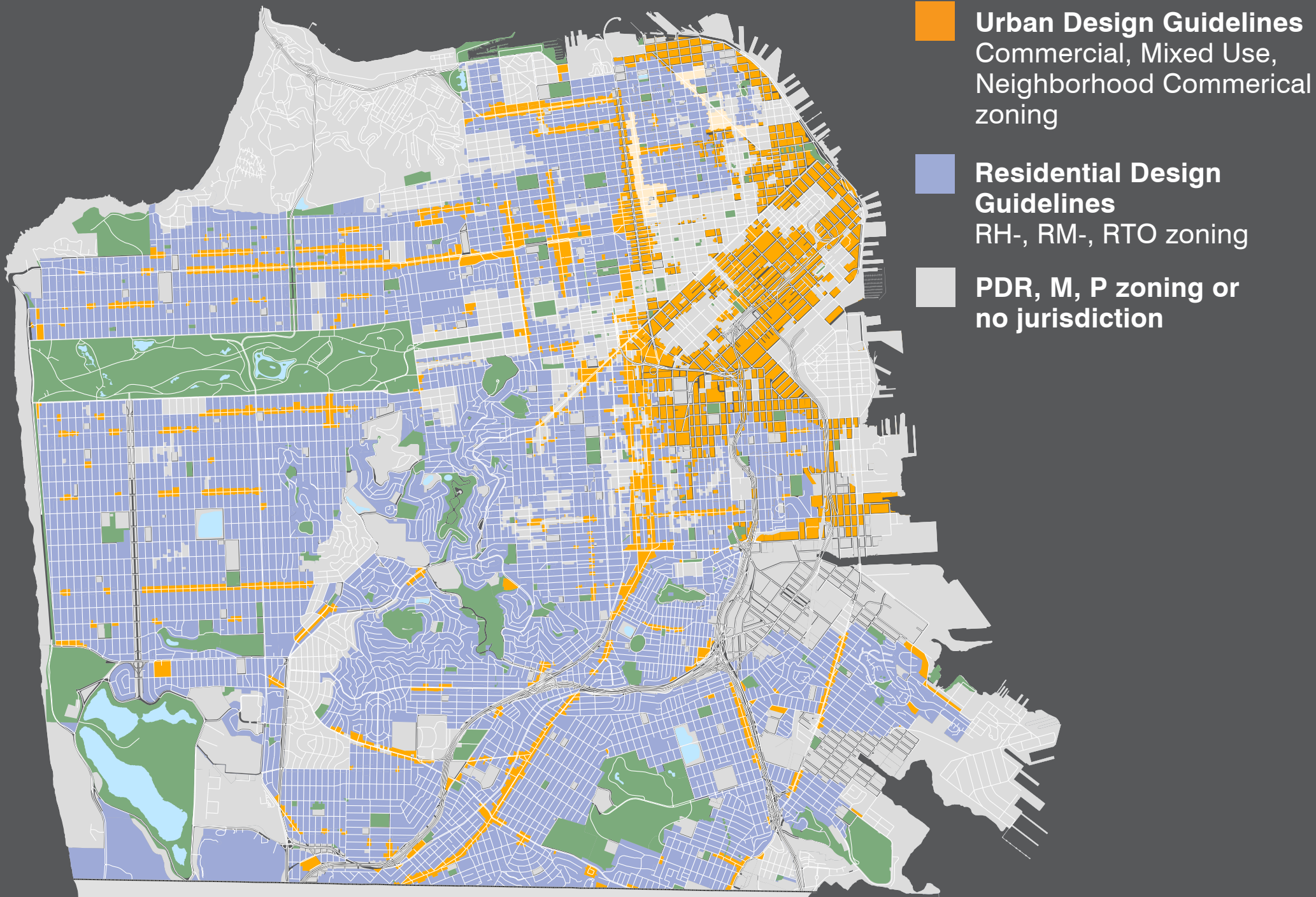
Not including Historic Districts





# Applicability

Not including Historic Districts and delayed applicability in  
Columbus, Broadway, Polk and Pacific NC Districts





# Applicability

	Outside of RH-, RM-, RTO-, M-, and PDR- Districts	Areas with Special Area Design Guidelines	Areas with Other Existing Guidelines <sup>1</sup>	R-District Larger Projects <sup>2</sup>	Historic Districts
<b>Historic Guidelines</b>	IF IN A HISTORIC DISTRICT	IF IN A HISTORIC DISTRICT	IF IN A HISTORIC DISTRICT	IF IN A HISTORIC DISTRICT	
<b>Residential Design Guidelines</b>					
<b>Other Neighborhood Guidelines<sup>1</sup></b>			AS APPLICABLE		
<b>Special Area Design Guidelines</b>				IF DEVELOPED FOR THAT AREA	
<b>Urban Design Guidelines</b>			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.



# Applicability

Not including Historic Districts

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<b>Residential Design Guidelines</b>				
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<b>Urban Design Guidelines</b>			IF UDGS APPLY	IF UDGS APPLY

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This provision will sunset once a revision to the Residential Design Guidelines is adopted.

# Public Comment

**Conversations have clarified that:**

- » The UDGs do not ask for projects to be designed in the same way across the city.**
- » They do not change zoning, height, the General Plan nor any of the existing guidelines.**



# Public Comment

**Conversations have resulted in:**

- » **adding matching lightwells, side setbacks**
- » **adding reduction in rear glazing and lighting**
- » **adding more NC District examples**
- » **modified applicability of UDGs in R zoning**
- » **removing the waiver provision**
- » **Special Area Guidelines**

# Public Comment Documentation

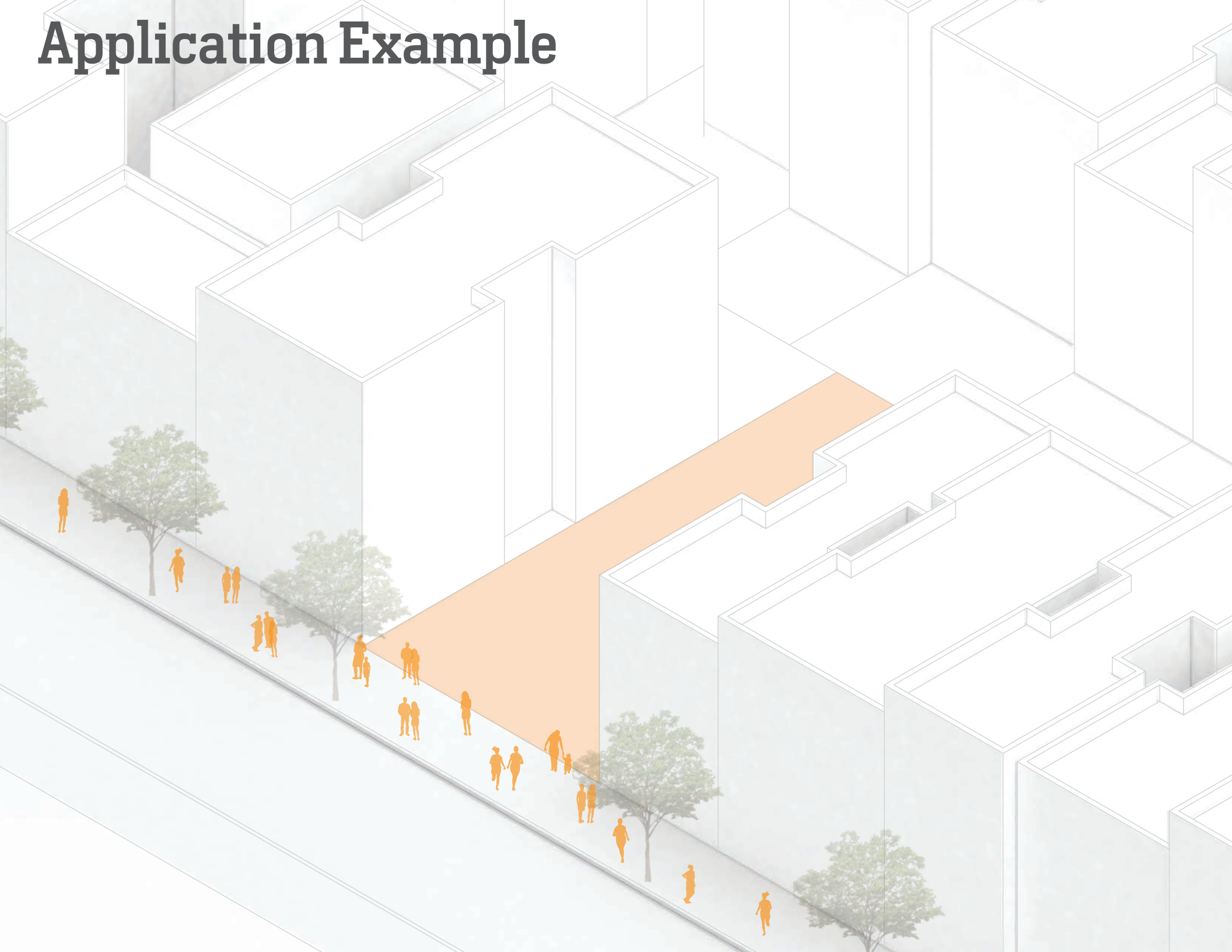
Urban Design Guidelines Outreach Consolidation 14 March 2018			
Event/Neighborhood Group/Individual	Topic / Information	Comment	Response
Middle Polk	Overview	In 10 words, what is design review?	Design review is an iterative process to regulate design so that projects respond to neighborhood scales and 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

Attachment H page 1 of 12  
Urban Design Guidelines

Matrix of All Public Comment and Department Responses

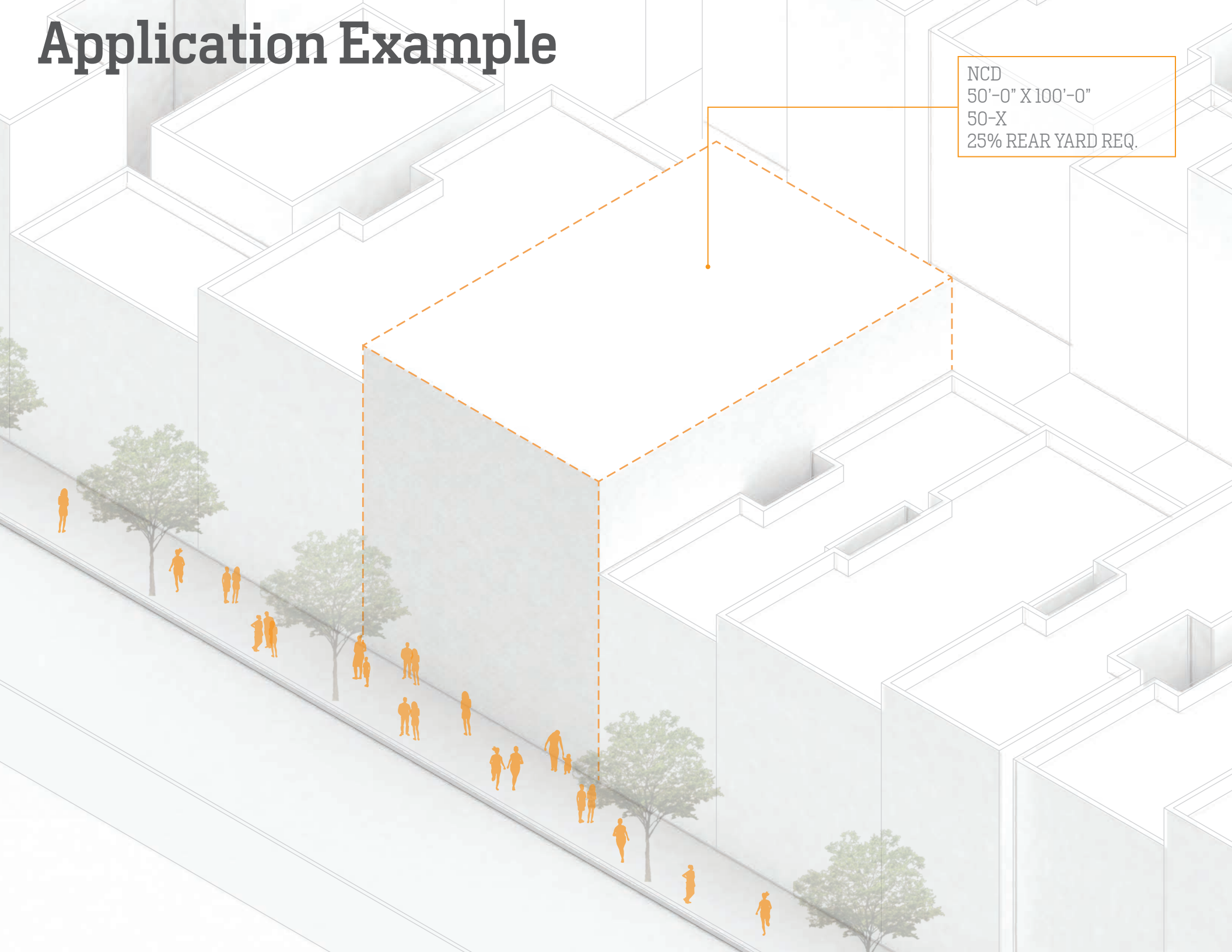


# Application Example



# Application Example

NCD  
50'-0" X 100'-0"  
50-X  
25% REAR YARD REQ.





# Application Example

S2

**HARMONIZE RELATIONSHIPS BETWEEN BUILDINGS, STREETS, AND OPEN SPACES**

S5

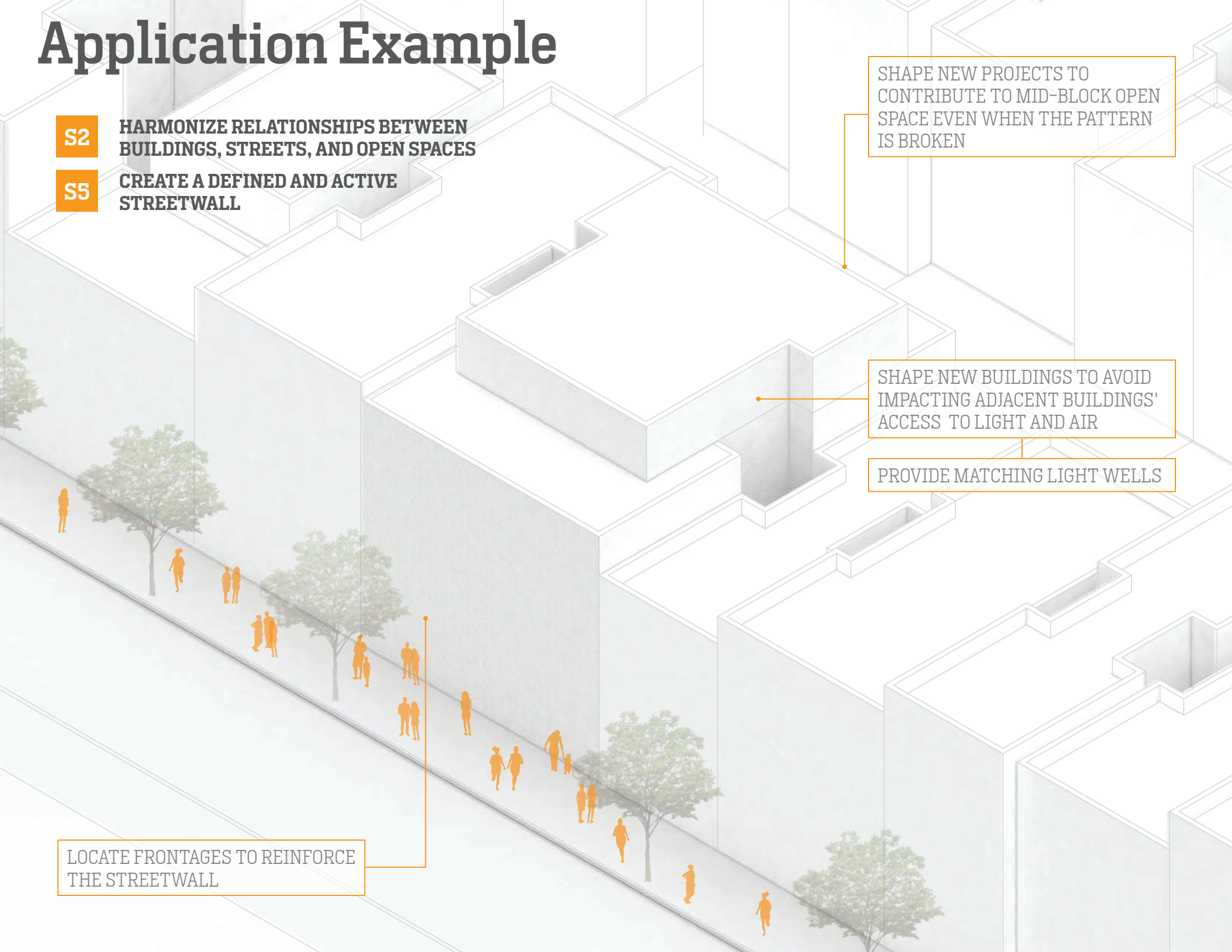
**CREATE A DEFINED AND ACTIVE STREETWALL**

SHAPE NEW PROJECTS TO CONTRIBUTE TO MID-BLOCK OPEN SPACE EVEN WHEN THE PATTERN IS BROKEN

SHAPE NEW BUILDINGS TO AVOID IMPACTING ADJACENT BUILDINGS' ACCESS TO LIGHT AND AIR

PROVIDE MATCHING LIGHT WELLS

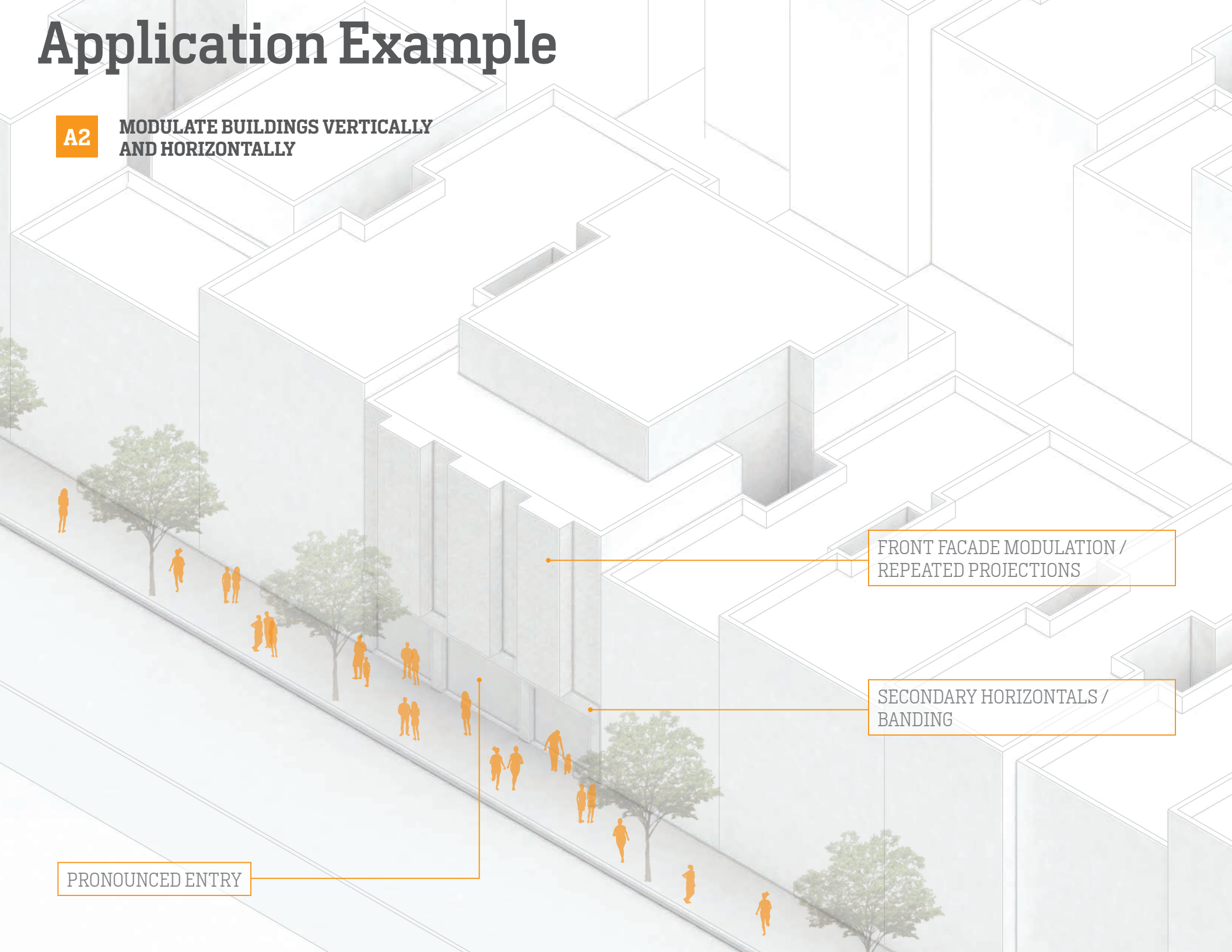
LOCATE FRONTAGES TO REINFORCE THE STREETWALL



# Application Example

A2

MODULATE BUILDINGS VERTICALLY  
AND HORIZONTALLY



FRONT FACADE MODULATION /  
REPEATED PROJECTIONS

SECONDARY HORIZONTALS /  
BANDING

PRONOUNCED ENTRY



# Application Example

A3

**HARMONIZE BUILDING DESIGNS WITH  
NEIGHBORING SCALE AND MATERIALS**

A4

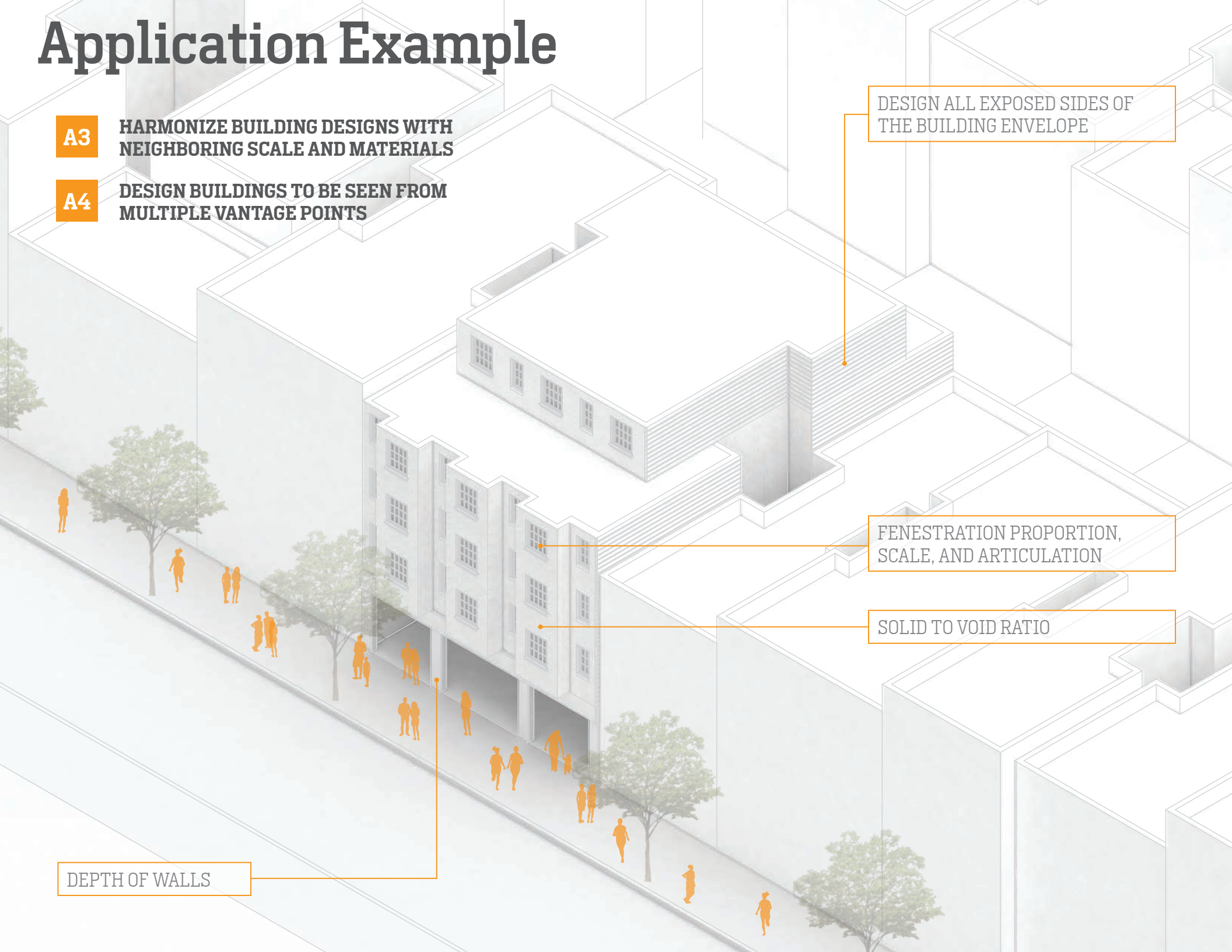
**DESIGN BUILDINGS TO BE SEEN FROM  
MULTIPLE VANTAGE POINTS**

DESIGN ALL EXPOSED SIDES OF  
THE BUILDING ENVELOPE

FENESTRATION PROPORTION,  
SCALE, AND ARTICULATION

SOLID TO VOID RATIO

DEPTH OF WALLS



# Application Example

A5

SHAPE THE ROOFS OF BUILDINGS

A8

DESIGN ACTIVE BUILDING FRONTS

SHAPED ROOF

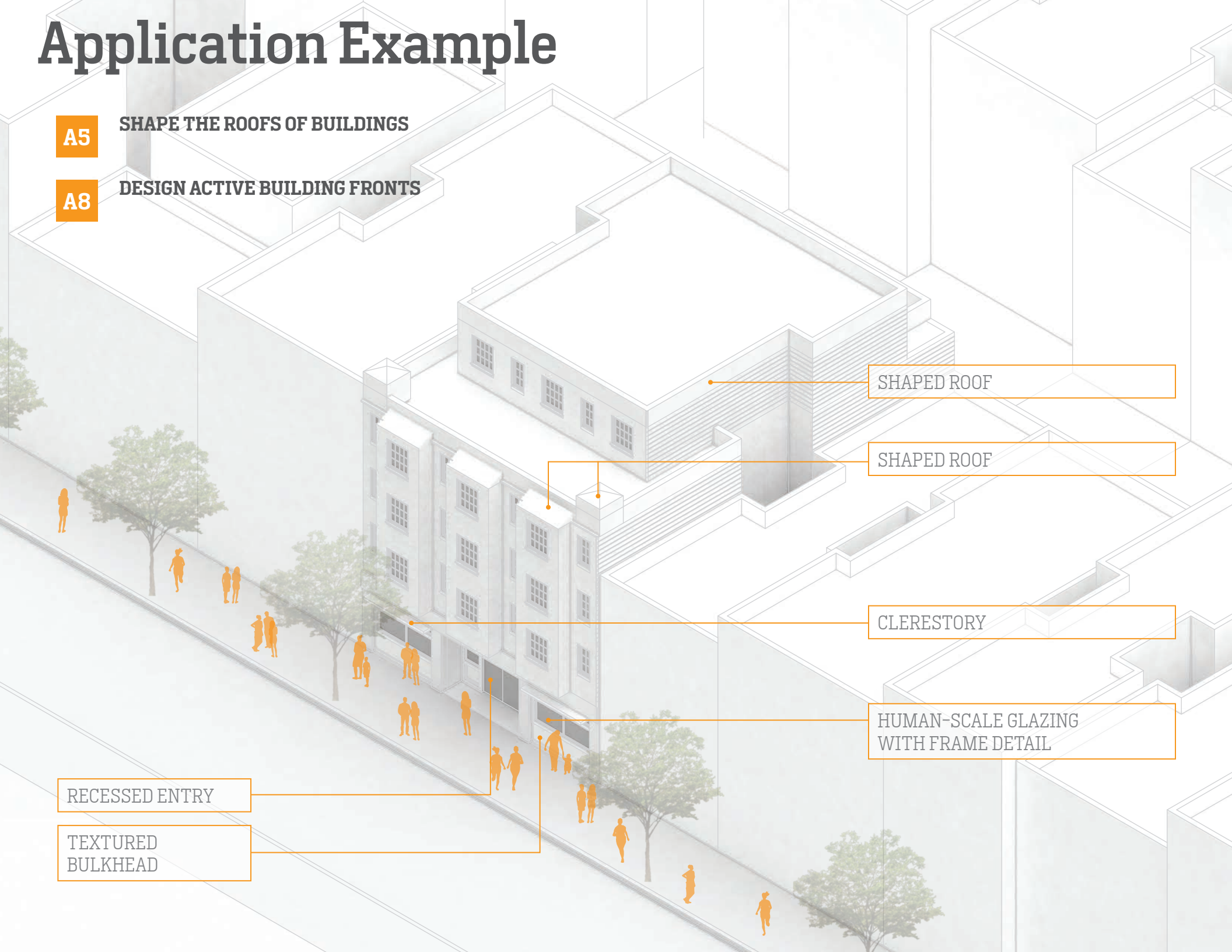
SHAPED ROOF

CLERESTORY

HUMAN-SCALE GLAZING  
WITH FRAME DETAIL

RECESSED ENTRY

TEXTURED  
BULKHEAD





# To support San Francisco's neighborhoods, Planning staff recommend the adoption of the Urban Design Guidelines.

