AGENDA

- Why Special Area Design Guidelines (SADGs)?
- Process to date
- Next Steps
- Questions
WHY SPECIAL AREA DESIGN GUIDELINES?
WHY DESIGN GUIDELINES?

- General principles of design excellence and neighborhood compatibility
- Establish a set of goals, values, and qualities by which projects on private property are evaluated during project design review
- Explain how projects can better support existing neighborhood patterns and context; help make San Francisco’s design values accessible to the Planning Commission, Staff, and the public
- Encourage constructive conversations between neighbors
WHY CALLE 24 SADGs?

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

- During project design review with Planning Dept. staff
- When necessary, Planning Commission determines project conformity with guidelines
- Foster a coordinated and consistent system of review
WHERE WILL THEY APPLY?
WHAT WILL THEY DO?

Guidelines will address…

- New construction
- Exterior building renovations (e.g. changes to building facades, including storefronts)
- Site design (i.e. relationship between neighboring buildings, transition between buildings and sidewalk)
- Signage
- Public art

Guidelines do **NOT**…

- Change height limits
- Change zoned land use
- Change traffic/circulation/parking
Calle 24 SADGs in Context

- Calle 24 Latino Cultural District (Board of Supervisors Resolution 168-14, 2014)
- Calle 24 Special Use District (Planning Code Section 249.59, 2017)
- SADGs will help further goals/objectives of City policies
Calle 24 SADGs in Context

Invest In Neighborhoods—OEWD

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

- San Francisco Planning Department
  - **John M. Francis:** Planner/Urban Designer, Calle 24 SADG Project Manager
  - **Luiz Barata:** Architect/Urban Designer
  - **Trent Greenan:** Architect/Urban Designer
  - **Maia Small:** Architect/Urban Designer, Project Supervisor

- Mayor’s Office of Economic & Workforce Development
  - **Diana Ponce De Leon:** Project Manager
COMMUNITY WORKING GROUP

- **Josh Arce**: resident, union representative
- **Erick Arguello**: Calle 24 Latino Cultural District, resident
- **Lou Dematteis**: resident, artist
- **Luis Estrada**: business owner
- **Gabby Lozano**: resident, business owner
- **Rafael Moreno**: resident, non-profit service provider
- **Christina Olague**: resident, non-profit service provider
- **Marie Sorenson**: resident
- **Joe Toboni**: for-profit developer
- **Feliciana Vera**: MEDA, non-profit developer
- **Amparo Vigil**: business owner
PROCESS TO DATE

- Community Working Group Meetings
  - October 30, 2018
  - January 29, 2019

- Community Workshop #1: June 11, 2019

- Planning Commission Informational Presentation: July 18, 2019
What makes Calle 24 a unique place in San Francisco?

- What do you like?
- What is your favorite building and/or public space?
- What elements are at risk? What is important to preserve?
- What aspects of the built environment (i.e. buildings, public art, public spaces, signs, etc.) help to preserve Latino heritage and culture?
- What could be improved?
COMMUNITY DISCUSSIONS

What we’ve heard…

“What do you like?”

“What makes Calle 24 unique?”

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

What we’ve heard...

Concerns...

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

“This helps, but it’s just a ‘Band-Aid’” for addressing community displacement...

~ Community Member
OUTREACH

- Working Group: members represent diverse cross-section of the Mission community

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

Taller de Guías de Diseño del Área Especial de la Calle 24
Martes, 11 de junio, 6-8pm
Escuela Primaria Cesar Chavez, 825 Shotwell Street (entre las calles 22 y 23)
¡Interpretación en español, refrigerios y actividades para niños!
EQUITY ASSESSMENT

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

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

Questions?

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WHERE WILL THEY APPLY?