CONTENTS & AGENDA

1   **Welcome and Introductions**

2   **Review Notes**

3   **Review Agenda**

4   **Presentation and Discussion**
        -Housing and Other Land Uses on the Corridor
        -Neighborhood Character

5   **Strategies to Promote Good Urban Form**

6   **Summary and Next Steps**

EXCELSIOR
OUTER MISSION
NEIGHBORHOOD STRATEGY

Design Matters.

Why?

What is design?

ASPECTS OF DESIGN WE'LL COVER TODAY

1 **Housing and Other Land Uses on the Corridor**

-Unit density –How Many Housing Units?

-Height –How Tall?

-Function –How Does a Unit Function?

2 **Neighborhood Character**

-Promoting Great Streets

-Architecture and Urban Design Guidelines

-Historic Preservation

EXCELSIOR
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NEIGHBORHOOD STRATEGY

AN OVERVIEW ON DENSITY

What does density mean to you?

BENEFITS OF DENSITY

REDUCING AUTOMOBILE DEPENDENCE

SUPPORTING DIVERSE TRANSIT OPTIONS

INCREASING AMENITIES + SERVICES
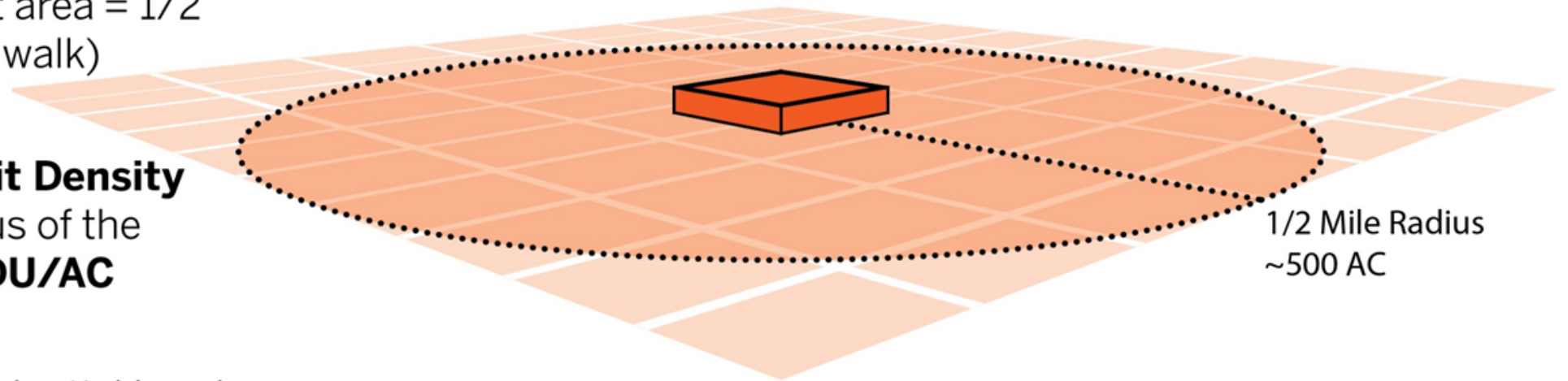
WALKABLE NEIGHBORHOODS

CRITICAL THRESHOLDS
GROCERY

It takes ~10,000 households to support a full-service supermarket (50,000sf)[1]

Walkable catchment area = 1/2 mile radius (10 min. walk)

Gross Dwelling Unit Density within 1/2 mile radius of the supermarket = **20 DU/AC**

Assuming 35% Residential Land, **Average Net Parcel Density = 57 DU/AC**

1/2 Mile Radius ~500 AC

[1]: Lincoln Institute of Land Policy. *Visualizing Density*. http://www.lincolninst.edu/subcenters/visualizing-density/

INCLUSIVE COMMUNITIES

Station Center Family Housing by David Baker Architects. Photo: Bruce Damonte.

GREAT PARKS

EFFECTIVE TRANSIT

SUSTAINABLE HEALTHY LIVING

Why do you think some of these positive things are connected to

DENSITY?

WALKABLE NEIGHBORHOODS

INCLUSIVE COMMUNITIES

GREAT PARKS

EFFECTIVE TRANSIT

SUSTAINABLE HEALTHY LIVING

EXCELSIOR
OUTER MISSION
NEIGHBORHOOD STRATEGY

Equivalent Urban Form can result in a wide range of dwelling units!
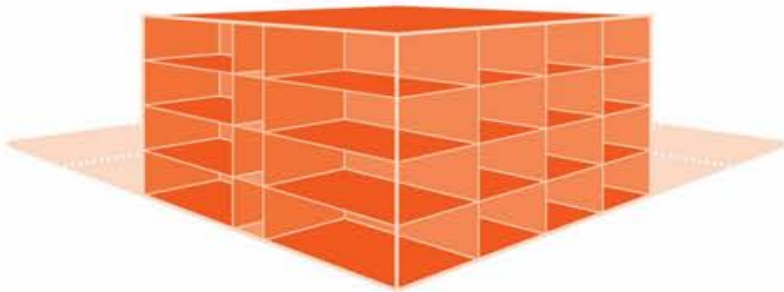
32 UNITS
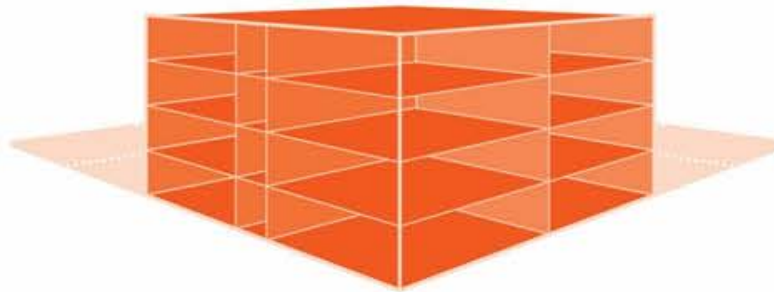
16 UNITS
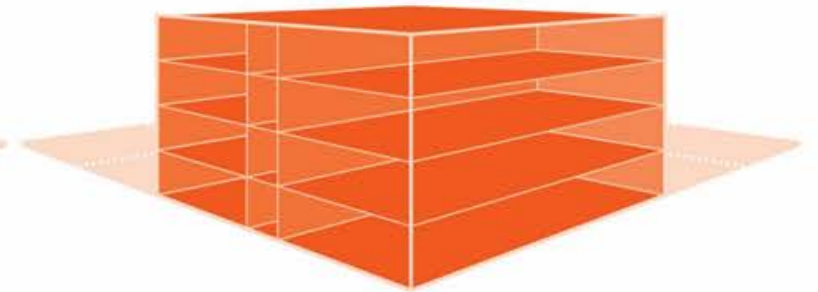
8 UNITS

EXCELSIOR
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NEIGHBORHOOD STRATEGY

HOW WE DO DENSITY (UNITS/AREA) IN SAN FRANCISCO

BASE CASE

Building Envelope

- - - - - - - Existing Height Limit

▢ Commercial and Parking

▢ Residential, Under Existing Controls

NC-3

130-E

35,000 sf Lot Area

Density: 1/600 sf

60 Units Allowed

- Encouraging density allows more housing to developed on a parcel of land.
- For example, building to the red dotted line instead of the yellow & blue boxes.

HOW WE DO DENSITY (UNITS/AREA) IN SAN FRANCISCO
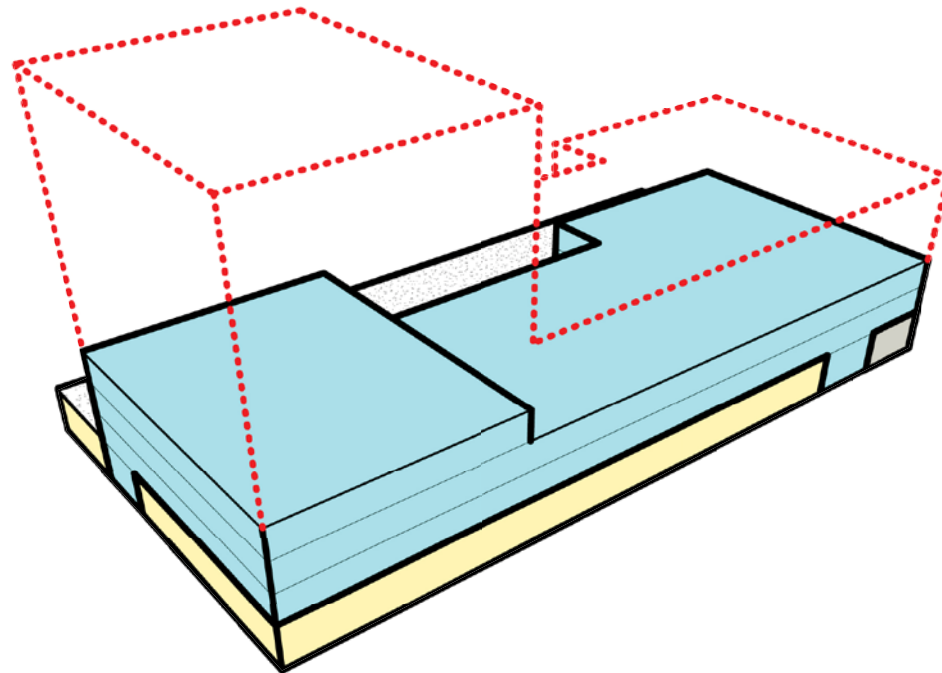
BASE CASE

Building Envelope

- - - - - Existing Height Limit
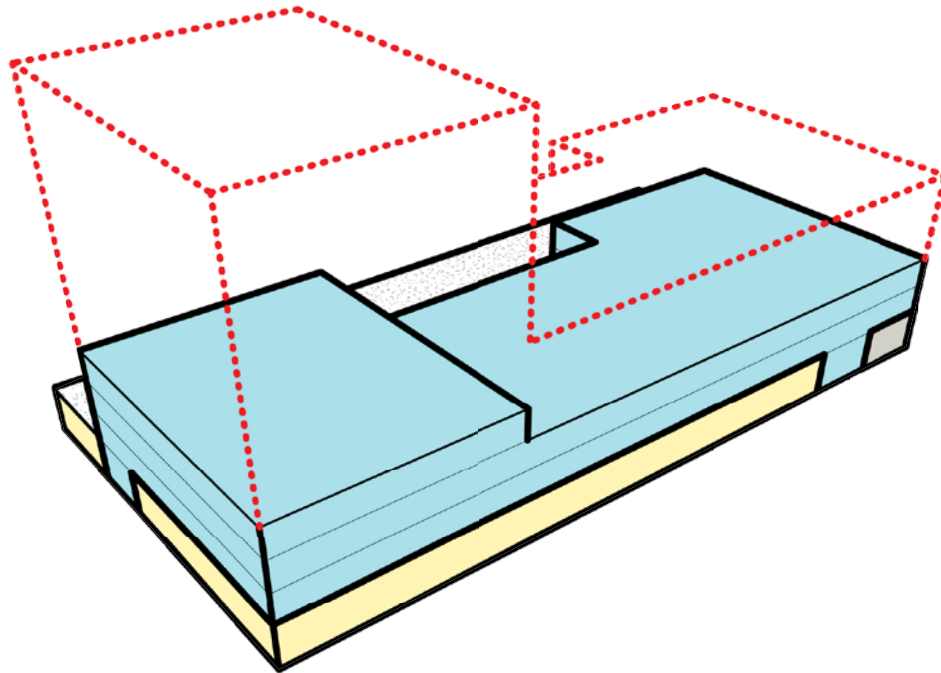☐ Commercial and Parking
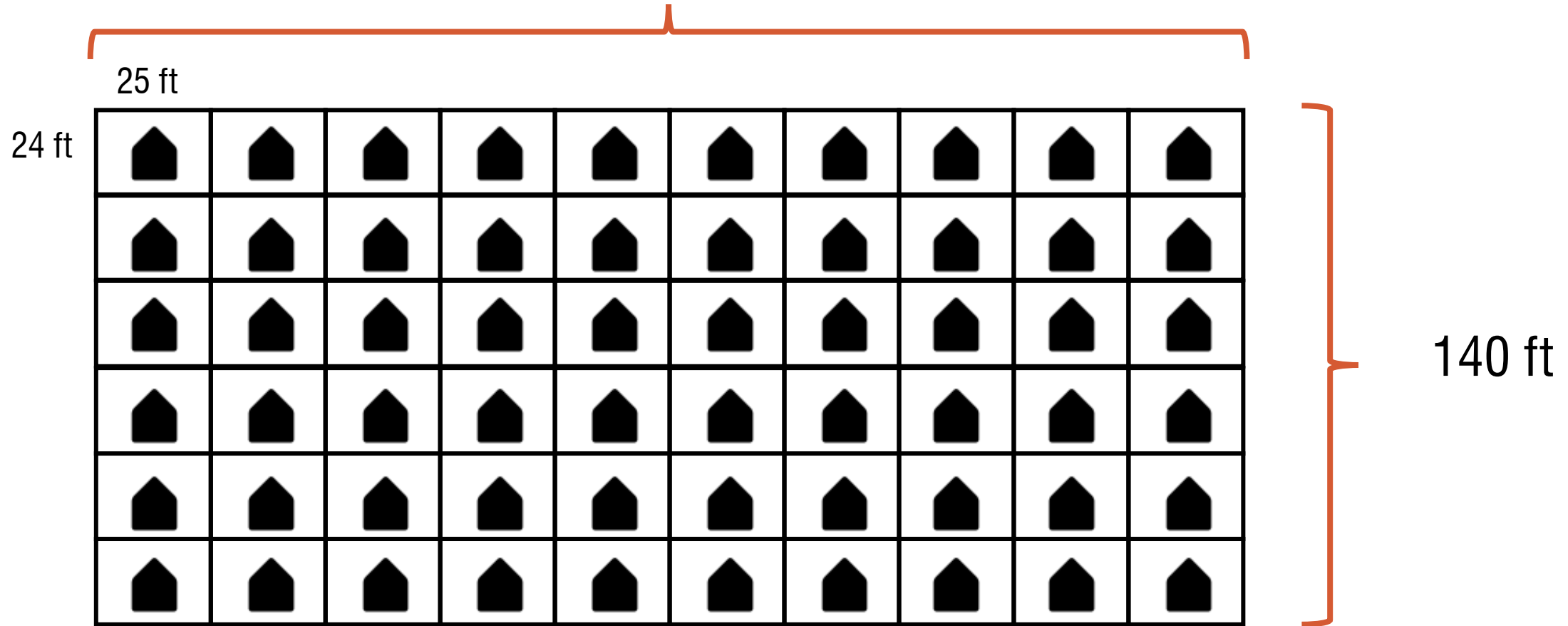☐ Residential, Under Existing Controls

NC-3

130-E

35,000 sf Lot Area

Density: 1/600 sf

60 Units Allowed

- Current methods can make projects financially infeasible.
- For example, building to the red dotted line instead of the yellow & blue boxes.

IMPACT OF LOW-DENSITY REGULATIONS

1 Decreases population and limits the variety of amenities and services

2 Infrastructure costs more and serves fewer people

3 Higher per unit housing cost

4 Harder to build housing

5 Results in exclusionary neighborhoods

6 Less housing means fewer affordable units

NAME THAT DENSITY

NAME THAT DENSITY

Corner of Steiner and Hayes
300 du/ac

Painted Ladies, San Francisco, CA
25 du/ac
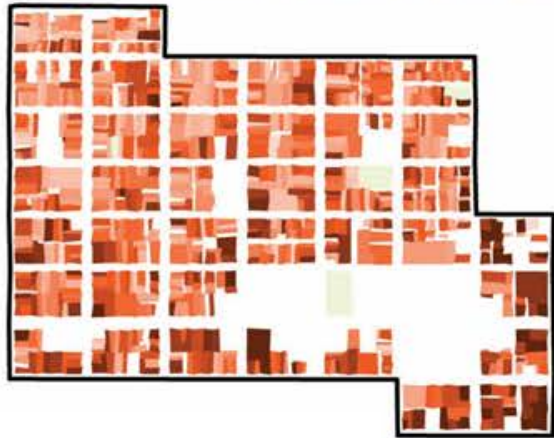
NOB HILL, SAN FRANCISCO

Density Range: **5 du/ac - 766 DU/AC**

Average net residential parcel density: **121 du/ac**

Neighborhood residential density: **94 du/ac**

Gross district density: **63.8 du/ac**

SCALES OF QUANTIFICATION
INDIVIDUAL PARCELS

S.F. has **~364,500 DU** on about 10,600 acres of residential parcel area

Individual parcel density varies widely from **< 1 DU/AC to 2500 DU/AC**

Legend

Density (DU/AC)

- 0 - 5
- >5 - 10
- >10 - 20
- >20 - 30
- >30 - 40
- >40 - 50
- >50 - 60
- >60 - 70
- >70 - 80
- >80 - 90
- >90 - 100
- >100 - 120
- >120 - 140
- >140 - 160
- >160 - 180
- >180 - 200
- >200 - 250
- >250 - 300
- >300 - 2500
- Highways
- Protected Open Space
- Water

34
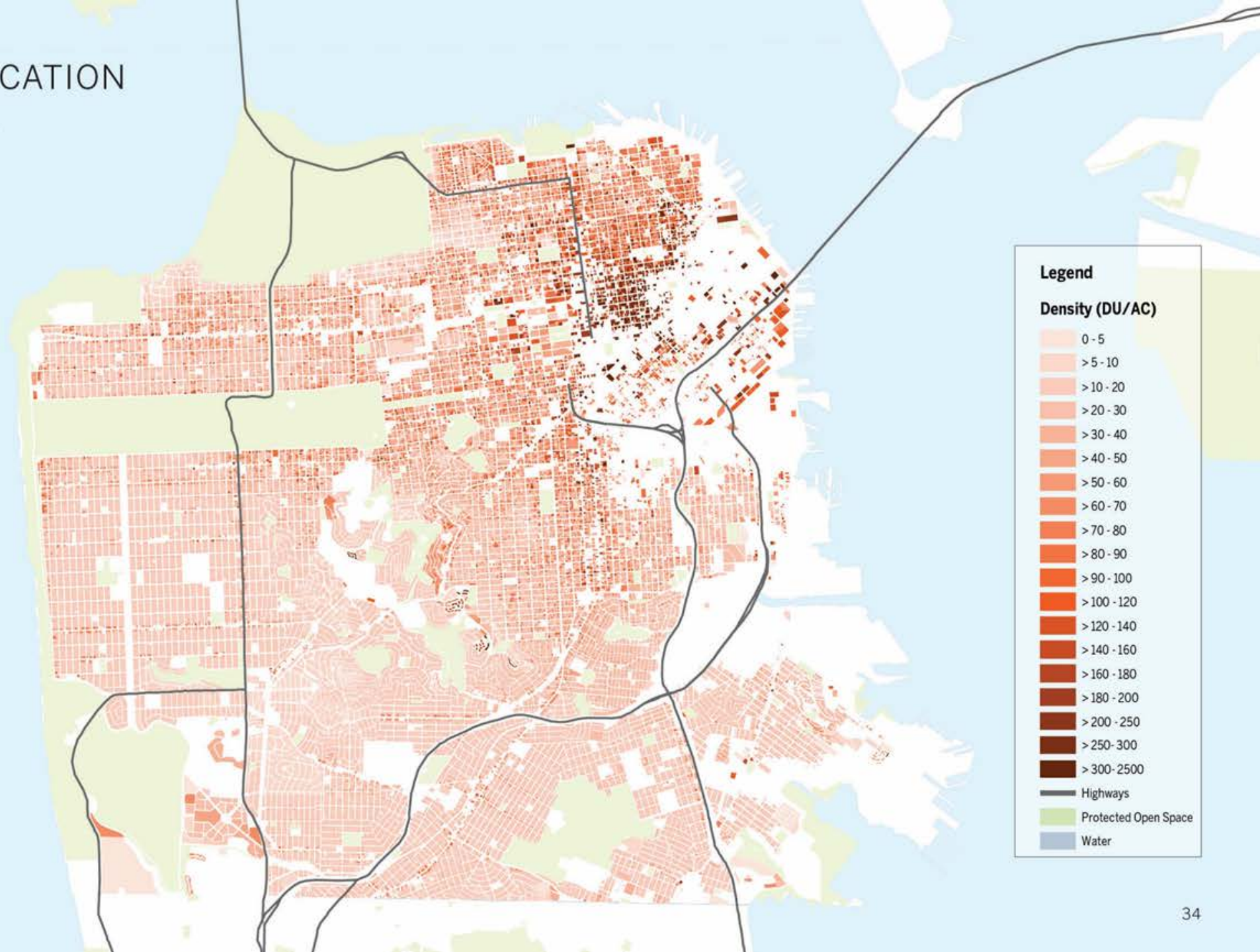
SCALES OF QUANTIFICATION
NET PARCEL AVERAGE BY
NEIGHBORHOOD

Citywide, the Average
Net Residential Parcel
Density **~34.4 DU/AC**

Legend

Density (DU/AC)

0 - 5
>5 - 10
>10 - 20
>20 - 30
>30 - 40
>40 - 50
>50 - 60
>60 - 70
>70 - 80
>80 - 90
>90 - 100
>100 - 120
>120 - 140
>140 - 160
>160 - 180
>180 - 200
>200 - 250
>250 - 300
>300 - 2500

Highways
Protected Open Space
Water
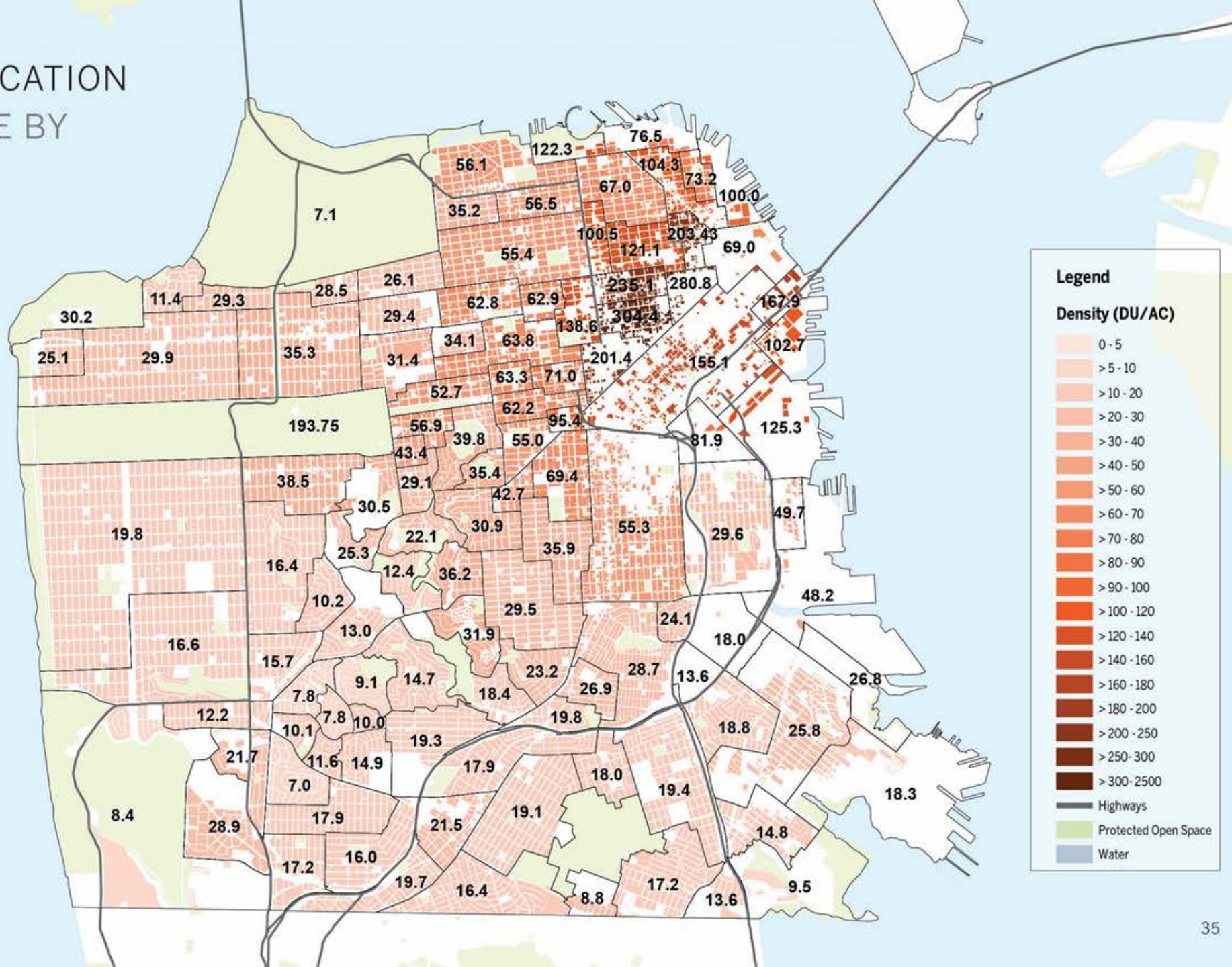
HOW WE COULD REGULATE DENSITY

Local zoning could allow property owners and developers to build up to the red line below, without changing the building height.

"Density De-Control" allows developers to maximize the existing buildable area.
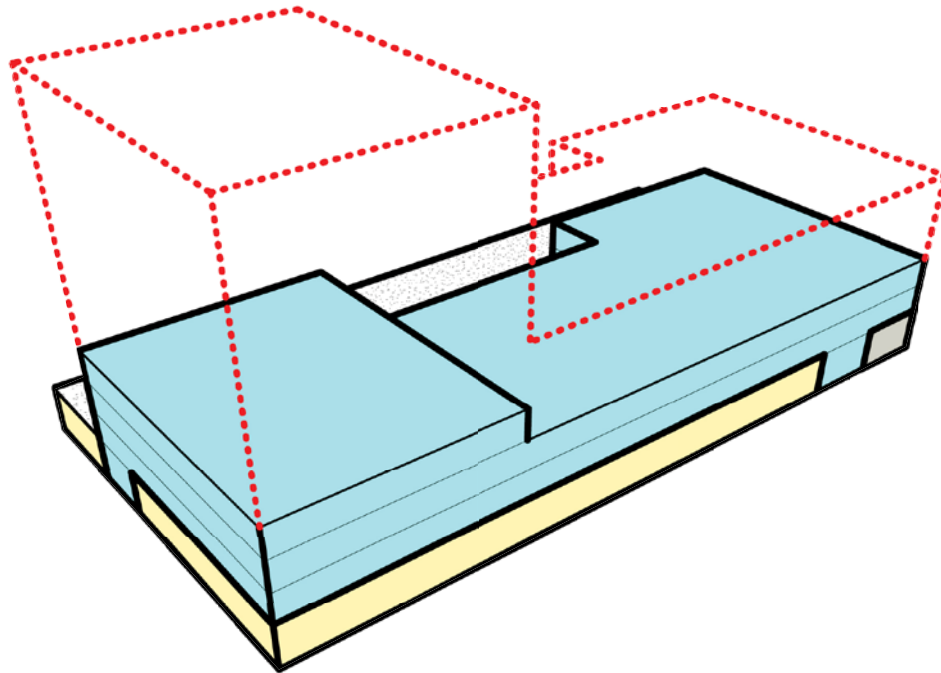
Building Envelope

- - - - - Existing Height Limit

▢ Commercial and Parking

▢ Residential, Under Existing Controls

NC-3

130-E

35,000 sf Lot Area

Density: 1/600 sf

60 Units Allowed

BASE CASE

EXCELSIOR
OUTER MISSION
NEIGHBORHOOD STRATEGY

HOUSING AND OTHER LAND USES ON THE CORRIDOR

HEIGHTS IN THE EXCELSIOR & OUTER MISSION NEIGHBORHOOD COMMERCIAL DISTRICT

HEIGHTS IN THE DISTRICT
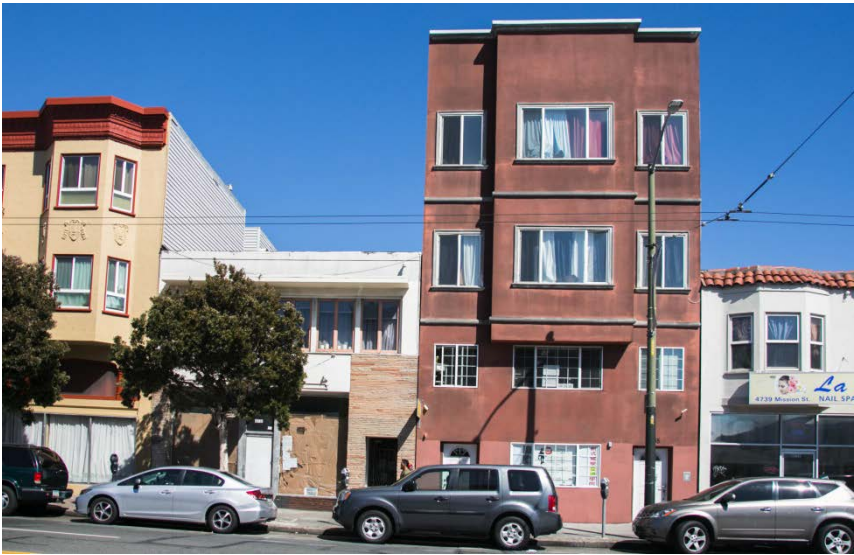
SURVEY RESPONDENTS REGARDING HEIGHT PREFERENCES

Key

- ■ Very undesirable and not appropriate
- ■ Not appropriate
- ■ Neutral
- ■ Appropriate
- ■ Highly desirable and appropriate

3-4 Story Buildings

7%
6%
14%
45%
28%
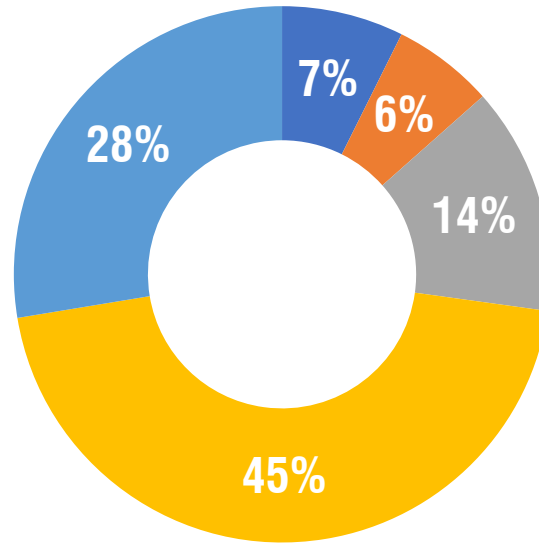
5-6 Story Buildings

21%
18%
18%
29%
14%

6-8 Story Buildings

32%
27%
17%
14%
10%

Taller than 8 stories

46%
29%
10%
7%
8%

Source: Bay City Guide

AN IMAGE OF DENSITY - 270 AND 248 OCEAN AVENUE

MULTI-GENERATIONAL LIVING / AGING IN PLACE

The Trend Toward Multigenerational Living

Nearly 1 in 5 Americans live in a multi-gen household:

21% — 15% — 13% — 12% — 14% — 15% — 17% — 19%

1950 1960 1970 1980 1990 2000 2009 2014
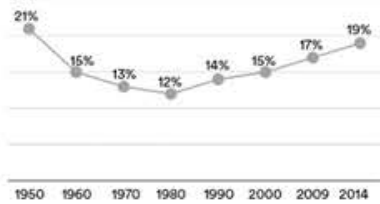
60.6 MILLION
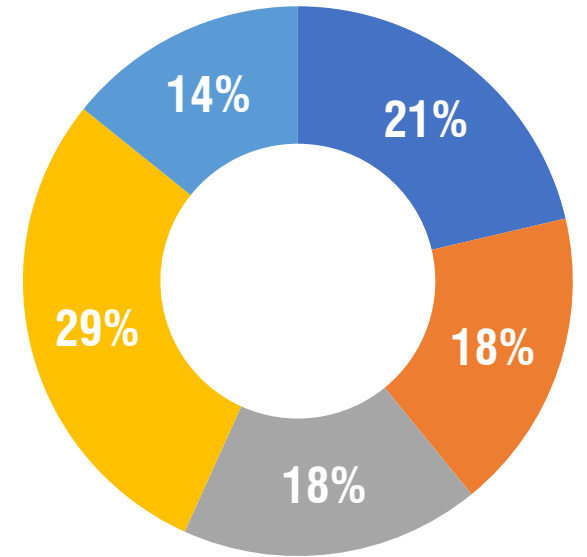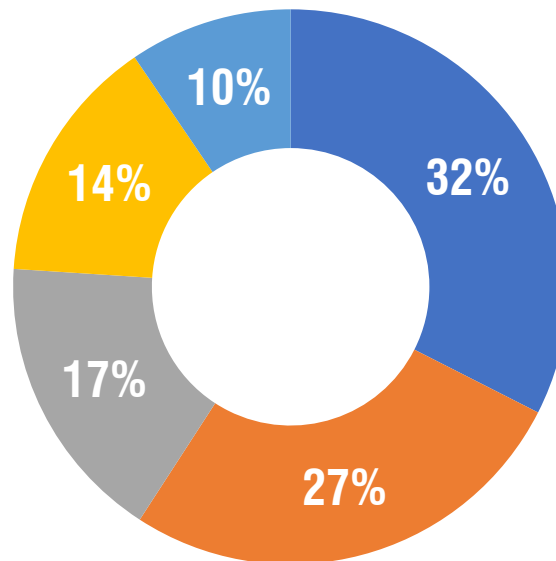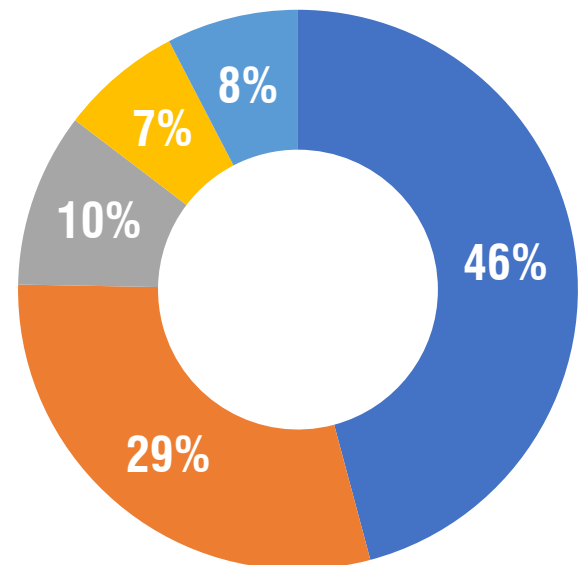People in the U.S. are living in a multigenerational household under one roof

Growing Racial Diversity:
Asian and Hispanic populations are increasing more than Caucasians and are more likely to live in multigenerational households.

U.S. Population Increase [2000 - 2010]

Hispanic/Latin:	43.0%
Asian:	43.3%
African American:	12.3%
Caucasian:	5.7%

25% of Hispanics/Latinos live in multi-gen households

28% of Asians live in multi-gen households

25% of African Americans live in multi-gen households

15% of Caucasians live in multi-gen households

Young adults replace older adults as most likely to live in a multi-gen household:

31% of 18-29 yr olds in multi-gen household
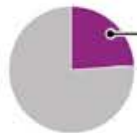
24% of 85+ yr olds in multi-gen household

2 GEN
Parents & Adult Children

3 GEN
Parents, Adult Children, & Grandchildren

SKIPPED
Grandparents & Grandchildren w/o Parents

MORE THAN 3 GEN

CREDIT: KTGY ARCHITECTS

Source: KTGY Architects http://ktgy.com/work/ensemble/

MISSING MIDDLE

DETACHED SINGLE-FAMILY HOMES

DUPLEX

TRIPLEX & FOURPLEX

COURTYARD APARTMENT

BUNGALOW COURT

TOWNHOUSE

MULTIPLEX

LIVE/WORK

MID-RISE

— — — MISSING MIDDLE HOUSING — — —

MissingMiddleHousing.com is powered by Opticos Design.
Illustration © 2015 Opticos Design, Inc.

OPTICOS

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Source: Missing Middle Housing http://missingmiddlehousing.com/

EXCELSIOR
OUTER MISSION
NEIGHBORHOOD STRATEGY

FINDING THE RIGHT TOOLS FOR YOUR COMMUNITY

COMMUNITY GOALS	DIRECT CONTROLS			FORM BASED CONTROLS							REGULATORY CONTROLS						PROCESS			
	Density Maximums	Density Minimums	Density Bonus Programs	Height Controls	Site Coverage Controls	Setback Controls	Rear Yard Requirements	Bulk + Massing Controls	Ground Floor Requirements	Sunlight Ordinances	Reduced Parking Ratios	Transportation Demand Management Strategies	Transfer of Development Rights Opportunities	Accessory Dwelling Unit Allowances	Variances	Inclusionary Housing Programs	Financing Mechanisms + Incentives	Expedited Review + Approval	Impact Fees	Development / Community Benefits Agreements
Support Effective Transit		+									+	+				+				+
Increase Amenities + Services		+				+			+						+				+	+
Preserve Character + Livability				+	+	+	+	+	+	+			+	+				+	+	+
Expand Diversity and Choice		+	+								+	+	+	+	+	+	+			+
Promote Affordability		+	+								+	+	+	+	+		+	+		
Provide Affordable Housing			+								+	+	+		+	+	+	+		+
Facilitate Urban Sustainability		+							+		+	+					+		+	+
Enhance Walkability		+				+		+	+	+	+	+								+
Improve Public Health		+				+			+	+	+	+								

NEIGHBORHOOD CHARACTER

Neighborhood Character

Urban Form
Public: Streets
Private: Buildings

DESIGN PRINCIPLES

Source: Page Southerland Page, Inc

DESIGN PRINCIPLE 1:

ENCLOSURE

Enclosure refers to the **degree to which streets and other public spaces are visually defined by buildings, walls, trees, and other** <u>**vertical elements**</u>.

Spaces where the height of vertical elements is proportionally related to the width of the space between them have a **room-like quality**.

Source: Urban Land Institute

Source: Page Southerland Page, Inc

DESIGN PRINCIPLE 1:

ENCLOSURE

Enclosure refers to the **degree to which streets and other public spaces are visually defined by buildings, walls, trees, and other** vertical elements.

Spaces where the height of vertical elements is proportionally related to the width of the space between them have a **room-like quality.**

Source: Urban Land Institute

Source: Page Southerland Page, Inc

ENCLOSURE

" …a room-like quality."

Source: Urban Land Institute

Source: Page Southerland Page, Inc

DESIGN PRINCIPLE 2:

HUMAN SCALE

Human scale refers to a **size, texture, and articulation of physical elements** that match the size and proportions of humans and, equally important, correspond to the speed at which humans walk. Building details, **pavement texture, street trees, and street furniture** are all physical elements contributing to human scale.

Source: Urban Land Institute

DESIGN PRINCIPLE 3:

LINKAGE

Linkage refers to **physical and visual connections**—from building to street, building to building, space to space, or one side of the street to the other—**that tend to unify disparate elements.** Tree lines, building projections, and marked crossings all create linkage. Linkage can occur longitudinally along a street or laterally across a street.

Source: Urban Land Institute

Source: Page Southerland Page, Inc

STRATEGIES TO PROMOTE GOOD URBAN FORM

URBAN DESIGN GUIDELINES - HOW WE PROMOTE GOOD DESIGN

SITE DESIGN

ARCHITECTURE

PUBLIC REALM

SAN FRANCISCO
URBAN DESIGN GUIDELINES

FINAL DRAFT
11.22.2017

San Francisco Planning

Urban Design Guidelines

EXCELSIOR
OUTER MISSION
NEIGHBORHOOD STRATEGY

BUILT ENVIRONMENT VALUES FOR THE CITY OF SAN FRANCISCO

Being a Good Neighbor

"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."

Designing Sustainably

"Concentrating people near shared infrastructure reduces environmental burdens and conserves natural areas…"
"Walkable and transit-friendly development reduces energy use, improves air quality, and enhances the health of individuals."
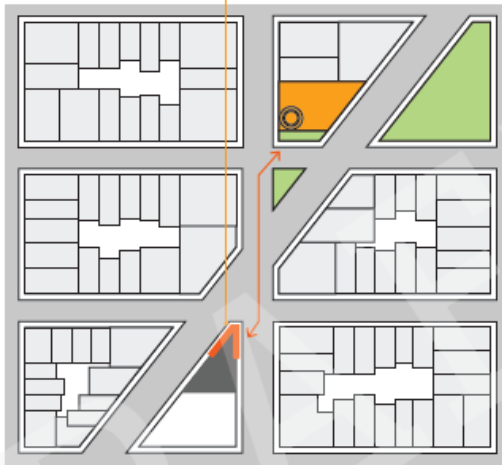
Supporting Human Needs

"Buildings and building features that are scaled for human interaction such as steps, doors, windows, and seating contribute to physical and psychological wellbeing."
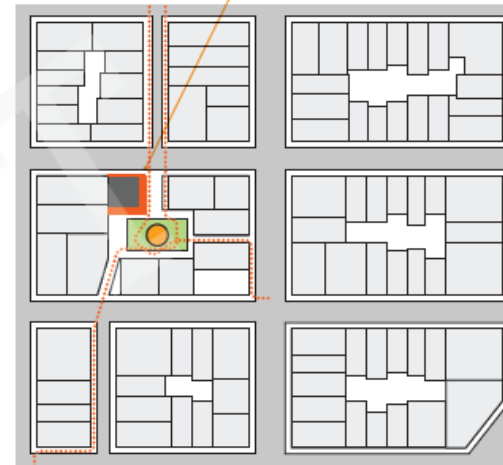
EXCELSIOR OUTER MISSION NEIGHBORHOOD STRATEGY

FACADE AS STREETWALL ELEMENT

NEW CORNER CIVIC PROMINENCE DUE TO LANDMARK PROXIMITY

INTERIOR BLOCK FACADES ARE PUBLIC-FACING

SITE DESIGN

Recognize and Respond to Urban Patterns

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.

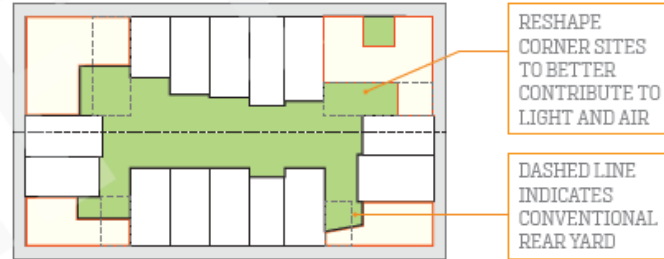Design projects to orient to key neighborhood elements as well as the street environment.

EXCELSIOR OUTER MISSION
NEIGHBORHOOD STRATEGY

LOCATE FRONTAGES TO REINFORCE THE STREETWALL

PROVIDE MATCHING LIGHTWELLS

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

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

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

RESHAPE CORNER SITES TO BETTER CONTRIBUTE TO LIGHT AND AIR

DASHED LINE INDICATES CONVENTIONAL REAR YARD

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

CONSIDER ADJACENT HEIGHTS AND STREET WIDTHS IN MASSING BUILDINGS

WIDTH

HEIGHT
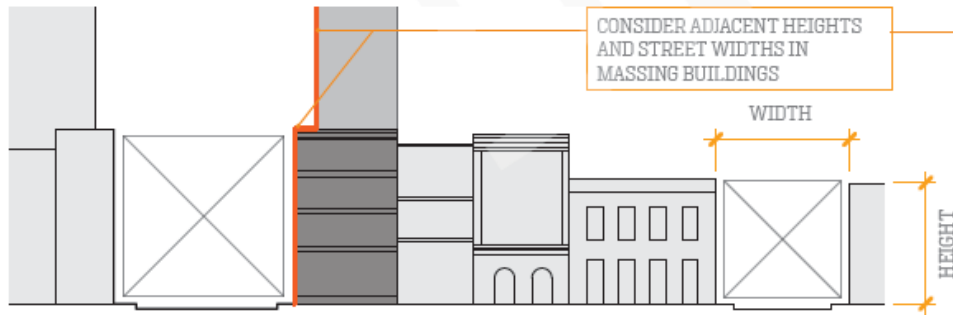
Massing should reflect similar dimensions to street widths and surrounding buildings.
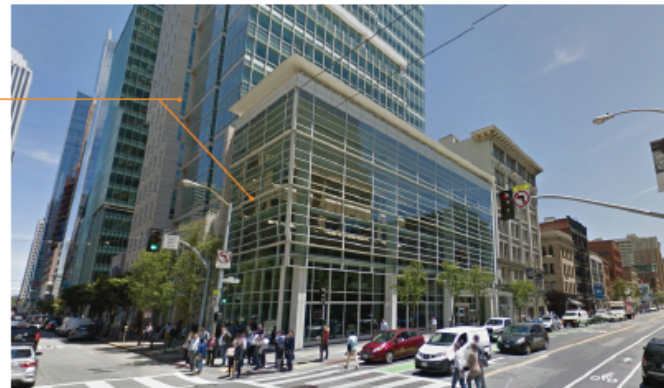
Individual buildings can sculpt massing to respond to both a taller streetwall and a lower one.

SITE DESIGN

Harmonize Relationships Between Buildings, Streets, and Open Spaces

EXCELSIOR OUTER MISSION
NEIGHBORHOOD STRATEGY

SITE DESIGN

Organize Uses to Complement the Public Environment

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.

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.

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

TEXTURE SCALE IS SIMILAR BUT USED IN DIFFERENT WAYS

WINDOWS ARE SIMILAR IN SIZE, PROPORTION, AND DEPTH

ARCHITECTURE

Harmonize Building Designs with Neighboring Scale and Materials

EXCELSIOR
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NEIGHBORHOOD STRATEGY

ARCHITECTURE

Fine-grained architectural detail help to enliven the streetwall.

Small-scales of ornament bring a human-scale to facades.

Depth and detail can be invitational.

Dimensional variation can create texture in facades.

Render Building Facades with Texture and Depth

ARCHITECTURE

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.
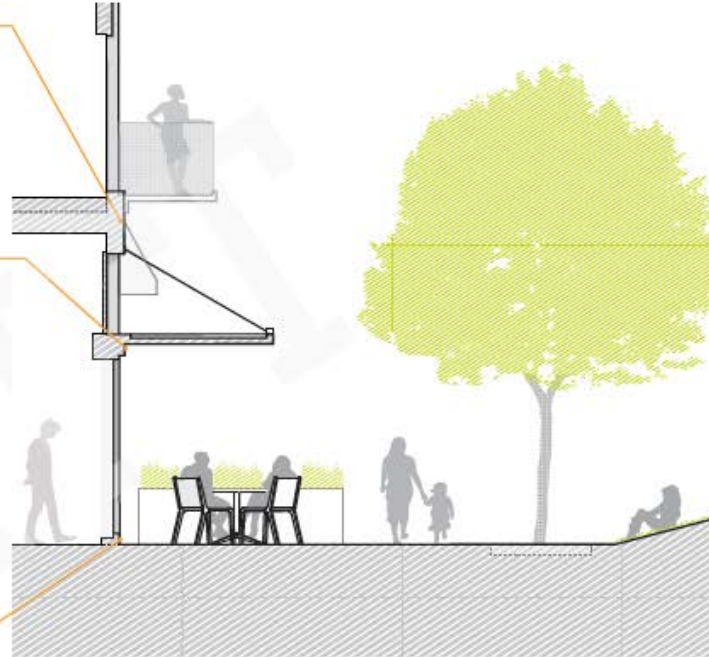
Balconies can help upper stories connect to the public realm.

Design Active Building Fronts

Furnishings and openings can connect interior and exterior uses.

Building entrances can activate the public realm.

EXCELSIOR OUTER MISSION
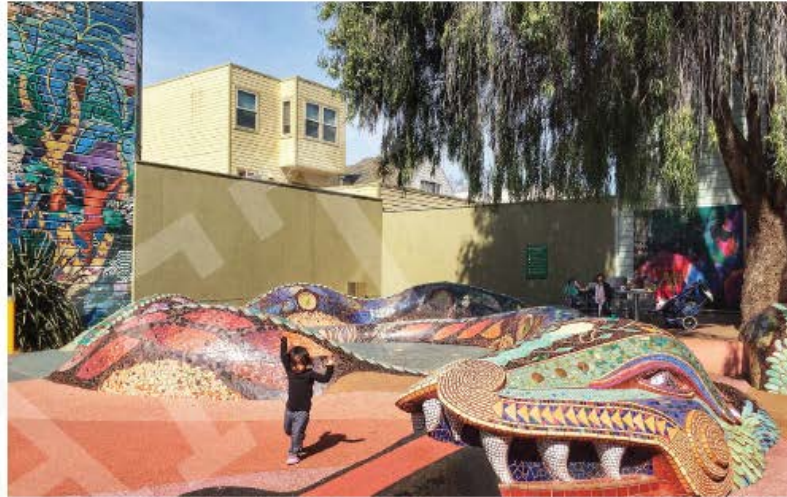NEIGHBORHOOD STRATEGY

PUBLIC REALM

Materials and textures can both support expression and play.

Local initiatives create unique places and foster stewardship.

Architectural elements in open space can help express neighborhood identity.

Express Neighborhood Character in Open Space Designs

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OUTER MISSION
NEIGHBORHOOD STRATEGY

HISTORIC PRESERVATION IN SAN FRANCISCO

HISTORIC PRESERVATION IN SAN FRANCISCO

- What is defined as historic varies from city to city

- San Francisco defines every thing over 50 years old as potentially historic

- As development happens, potentially historic resources are evaluated and sometimes can be preserved even w/new development

SUMMARY AND NEXT STEPS