

# Showplace Square / Potrero Hill

# Neighborhood History & Context:

## POTRERO HILL

- Hill was location for “pasture” grazing land
- Post-1906 earthquake residential building boom
- Today strong residential neighborhood bordered by growing neighborhoods (Showplace, Mission Bay, Central Waterfront)

# Neighborhood History & Context: SHOWPLACE SQUARE

- Warehouse and port history
- Nationally recognized design and showroom center
- Today evolving mixed use residential neighborhood with historic character



# Showplace Square / Potrero Hill Generalized Zoning Districts

DRAFT - April 2008



## Northern Portion of Showplace Square

Encourage housing and mixed use here, acknowledging an already-developing residential cluster.

## Innovative Industry Special Use District

Encourage innovative industries to locate here, close to Mission Bay, by lifting controls on office in this area, while continuing to prohibit bioscience-related laboratories.

## Core Showplace Square Design District

Protect important concentration of design-oriented PDR businesses here, many in historic buildings. Encourage limited amount of retail and office space to support design functions in this area. Prohibit new residential development.

## 16th-17th Street Corridor

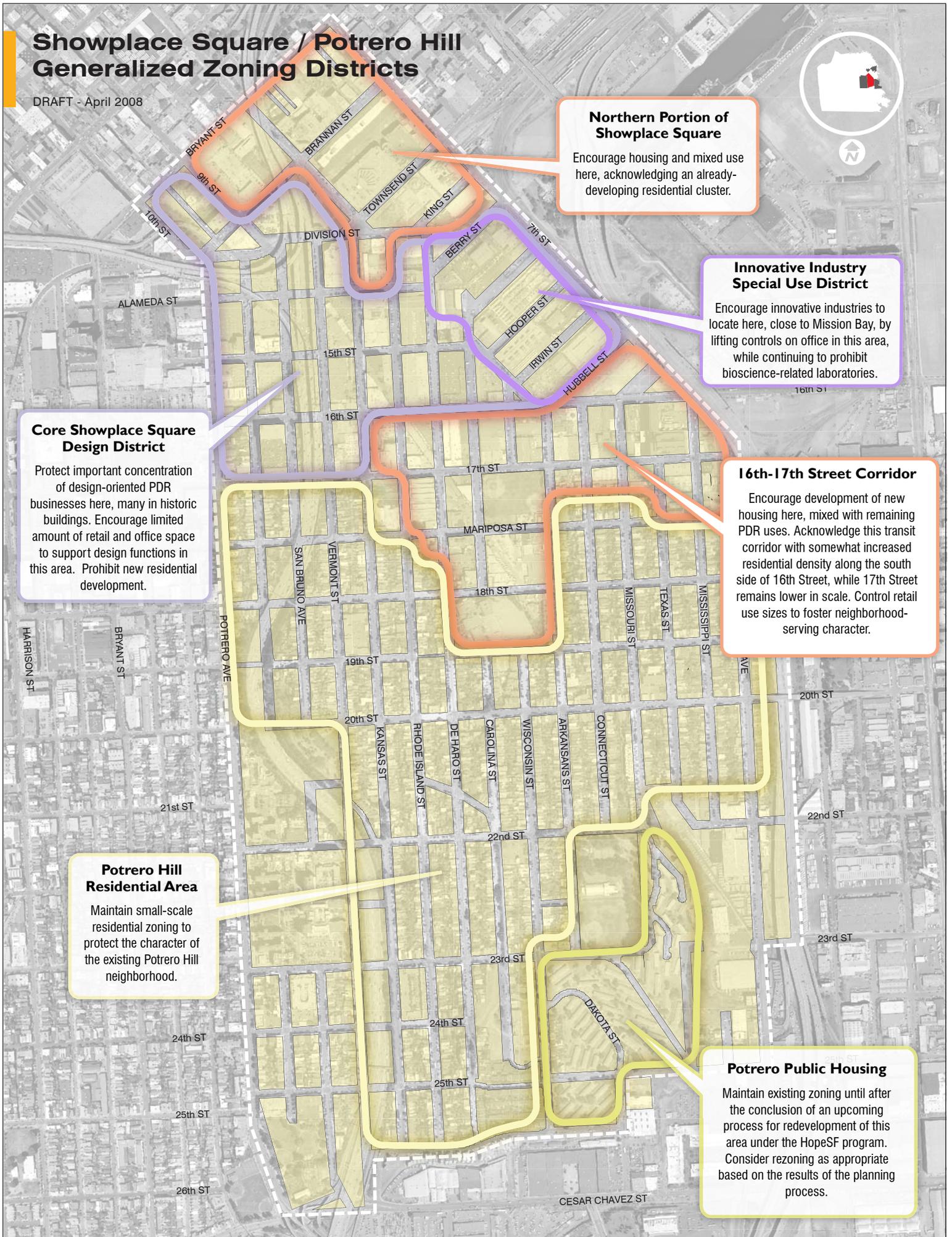
Encourage development of new housing here, mixed with remaining PDR uses. Acknowledge this transit corridor with somewhat increased residential density along the south side of 16th Street, while 17th Street remains lower in scale. Control retail use sizes to foster neighborhood-serving character.

## Potrero Hill Residential Area

Maintain small-scale residential zoning to protect the character of the existing Potrero Hill neighborhood.

## Potrero Public Housing

Maintain existing zoning until after the conclusion of an upcoming process for redevelopment of this area under the HopeSF program. Consider rezoning as appropriate based on the results of the planning process.



# PUBLIC TRANSIT IMPROVEMENTS

## LEGEND

-  Transit Service Improvements Area
-  Muni Metro & Streetcar
-  Future Central Subway
-  Proposed E-Line Historic Streetcar
-  BART
-  CalTrain

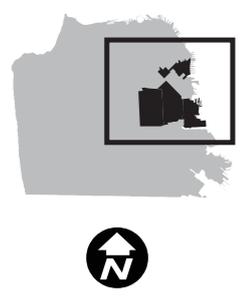


SAN FRANCISCO BAY

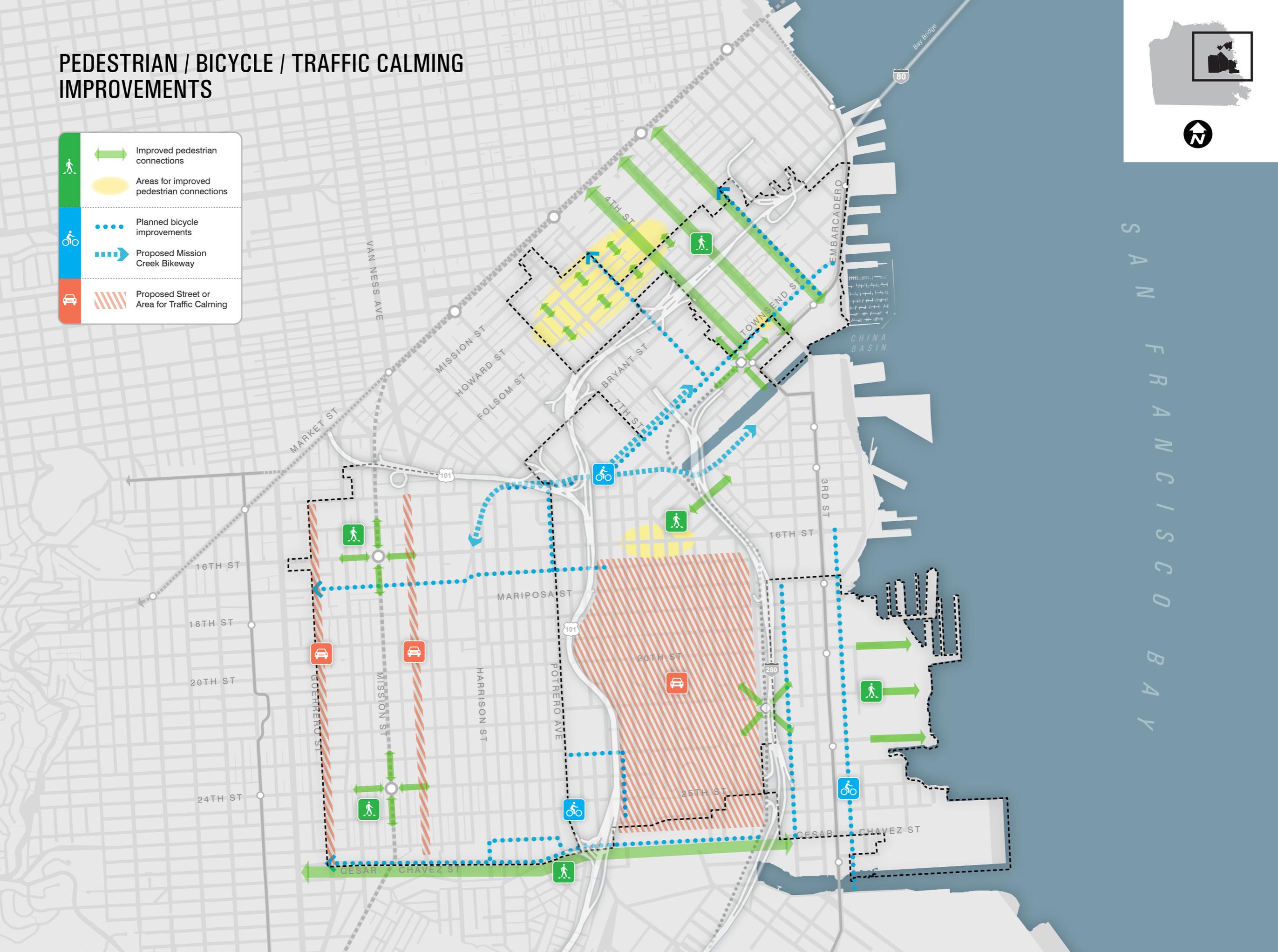


# PEDESTRIAN / BICYCLE / TRAFFIC CALMING IMPROVEMENTS

-  Improved pedestrian connections
-  Areas for improved pedestrian connections
-  Planned bicycle improvements
-  Proposed Mission Creek Bikeway
-  Proposed Street or Area for Traffic Calming



SAN FRANCISCO BAY





SAN FRANCISCO BAY

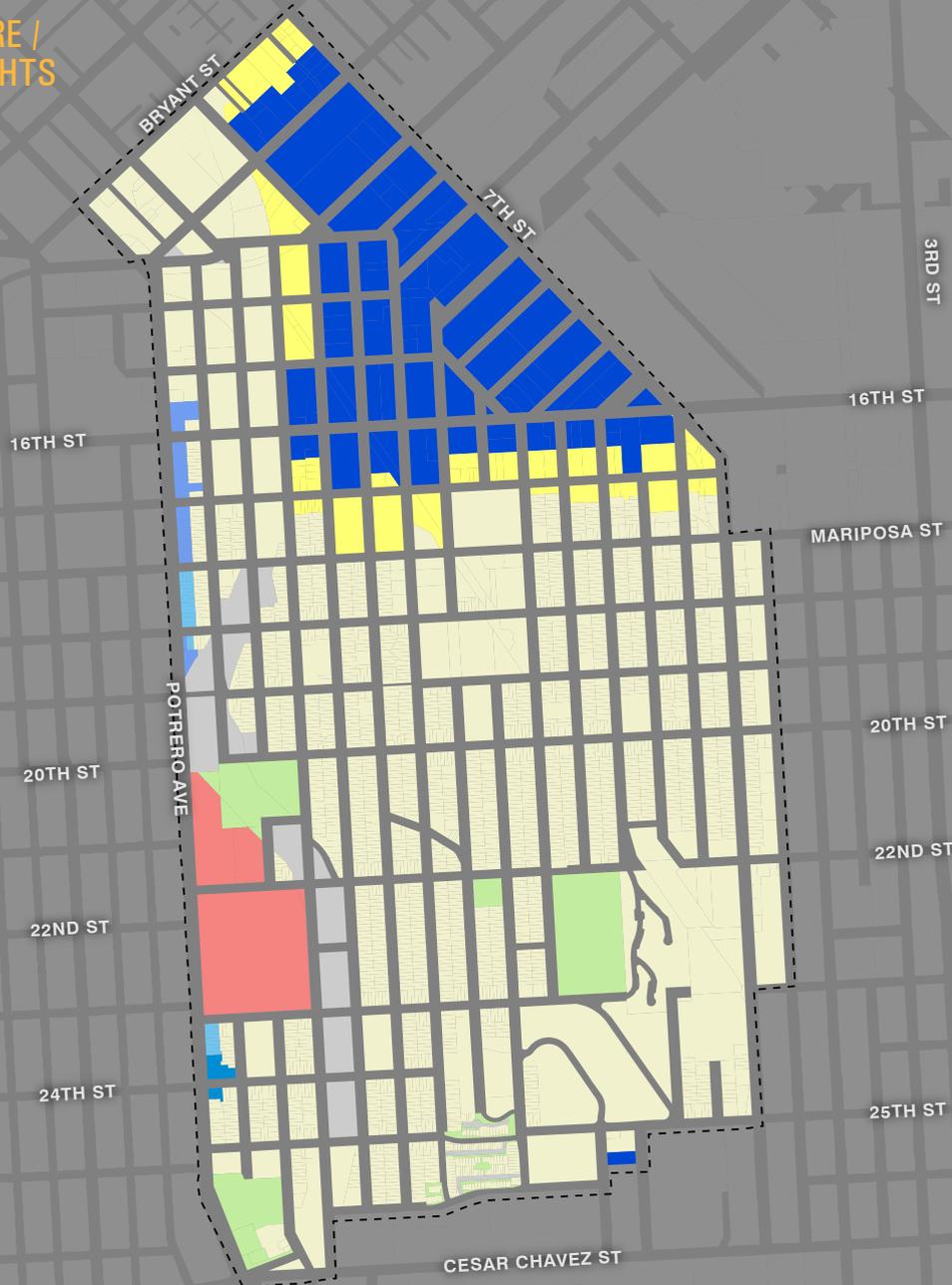
**LEGEND**

- Acquire and develop sites for open space or neighborhood parks in the general vicinity.
- Existing Open Space
- Planned Open Space
- Civic Boulevard
- Green Connector Streets
- Potential Living Streets
- Mission Streetscape Plan



# SHOWPLACE SQUARE / POTRERO HILL HEIGHTS

Heights in Feet



# SHOWPLACE SQUARE / POTRERO HILL HEIGHTS

Heights in Feet



16TH ST

20TH ST

22ND ST

24TH ST

BRYANT ST

POTRERO AVE

7TH ST

MARIPOSA ST

20TH ST

22ND ST

25TH ST

CESAR CHAVEZ ST

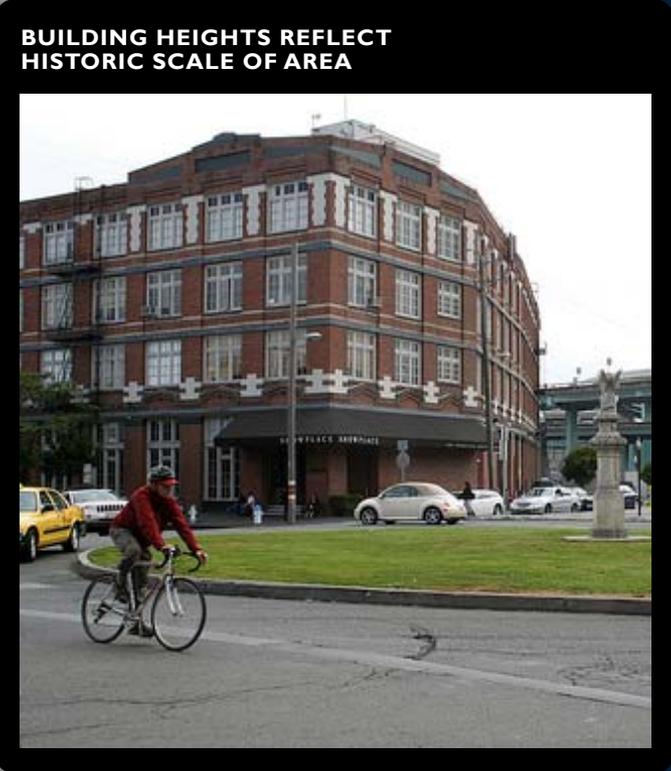
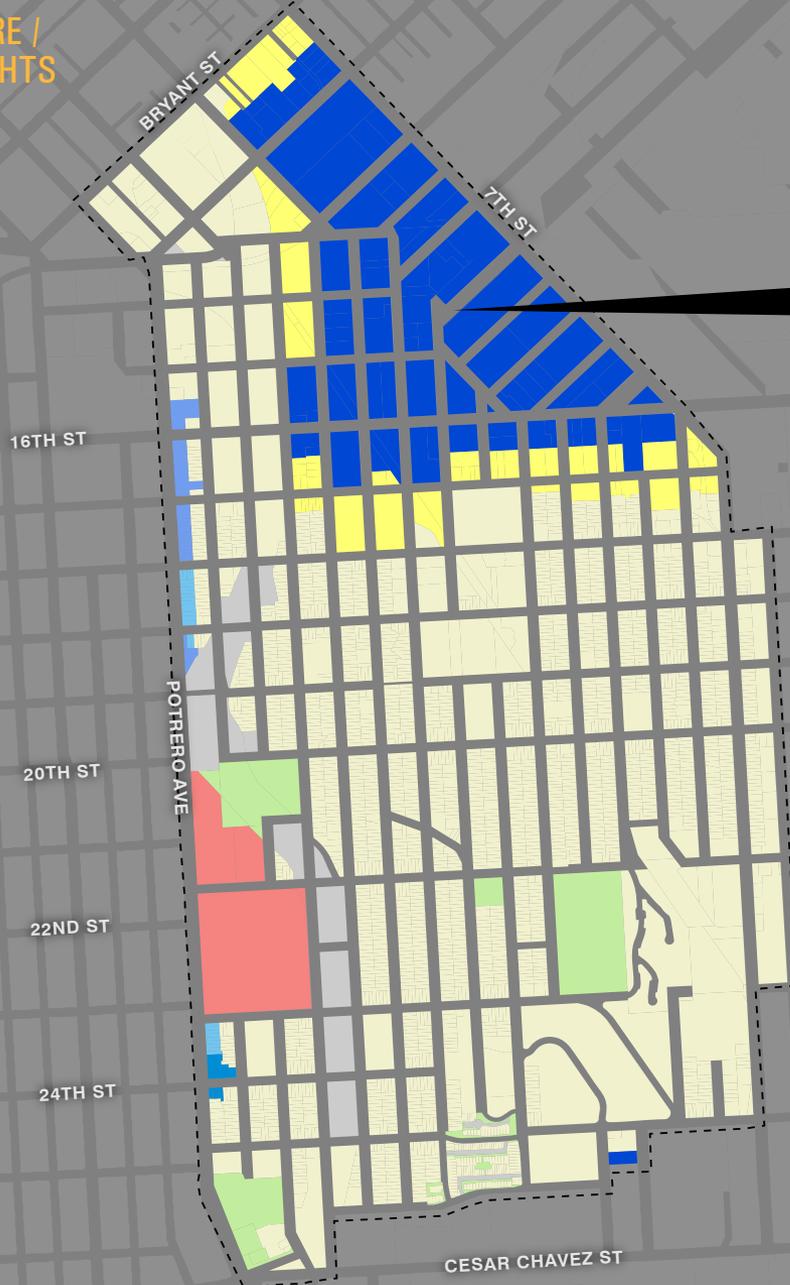
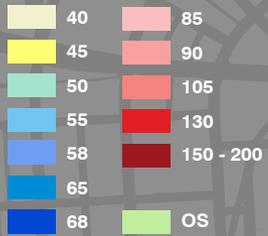
### BULK CONTROLS FOR LARGE PARCELS, MID-BLOCK RIGHTS OF WAYS

The diagram illustrates a transition from a large, irregularly shaped parcel on the left to a grid of smaller, more uniform lots on the right. An orange arrow points from the large parcel to the subdivided lots, indicating a change in land use or zoning that allows for more intensive development through subdivision and the creation of mid-block rights of way.



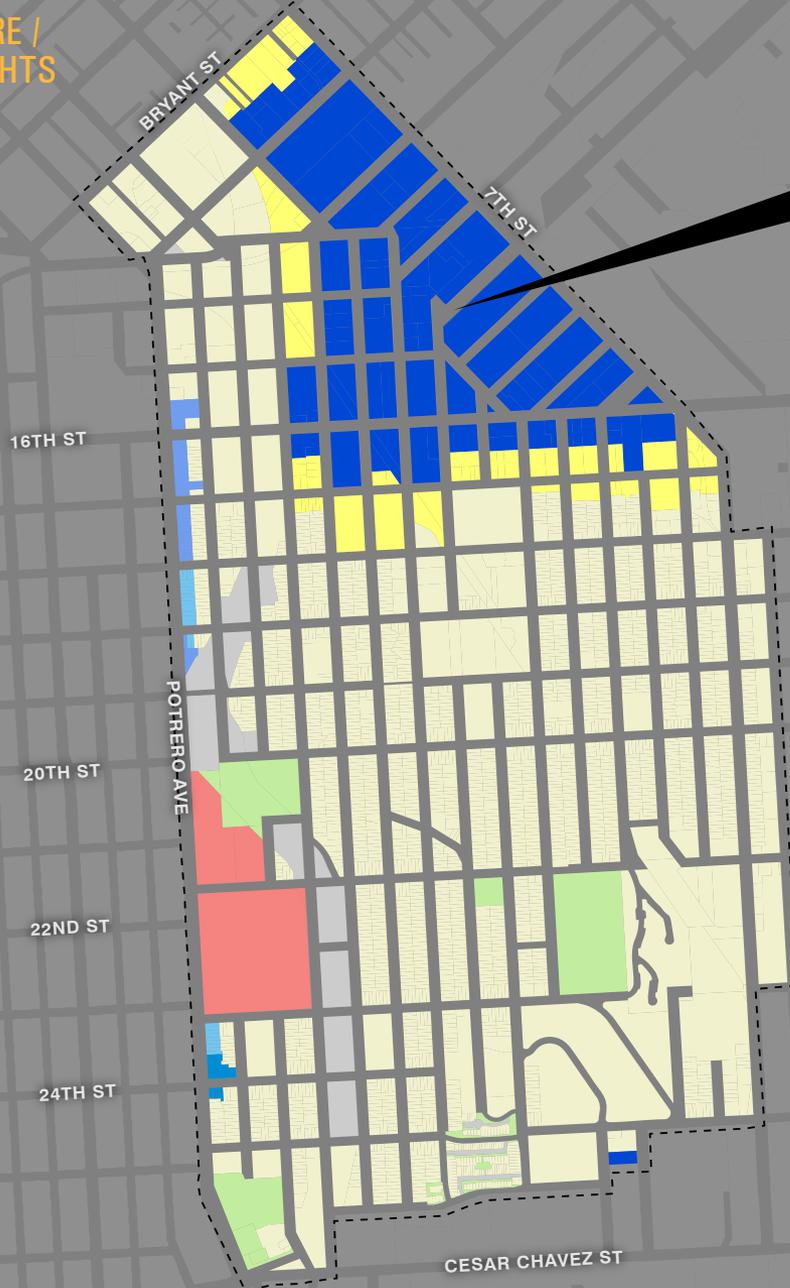
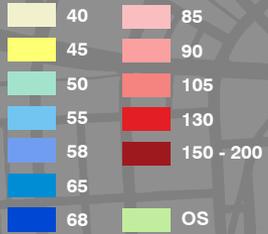
# SHOWPLACE SQUARE / POTRERO HILL HEIGHTS

Heights in Feet



# SHOWPLACE SQUARE / POTRERO HILL HEIGHTS

Heights in Feet



**HEIGHT INCREASE TO 68' SUPPORTS NEEDS FOR TALL ROOMY GROUND FLOORS, IN BOTH PDR AND RESIDENTIAL BUILDINGS**



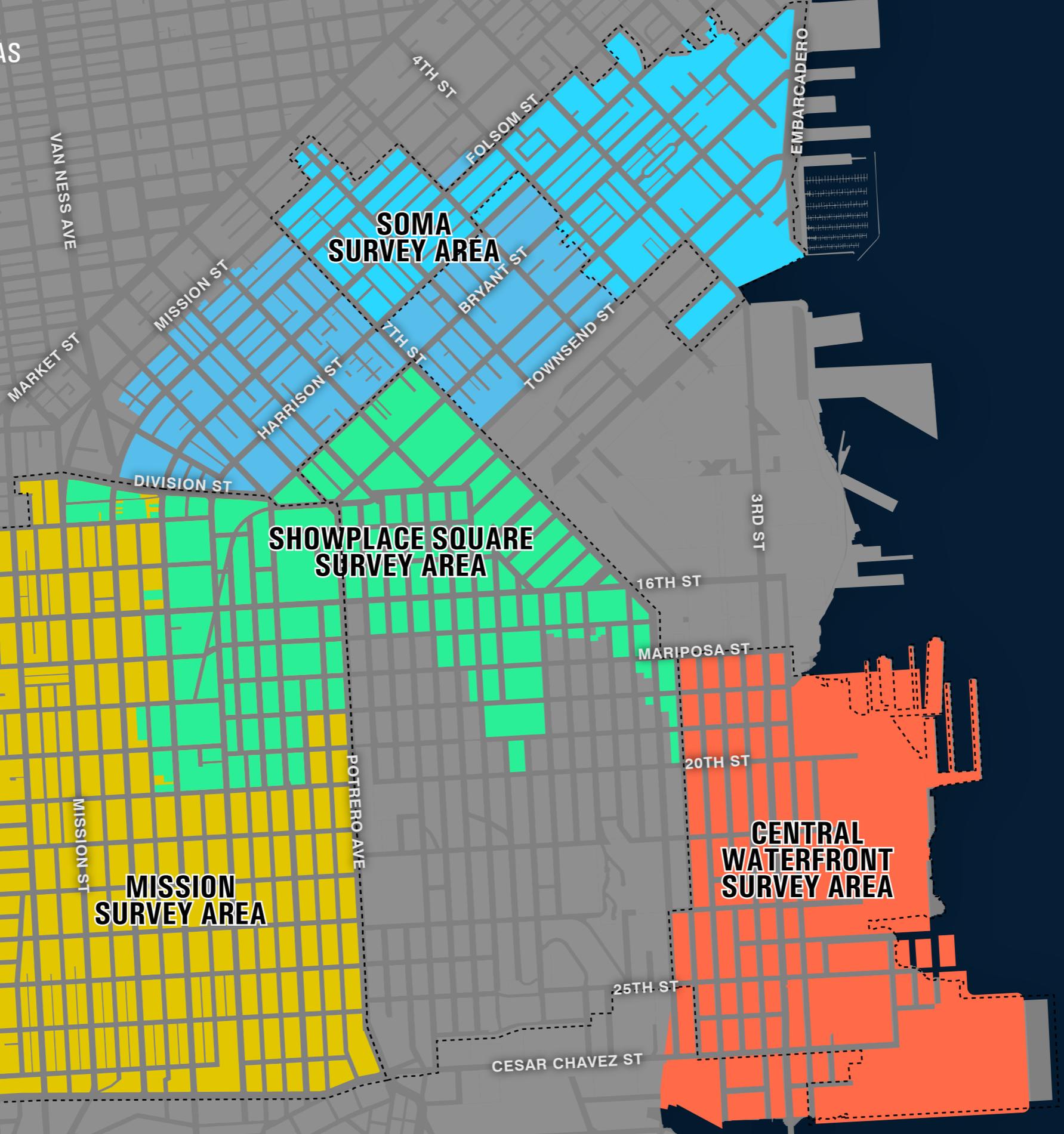
20TH ST

22ND ST

25TH ST



HISTORIC SURVEY AREAS



SAN FRANCISCO BAY

**SOMA  
SURVEY AREA**

**SHOWPLACE SQUARE  
SURVEY AREA**

**MISSION  
SURVEY AREA**

**CENTRAL  
WATERFRONT  
SURVEY AREA**

# Historic Preservation

- Preliminary findings: Unique concentration of early 20<sup>th</sup> century industrial and commercial buildings
- Buildings as successful examples of adaptive reuse of historic structures
- Renovation has not diminished historic character
- Neighborhood is good model for sustainability and preservation



# Community Facilities

- Funding from impact fees for public library materials for Potrero Branch to meet projected growth
- Ensure sufficient space to meet future middle school demand in the neighborhood
- Require active ground floors - can meet this through the creation of new community-serving facilities (childcare, recreational facilities, art space)
- Active cooperation with MOH to provide these spaces at the ground floor of affordable housing projects



# Commission Discussion