

Showplace Square/Potrero

AREA PLAN

DRAFT

Note to readers: This draft area plan and included zoning and height maps represents the Planning Department's current proposal, based on community outreach and technical analysis to date. As we continue to listen to community concerns and refine our understanding of public benefits requirements, including affordable housing needs, we may introduce modifications to some of these proposals at future community forums.



SAN FRANCISCO
PLANNING
DEPARTMENT

EASTERN NEIGHBORHOODS

Community Workshop Series

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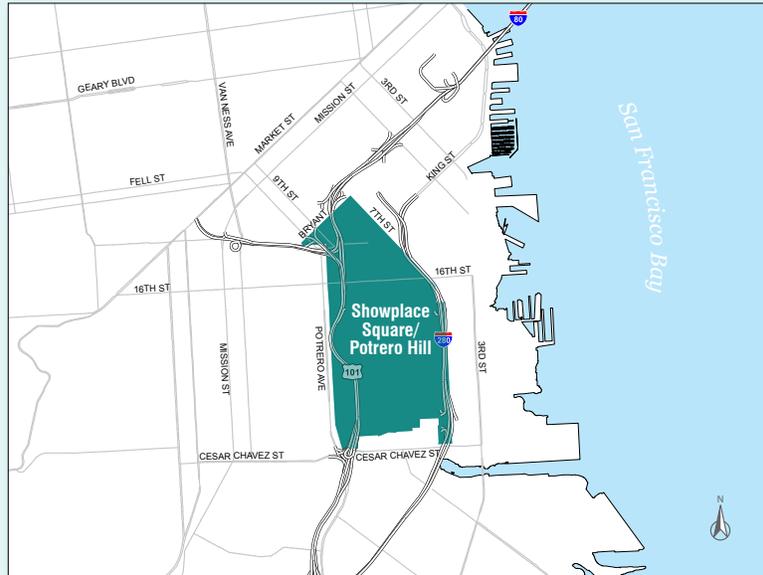
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INTRODUCTION

This Area Plan contains goals, objectives and policies for the conservation and development of the Showplace Square – Potrero area of San Francisco. The Plan will be accompanied, in a separate document, by proposed permanent zoning controls (Planning Code amendments) that would set forth the rules for new development. The Plan and implementing Planning Code amendments would guide the location, intensity

and character of new and expanded business and residential activity, the buildings which house these activities, and the public facilities and resources provided within the area covered in the Plan. In addition to recommending development policies and zoning rules, the Plan recommends measures to be undertaken by other city agencies that would improve the physical environment and general neighborhood livability of the area.

Eastern Neighborhoods Goals

Four main goals guided the Eastern Neighborhoods Planning Process.

1. ***Reflect Local Values.*** To develop a rezoning proposal that reflects the land use needs and priorities of each neighborhood's stakeholders and that meets citywide goals for residential and industrial land use.
2. ***Increase Housing.*** To identify appropriate locations for housing in the City's industrially zoned land to meet a citywide need for more housing, and affordable housing in particular.
3. ***Maintain Some Industrial Land Supply.*** To retain and adequate supply of industrial land to meet the current and future needs of the City's production, distribution, and repair (PDR) businesses and the city's economy.
4. ***Improve the Quality of All Existing Areas with Future Development.*** To improve the quality of the residential and non residential places that future development will create over that which would occur under the existing zoning.

1

LAND USE

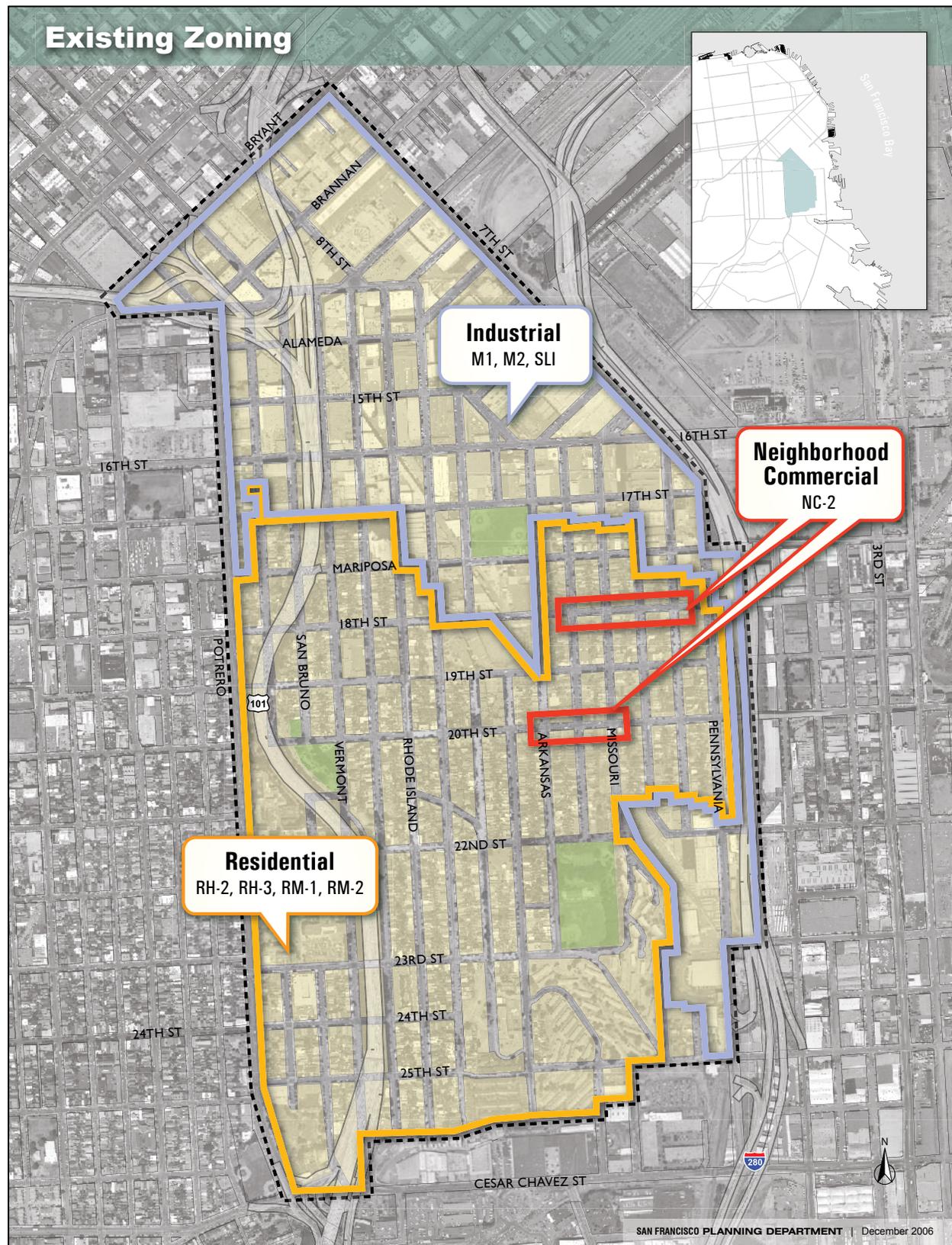
This section presents the vision for the use of land in Showplace Square-Potrero. It identifies activities that are important to protect or encourage and establishes their pattern in the neighborhood. This pattern is based on the need to retain space for production, distribution and repair (PDR), protect established residential areas, and promote existing neighborhood commercial area such as 18th street on Potrero Hill and encourage new neighborhood serving retail and businesses at the base of the hill near Jackson Playground on 17th street. Where and how these activities occur is critical to ensuring that future neighborhood change contributes positively to the city as well as the area's vitality, fostering Showplace Square-Potrero as a place to live and work.

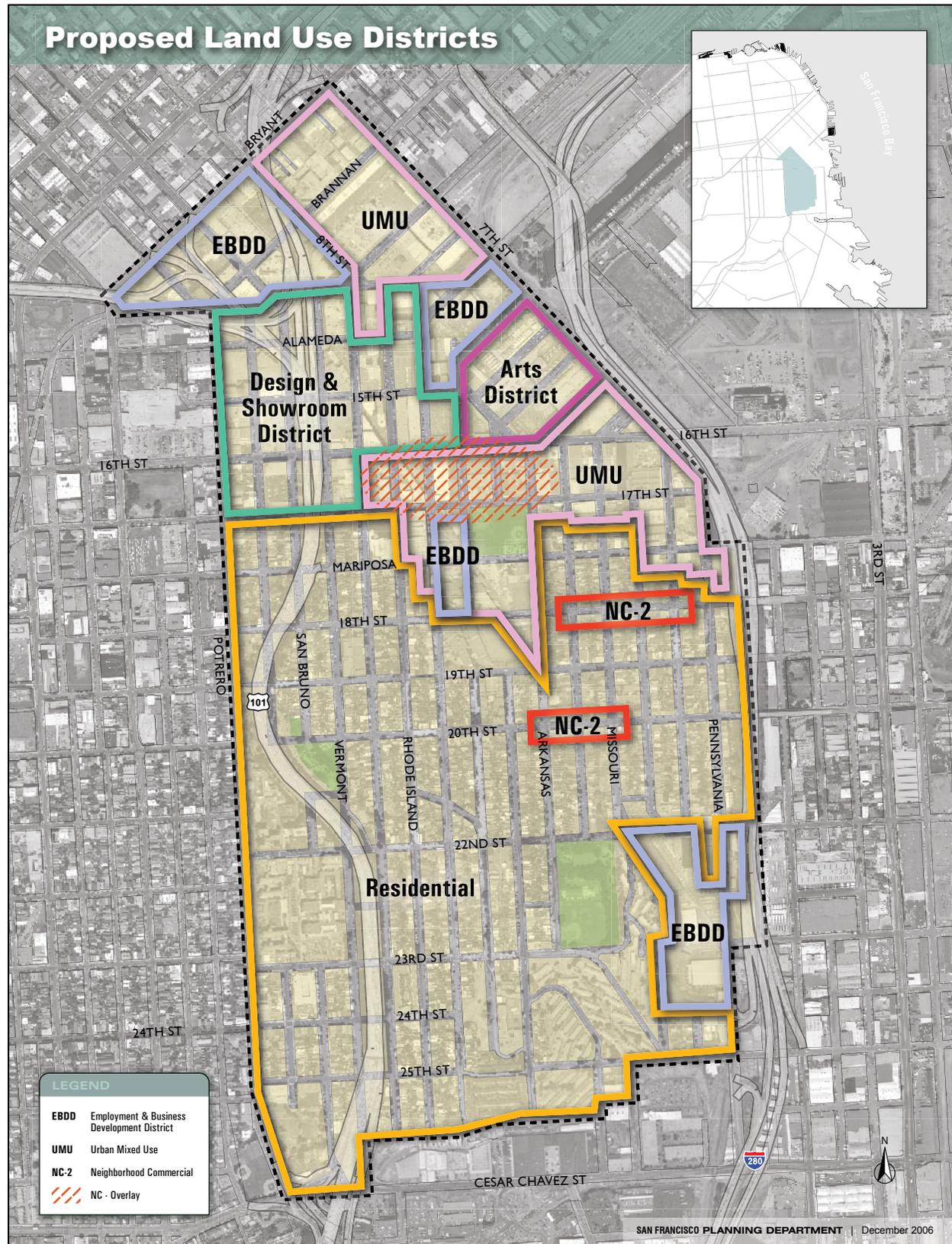
OBJECTIVE 1.1 **BUILD ON THE EXISTING CHARACTER** **OF SHOWPLACE SQUARE-POTRERO AND** **STABILIZE IT AS A PLACE FOR LIVING** **AND WORKING.**

To ensure that Showplace Square-Potrero remains a creative center for the design industry and important location for Production, Distribution and Repair (PDR) businesses and arts activities, a land use pat-



tern expressly promoting these activities should be implemented. This means protecting established areas of residential, commercial, and PDR, and ensuring that areas that have become mixed-use over time develop in such a way that they contribute positively to the neighborhood. A place for living and working also means a place where affordably priced housing is made available, blue-collar jobs are protected, and where goods and services are oriented to serve the needs of the community. For Showplace Square-Potrero to continue to function in this way, some industrial land must be designated for such uses and controlled in a more careful fashion.





Policy 1.1.1

Establish land use districts that foster Showplace Square-Potrero's unique character.

The following general principles guided the process for determining the land use designations that would be appropriate for Showplace Square-Potrero:

- Preserve the character of Showplace Square and Potrero Hill
- Encourage compatibly scaled housing, particularly family affordable housing
- Enhance the character of existing neighborhood commercial areas
- Establish new mixed use areas that allow for additional neighborhood commercial activity
- Protect important production, distribution, and repair activities, including design related businesses and arts activities

Employment and Business Development District

The intent of this district is to encourage new business formation, support existing businesses, and to conserve space for PDR businesses, including arts activities.

Design and Showroom District

The intent of this district is to acknowledge and support the unique collection of buildings, jobs, and uses that characterize part of Showplace Square. It restricts demolition of PDR space and buildings, allows but limits office and retail to 2,500 square feet per lot and prohibits certain industrial uses.

Arts District

The intent of this district is to encourage a wide array of non-residential uses that reflect the presence of the California College of Arts. It encourages arts activities, part of the PDR category, and requires five

square feet of arts-PDR space for every one foot of new housing, except in the case of student housing.

Urban Mixed Use

The intent of this district is to create mixed-use places that also serve as transitional areas between established residential neighborhoods and areas intended for PDR and other business activities. This district allows housing, office, retail, and other uses and requires some PDR space. Also, the area designated Urban Mixed Use along 17th Street will have specific provisions to encourage neighborhood commercial activities in this area.



The Anchor Steam brewery.

Policy 1.1.2

Generally retain existing heights while allowing for some change where appropriate.

The plan proposes to retain the existing heights of 40' south of Mariposa Street, and only allow for a slight increase to 45' between 17th and 16th Streets to allow for more flexible ground floor spaces. North of 16th Street, heights are proposed to be increased from 50' to 65' to allow for some additional development potential.

OBJECTIVE 1.2

RETAIN SHOWPLACE SQUARE'S ROLE AS AN IMPORTANT LOCATION FOR PDR ACTIVITIES.

It is important for the health and diversity of the city's economy and population that some space in San Francisco be preserved for Production, Distribution, and Repair activities. There are several thousand PDR jobs in Showplace in a variety of businesses. Many of these businesses form a cluster of design-related industries that are unique to San Francisco. Establishing space for PDR activities that is protected from encroachment by other uses responds to existing policy set forth in the city's General Plan, particularly the Commerce and Industry Element, that includes the following pertinent policies:

- Seek to retain existing commercial and industrial activity and to attract new such activity to the city (Objective 2, Policy 1)
- Promote the attraction, retention, and expansion of commercial and industrial firms which provide employment improvement opportunities for unskilled and semi-skilled workers (Objective 3, Policy 1)



- Avoid public actions that displace existing viable industrial firms (Objective 4, Policy 3)
- When displacement does occur, attempt to relocate desired firms within the city (Objective 4, Policy 4)

- Avoid encroachment of incompatible land uses on viable industrial activity (Objective 4, Policy 5)
- Maintain an adequate supply of space appropriate to the needs of incubator industries (Objective 4, Policy 11)



Generally, establishing areas for PDR businesses achieves the following:

1. Provides protection for activities that are susceptible to displacement.
2. Protects areas that contain concentrations of blue collar, unskilled and semi-skilled jobs.
3. Helps to ensure the availability of jobs across all economic sectors, providing a wide range of employment opportunities for San Francisco's diverse population.
4. Ensures that there is space for activities important to meeting the city's everyday needs.
5. Ensures that there is space for businesses that support the city's wider economy and health.
6. Ensures that there is space for new business sectors to emerge, which helps San Francisco to maintain its role as a regional center.

7. Fosters a diverse economy, which helps to ensure the city's long-term economic vibrancy.

Policy 1.2.1

Designate new land use districts that protect and promote PDR activities by prohibiting construction of new housing in PDR districts and limiting the amount of other uses, especially office, which can be introduced.

Policy 1.2.2

Help businesses to thrive and expand.

Healthy, growing businesses contribute to the vibrancy, diversity and success of their neighborhoods and the city in general. In addition to land and building space, businesses need other forms of support to help them prosper. Through agencies such as the Mayor's Office of Economic and Workforce Development and the Mayor's Office of Community Development, the city should develop a coordinated strategy to retain and expand businesses through loan consultation, marketing and outreach to these businesses on incentive programs and other economic development strategies would provide a more complete approach to business expansion and retention.

Policy 1.2.3

Support Showplace Square's function as a center for design and furniture wholesaling, production, and repair.



The unique cluster of design related businesses in the plan area should be designated as a special area. This area should retain and promote design-related activity.

Policy 1.2.4

In areas designated for PDR, protect the stock of existing buildings used by, or appropriate for, PDR businesses by restricting conversions of industrial buildings to other building types and discouraging the demolition of sound PDR buildings.

Policy 1.2.5

Promote redevelopment or infill of PDR uses at underutilized sites in PDR districts.

Policy 1.2.6

Encourage development of flexible buildings with high floor-to-ceiling heights, large floor plates, and other features that will allow the structure to support various businesses.

OBJECTIVE 1.3

STRENGTHEN AND EXPAND SHOWPLACE SQUARE/POTRERO AS A RESIDENTIAL, MIXED-USE NEIGHBORHOOD.

Policy 1.3.1

Encourage new development on industrial land no longer needed for PDR activities.

Policy 1.3.2

Delineate areas to be rezoned from industrial to other uses so that the potential for new development is optimized and displacement of existing businesses and jobs is minimized.

Policy 1.3.3

Where appropriate, increase Showplace Square/Potrero's capacity for new housing development.

The Urban Mixed Use (UMU) district will allow for compatible housing development along 16th and 17th Streets mixed with PDR, retail, and other uses. Such

a mixed use district will add to the vibrancy of the area, preserve its special character, and buffer adjacent residential areas from more intensive uses to the north, including the freeway and train tracks.

Policy 1.3.4

Establish flexible residential zoning districts that allow for a wide range of new housing development.

New housing in the area should serve the needs of area residents while meeting citywide goals for the production of new housing. Policies on the provision of larger family sized housing, rental and ownership housing, and other types of housing can be found in the housing section of this plan.

Policy 1.3.5

Establish mixed use districts that require new development to provide space for PDR activities.

To retain the mix of uses in Showplace Square, new development should be required to provide some space for PDR activities. Where feasible, this space should be provided on the ground floor and designed in a flexible fashion.

Policy 1.3.6

Delineate a special neighborhood commercial overlay district along 17th street that is compatible with existing PDR uses in the area.



A special neighborhood commercial overlay on the proposed Urban Mixed Use district along 17th street should be delineated to ensure a vibrant mix of neighborhood commercial activity and modest amounts of housing while taking care not to displace existing businesses in the area. To ensure compatibility and neighborhood serving activities, this area should not allow “big box” retail and large chain stores should be regulated.

Policy 1.3.7

Protect the character of existing neighborhood commercial areas on 18th and 20th Streets on Potrero Hill by retaining the existing NC-1 zoning designations.

To ensure compatibility and retain neighborhood character, chain stores should not be allowed in these areas.

Policy 1.3.8

Where appropriate, encourage a mix of arts related activities in Showplace Square.

Arts related uses should be allowed and encouraged in all of Showplace Square. As PDR activities, such uses are compatible with existing light industrial businesses and, if properly scaled, also compatible with residential uses located on Potrero Hill.

OBJECTIVE 1.4

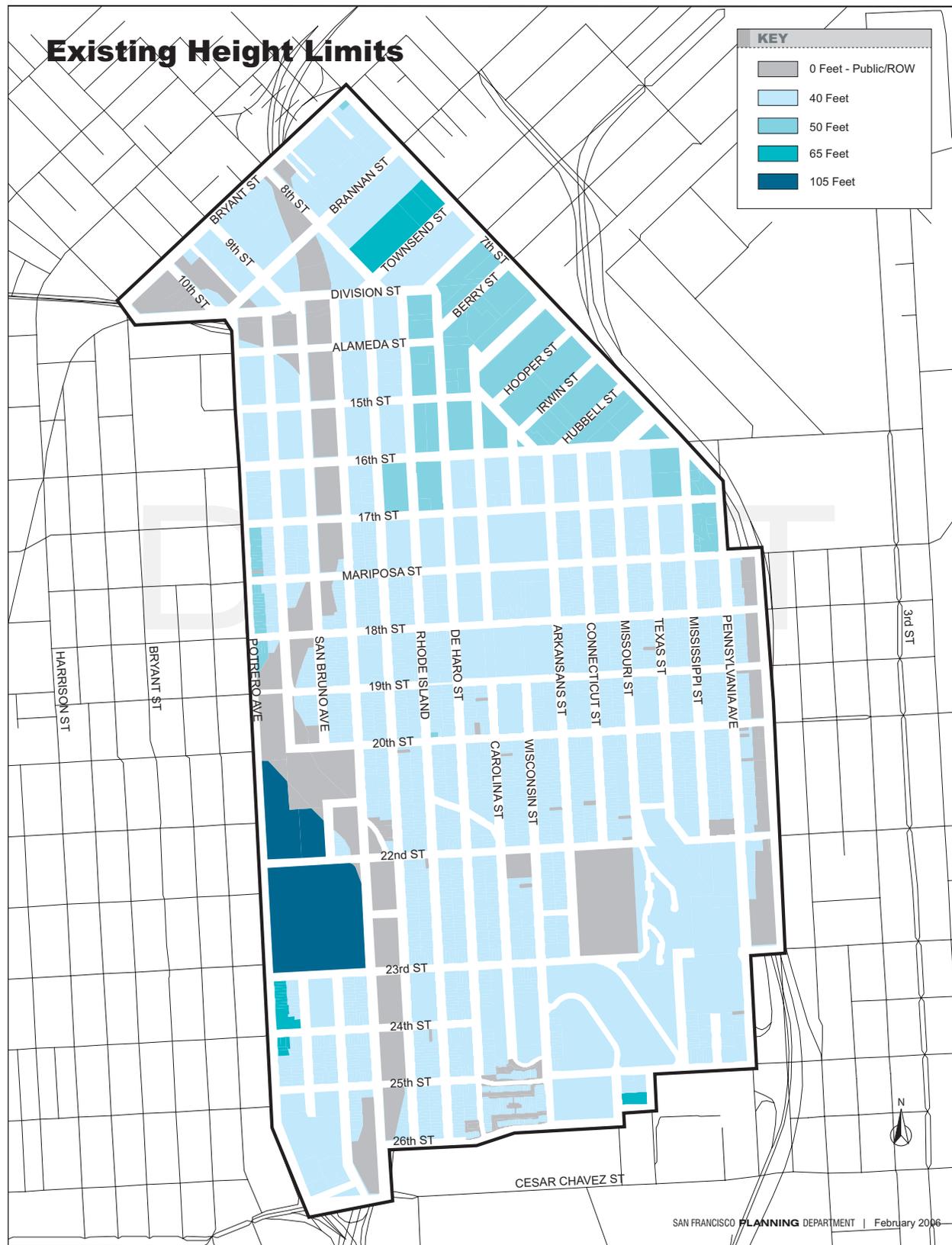
ENCOURAGE NEW DEVELOPMENT TO BE ORIENTED TO TRANSIT, PEDESTRIANS, AND BICYCLES.

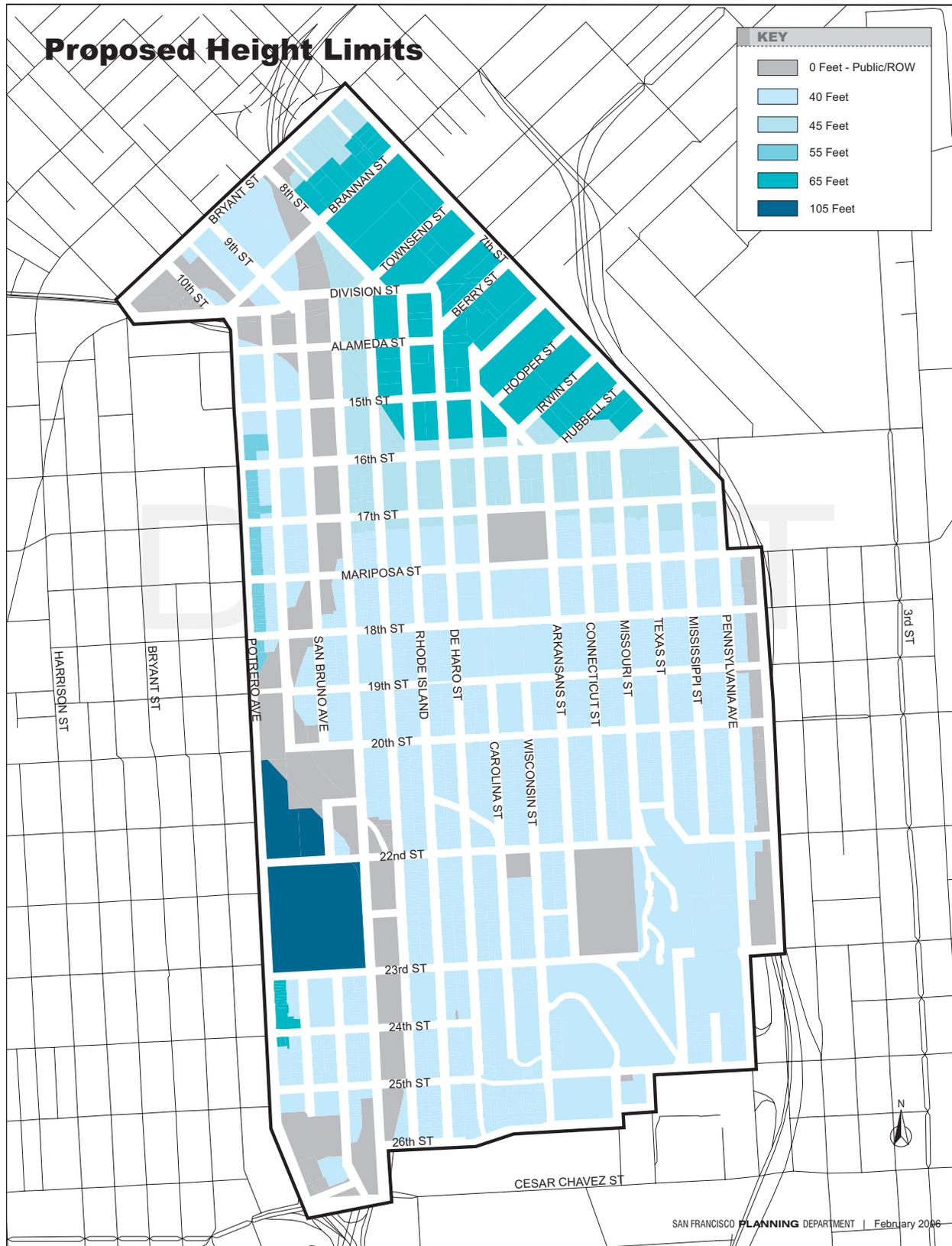
Policy 1.4.1

Encourage active uses, especially neighborhood-serving uses, on the first floor of new development particularly along 17th Street adjacent to Jackson Playground.

Policy 1.4.2

Require new development to incorporate design features that support pedestrians, bicyclists, and transit users.





2

HOUSING

San Francisco has an existing need for all kinds of housing, particularly housing affordable to low and moderate income residents. Within Showplace Square, there is potential to meet a modest amount of the City's housing needs without undermining the neighborhood's prominent role in providing PDR jobs. On Potrero Hill there is less potential for development. In both Showplace Square and Potrero Hill, new housing development should be compatible with its surroundings, not displace existing businesses, and promote appropriate neighborhood amenities and services.

OBJECTIVE 2.1 ENCOURAGE HOUSING PRODUCTION IN APPROPRIATE AREAS

Policy 2.1.1

Revise zoning controls to allow in-fill housing development in areas where it is appropriate for uses to transition to predominantly mixed-use neighborhoods.

In-fill housing development provides needed housing within the existing urban fabric. The revision of zoning controls within Showplace Square will enable housing to be developed in the Urban Mixed Use



(UMU) District above PDR uses (see the Land Use section for a discussion of the UMU District).

Policy 2.1.2

Encourage housing development over commercial or PDR uses in new construction or substantial expansion of existing buildings.

Housing is often built as part of a mixed-use development, and encouraging the addition of housing to new commercial buildings as well as to existing buildings allows for the production of more units. As discussed in the Land Use chapter, the Area Plan is designed to promote a mix of compatible uses in the Showplace

Square area. The Urban Mixed Use District zoning is intended to promote this kind of development by permitting housing above PDR and commercial uses on the ground floor.

Policy 2.1.3

Ensure the compatibility of in-fill housing development with its surroundings

The Plan Area contains two predominant neighborhood types – residential on Potrero Hill south of 17th St., and PDR in Showplace Square north of 17th St. On Potrero Hill, the compatibility of new housing will be ensured by maintaining existing zoning controls as well as the prevailing scale and material composition of adjacent buildings. In Showplace Square, new housing will be permitted in areas where it is appropriate to transition to a mixed-use neighborhood, and not permitted in other areas (including the Employment and Business Development District, Design and Showroom District, and Art District).

OBJECTIVE 2.2

ENCOURAGE THE DEVELOPMENT OF PERMANENTLY AFFORDABLE HOUSING

Policy 2.2.1

Where additional by-right development potential has been conferred by new zoning, require a higher percentage of affordable housing units in developments

New zoning can create additional value on properties through enabling housing by-right (as opposed to conditionally) and/or by increasing the allowed height of development. Where this additional value has been conferred, the City should ensure that additional public benefits are accrued. Such public benefits could include increasing the required percentage of affordable housing. [*Note to reader: The Planning Department is working with the Mayor's Office of Housing to determine the feasibility of this policy and, specifically, how the percentages of required affordable housing may be adjusted.*

This assessment will be concluded before the completion of the final Area Plan.]

Policy 2.2.2

Encourage innovative programs that improve housing rental and ownership opportunities and affordability.

In addition to encouraging housing production, there is a demonstrated need to reduce the overall cost of housing development and therefore reduce rental rates and purchase prices. One approach could be the establishment of a community land trust that would hold land in trust and make it available for the development of affordable housing. The city should encourage the further development of a community land trust in the area, and/or support the exploration of other innovative approaches to reducing housing costs for residents.

Policy 2.2.3

Identify appropriate public parcels for the development of permanently affordable housing in Showplace Square.

The City should work to identify public parcels in the Showplace Square area that would be appropriate for the development of affordable housing.

OBJECTIVE 2.3

LOWER THE COST OF HOUSING

Policy 2.3.1

Revise residential parking requirements.

The city's current minimum parking requirements are a significant barrier to the production of housing, especially affordable housing. Residential parking requirements should be revised to allow, but not require, parking up to one space per dwelling unit. This would allow developers to build parking up to one for one, if they desire and if it can be done while meeting this plan's urban design guidelines. Small in-fill projects, senior housing projects, or others which may desire

to provide fewer parking spaces would have the flexibility to do so.

Policy 2.3.2

Encourage accessory residential units in existing buildings.

New housing can be made available gradually over time without significant changes to the physical form of the area by adding accessory units to existing buildings. Because these units are typically smaller and more directly attached to existing units, they are an ideal way to provide housing, especially for seniors, artists and people with special needs. Additionally, conversions of ground floor spaces that create new housing units are encouraged.

Policy 2.3.3

Separate the cost of parking from the cost of housing.

In much of the housing built under current parking requirements, the cost of parking is included in the cost of owning or renting a home, requiring households to pay for parking whether or not they need it. As part of an overall effort to increase housing affordability in the plan area, costs for parking should be separated from the cost of housing.

OBJECTIVE 2.4

ENSURE A MIX OF INCOME, UNIT SIZE AND TENURE IN MAJOR NEW HOUSING DEVELOPMENTS TO SATISFY AN ARRAY OF HOUSING NEEDS

Policy 2.4.1

For all developments of 10 units or more, require that 40 percent of all units in new development have two or more bedrooms and that at least 10 percent of all units in new development have three or more bedrooms.

The supply of family housing in the city is decreasing because most new construction consists of smaller

units and because many larger units have been subdivided. This policy would increase the availability of larger units appropriate for families.

Policy 2.4.2

Encourage rental housing, particularly affordable.

Most new housing being built in San Francisco is ownership housing while two-thirds of residents are renters. The City's Housing Element recognizes that rental housing is often more affordable than for-sale housing, and existing City policies regulate the demolition and conversion of rental housing to other forms of occupancy. New development in the Showplace Square Area should ensure that rental opportunity is available for new residents as well. [**Note to reader:** *The Planning Department is working with the Mayor's Office of Housing to determine feasible ways to increase the development of new rental housing. This assessment will be concluded before the completion of the final Area Plan.*]

Policy 2.4.3

Require that off-site inclusionary housing be built within the Showplace Square plan boundaries and increase the incentive for inclusionary housing to be built on-site.

Recent legislation requires that off-site inclusionary housing be built within one mile of the project site. Zoning controls will require that this off-site inclusionary housing be built within the plan boundaries. Additionally, the percentage for off-site could be adjusted for Showplace Square to incentivize locating inclusionary housing on-site. [**Note to reader:** *The Planning Department is working with the Mayor's Office of Housing to determine ways to increase incentives to build affordable housing on-site. This assessment will be concluded before the completion of the final Area Plan.*]

Policy 2.4.4

Promote the development of housing for seniors, the disabled, and other special needs groups within the plan boundaries.

The City should take an active role to encourage the expansion of the availability of housing units suited to needs of seniors, the disabled, and other special needs groups. This includes promoting physical design features and ancillary social and medical service facilities. When units are constructed or rehabilitated to meet the needs of special user groups and have received City support or waivers, there should be monitoring to ensure that such units continue to be occupied by the intended group.

OBJECTIVE 2.5 ENCOURAGE THE RETENTION OF HOUSING

Policy 2.5.1

Retain and enhance the existing housing stock.

In contrast to new housing, existing housing tends to be more affordable, particularly rental housing. The City's General Plan policy encourages the retention of the existing housing stock and discourages dwelling unit mergers by mandating review of all mergers and demolitions.

Policy 2.5.2

Continue to discourage residential demolitions.

Residential demolitions can result in the loss of affordable housing. The City's General Plan discourages residential demolitions, except where it would result in replacement housing equal to or exceeding that which is to be demolished. This policy will be applied directly to any residential demolition proposed in the Showplace Square area.

OBJECTIVE 2.6 IMPROVE ACCESS TO HOUSING

Policy 2.6.1

Promote access to affordable housing resources and information.

The City should continue to support efforts by the Mayor's Office of Housing to improve access to affordable housing resources and information. This includes the centralization and publication of information, announcements, and waiting lists. This also includes promoting that all information and resources about affordable rental housing opportunities are accessible to Spanish, Chinese, and other non-English speakers. Finally, this includes strengthening first-time homebuyer education and counseling programs that make it easier for residents to navigate the homeownership process.

Policy 2.6.2

Where possible, promote and expand second mortgage loan down payment assistance programs.

The City should continue to support efforts by the Mayor's Office of Housing to make housing more affordable, including improving access to second mortgage loan down payment assistance programs.

OBJECTIVE 2.7 PROMOTE HEALTH THROUGH HOUSING POLICY

Policy 2.7.1

Holistically consider health impacts in the production of new housing.

The San Francisco Department of Health has facilitated the multi-stakeholder Eastern Neighborhood Community Health Impact Assessment (ENCHIA) to produce a vision for a healthy San Francisco as well as health objectives, measures, and indicators. The Department of Health will work with other City agencies to assess the impacts of new housing. This includes ensuring that new housing development is designed to meet the physical, social and psychological needs of families with children.

3

TRANSPORTATION

OBJECTIVE 3.1 IMPROVE PUBLIC TRANSIT TO BETTER SERVE LAND USE INTENSIFICATION IN SHOWPLACE SQUARE

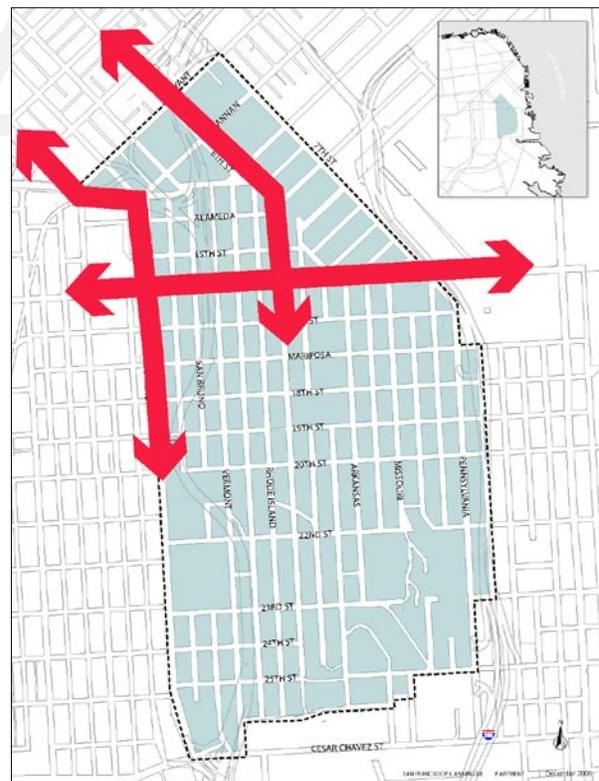
Policy 3.1.1

Improve and expand public transit lines linking Showplace to the rest of the city and Downtown, including cross-town connections.

Policy 3.1.2

The Municipal Transportation Agency (MTA) should explore improvements to 16th Street as a priority transit corridor, connecting the Mission district, Showplace Square/Lower Potrero, and Mission Bay with accompanying pedestrian and landscaping improvements.

16th Street already carries a portion of the #22 Muni bus line, a very heavily used line. As part of the Mission Bay development plan, this route, which currently leaves 16th Street to travel south over Potrero Hill, will be restructured to continue east on 16th Street to serve Mission Bay. With a new residential neighborhood and other mixed-use development poised for Showplace Square, which is currently an industrial district, transit improvements to this corridor could become important elements to link Showplace Square



Improve 16th Street transit and North/South linkages

to Mission Bay and the nearby Mission District (especially the 16th Street BART station). Enhanced treatments for transit, bicycles, and pedestrians should be explored in the corridor consistent with overall transportation needs. Any changes to the #22 line should ensure service is not degraded to Potrero Hill for both cross-town and downtown connections; consider re-routing the #33 line along 16th Street and south over Potrero Hill and extending the #30 or #45 into Showplace Square and up Potrero Hill.

Policy 3.1.3

The MTA should consider north-south transit improvements to better serve the Showplace Square area and mid-SOMA with transit and link them to Market Street, Civic Center, Van Ness and Geary transit corridors.

With a new residential neighborhood and other mixed-use development poised for Showplace Square, transit improvements in the 7th/8th and 11th Street corridors could act as important transportation links. These corridors complete a “missing gap” in the spacing of major north-south transit corridors throughout the South of Market. Enhanced north-south transit service linking development in Showplace Square and mid-SOMA to other major destinations and transit corridors, such as Market Street, Geary Street, Van Ness Avenue, and Civic Center station area should be examined. Improvements should be focused on the existing #19 Muni bus route. Additionally, the one-way traffic orientation of 7th and 8th Streets challenges local neighborhood livability and navigation, and makes the transit and bike route systems less user-friendly for transit riders and cyclists. Enhanced treatments for transit, bicycles, and pedestrians should be investigated in the corridor.

Policy 3.1.4

Caltrain and the MTA should pursue grade separation of Caltrain tracks where they cross 16th Street.

As Showplace Square and Mission Bay mature, the constraint of the at-grade crossing of the Caltrain tracks with 16th Street will become a more acute problem for transit. Especially as 16th Street develops as a key cross-town transit corridor connecting the Mission District and Showplace Square with Mission Bay and the eastern waterfront, eliminating this at-grade crossing may improve transit function and increase capacity and safety for all modes, includes pedestrians and cyclists. Use of these tracks by Caltrain operation is frequent and growing, and may ultimately include shared use by California High Speed Rail, which will require grade separation. In order to ensure a clear sight line and attractive corridor for pedestrians and cyclists, a scenario with the train tracks submerging underground below the existing grade of 16th Street is preferable to one in which the roadway is depressed or raised. Additionally, any development projects adjacent to the intersection of 16th and 7th Streets must ensure their access plans do not conflict with future grade separation or create new conflicts.

Policy 3.1.5

Reduce or eliminate curb cuts and vehicular conflicts with transit on Transit Preferential Streets, such as 16th Street.

Policy 3.1.6

Establish a fee for residential and commercial developments to fund transit, pedestrian and bicycle improvements in Showplace.

Policy 3.1.7

Support innovative transit solutions that improve service, reliability and overall quality of the transit rider’s experience.

These may include all-door boarding, transit priority signaling, real-time information systems and low-floors buses, among others.

OBJECTIVE 3.2
REDUCE TRAFFIC CONGESTION BY ESTABLISHING PARKING POLICIES THAT ENCOURAGE TRAVEL BY PUBLIC TRANSPORTATION OR OTHER ALTERNATIVE TRANSPORTATION MODES

Policy 3.2.1

Eliminate minimum off-street parking requirements and establish parking caps for new residential and commercial developments in mixed-use areas and areas adjacent to significant transit services.

The elimination of parking minimums increases the space for housing, the affordability of housing, and improves the design of buildings. Limiting the total amount of allowable parking is necessary to keep congestion from increasing, discourage increased rates of auto ownership and use, and improve the function of transit.

Policy 3.2.2

Make the cost of parking visible to users. Require parking to be rented, leased or sold separately from residential and commercial space for tenants or owners in all new major development.

The cost of parking is often aggregated in rents and purchase prices for residential and commercial property. This forces people to pay for parking without choice and without consideration of need or the availability of alternatives to driving. This could be avoided by requiring that parking be separated from residential or commercial rents, allowing people to make conscious decisions about parking and auto ownership.

Policy 3.2.3

Encourage, or require where appropriate, innovative parking arrangements that make efficient use of space and that discourage the use of autos for everyday use.

With the elimination of parking minimums and therefore the elimination of the need for independently accessible parking spaces, new developments will have much more flexibility and be able to better use smaller spaces. Using mechanical parking lifts, tandem or valet parking are important tools, which also reduce space needed for parking and allow more flexible and pedestrian-friendly building layouts.

Policy 3.2.4

Discourage auto commuting by requiring rates to favor short-term users, installing parking meters on all streets outside established residential areas and considering residential parking permits if necessary in residential areas.

There is limited parking on streets. These spaces should be regulated to favor short-term shoppers, visitors, and loading, especially in commercial areas, and to discourage or prohibit long-term use by area employees and commuters. Additionally, the pricing of parking is a key factor in discouraging area employees from commuting by car. Therefore, parking pricing in garages should be set (as in the downtown) to encourage short-term use, and curbside parking should be regulated either with meters or with Residential Parking Permits.

Policy 3.2.5

Discourage construction of new public parking facilities.

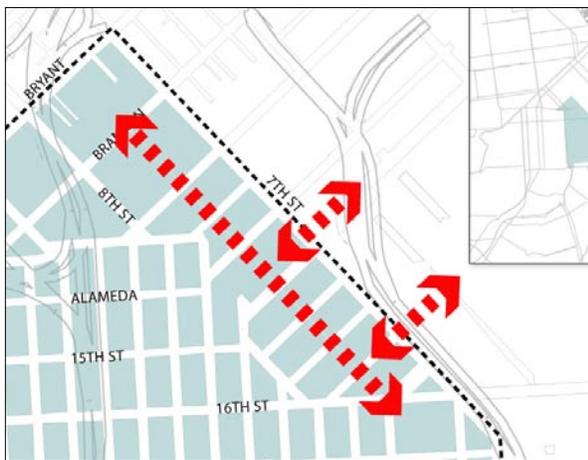
In accordance with Section 8A.113 of Proposition E (2000), new parking facilities can only be constructed if local excess parking demand is so high that motorists are willing to pay prevailing downtown rates for parking. Cheaper parking, or an oversupply of parking, would shift demand away from public transit, reducing ridership on Muni and regional transit providers, and would increase congestion.

Policy 3.2.6

Prohibit parking as a principal use.

To support the creation of an active, walkable, and affordable neighborhood that capitalizes on its proximity to downtown, above-ground space should be used for housing and other neighborhood-serving uses, rather than for parking.

OBJECTIVE 3.3 DESIGN STREETS AND ENHANCE THE STREET NETWORK TO ENCOURAGE WALKING AND ENSURE PEDESTRIAN SAFETY



Policy 3.3.1
Create safe and pleasant pedestrian networks that link Showplace Square to adjacent neighborhoods.

Policy 3.3.2
Improve streets for pedestrian access and safety.

Policy 3.3.3
Introduce traffic-calming measures and other improvements where appropriate.

Policy 3.3.4
Require private developers to include alleys that break up the scale of large-scale projects and to facilitate service access to buildings away from key transit or pedestrian streets.

Policy 3.3.5
Require private developers to contribute to the creation and maintenance of improved streetscapes through in-kind contribution, a community facilities district and/or developer fees.

Policy 3.3.6
Pursue additional street or pedestrian connections to Mission Bay between 16th Street and Commons Street.

OBJECTIVE 3.4 SUPPORT THE CIRCULATION NEEDS OF EXISTING PDR USES IN SHOWPLACE SQUARE

Policy 3.4.1
Provide an adequate amount of short-term, on-street curbside freight loading spaces throughout Showplace Square.

A significant share of deliveries to Showplace businesses is performed within the street space. Where curbside freight loading space is not available, delivery vehicles double-park, blocking major thoroughfares and creating potential hazards for pedestrians, cyclists and automobiles. The City should evaluate the existing on-street curb-designation for delivery vehicles and improve daytime enforcement to increase turnover. Where necessary, curbside freight loading spaces should be increased. During evenings and weekends, curbside freight loading spaces should be made available for visitor and customer parking.

Policy 3.4.2
Require off-street facilities for freight loading and service vehicles in any new major non-residential developments.

In new non-residential developments, adequate loading spaces internal to the development should be required to minimize conflicts with other street users.

Policy 3.4.3

Where appropriate, enhance access for vehicles serving PDR activities, giving them priority over other motorized users.

OBJECTIVE 3.5

DESIGN STREETS WITH OPEN SPACE AND ECOLOGICAL CONSIDERATION TO ENHANCE NEIGHBORHOOD LIVABILITY AND HEALTH

Policy 3.5.1

Convert portions of rights-of-way into usable open space and explore “Living Street” design for streets in Showplace Square that have excess capacity and are not connective with the major street grid.

Several streets in Showplace Square, including King, Berry, Hooper, Irwin, and Hubbell Streets are only one or two blocks long and do not serve as major traffic carriers because of their isolation and discontinuity with major streets in the grid. Consistent with rezoning this area for new housing and creation of

a new dense neighborhood, the City should explore the transformation of portions of these rights-of-way into Living Streets with wide landscaped pedestrian zones that feature usable open space features. The City also should study reduction of trafficways to one lane in each direction, which would create a slow neighborhood pace and character. As part of the Mission Bay development, Muni will re-route a bus line through Showplace Square, possibly on Hooper and/or Irwin Streets. The City should examine whether new street design proposals could accommodate bus service.

Additionally, there are multiple locations in Showplace Square and Potrero Hill where street grids collide at angles that create excessively-wide intersections and asphalt expanses unnecessary for traffic. Such locations include the intersection of Irwin, 8th, 16th, and Wisconsin Streets, as well as the intersection of Townsend, Division, and 8th Streets. These locations should be studied for creation of public open space.

Policy 3.5.2

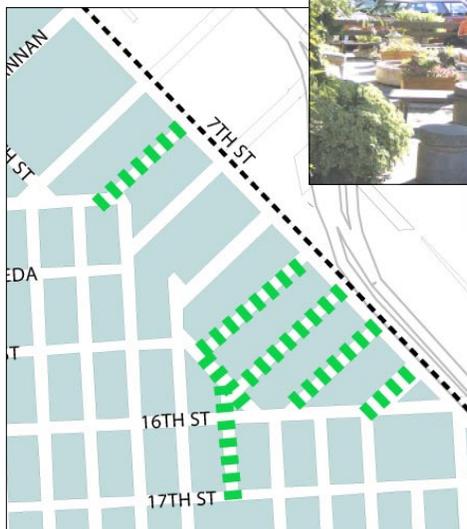
Reduce paved portions of right-of-ways with landscaping and permeable surfaces where possible to slow or capture stormwater runoff.

Policy 3.5.3

Do not vacate or sell any portions of right-of-ways not needed for traffic, particularly to accommodate or increase the size of private property or a particular development.

These spaces should be considered for public open space use. Street vacations may only be considered in specific cases where an equal right-of-way in the same vicinity will be dedicated to the City for public use and movement, and the new right-of-way can be conclusively determined to provide better connectivity and circulation for transit, pedestrians, bicycles, and other traffic than the current right-of-way.

Living Streets



OBJECTIVE 3.6

PROMOTE BICYCLE USE AS AN ALTERNATIVE TO THE AUTOMOBILE



Policy 3.6.1

Improve and expand neighborhood bicycle routes within the area and connections with the citywide bicycle network to ensure a comprehensive system of safe, convenient and attractive routes.

Policy 3.6.2

Improve the 16th/17th Street corridor within the area and its connections to the Mission District and Mission Bay.

There are existing bicycle lanes on 16th Street east of Kansas Street, but they do not connect all the way into the Mission District. Improvements to 16th and/or 17th Streets should be explored that improve this gap.

Policy 3.6.3

The MTA should explore bicycle improvements on Henry Adams or Rhode Island Streets to create a north-south bicycle route to serve the heart of Showplace Square and that connects to 8th Street.

The main north-south bicycle route in the area currently is 7th Street, which is on the eastern periphery of the district. There is currently no north-south bicycle route at the heart of the district.

Policy 3.6.4

The MTA should consider improving bicycle connections to Mission Bay and support the Mission Creek Bikeway project.

Policy 3.6.5

Provide quality bicycle parking, particularly at transit stops, outside stores, and near concentrations of employment.

OBJECTIVE 3.7

ENCOURAGE ALTERNATIVES TO CAR USE AND OWNERSHIP

Policy 3.7.1

Continue to require car-sharing arrangements in new residential and commercial developments, as well as any parking garages.

Policy 3.7.2

Provide space for car sharing vehicles in convenient, visible locations.

Policy 3.7.3

Require large retail uses, particularly supermarkets, to provide free or discounted shuttle and delivery services to customers.

Policy 3.7.4

Require major institutions to create “transportation demand management” programs, to encourage students, staff and faculty to use alternative transportation modes.

4

OPEN SPACE

OBJECTIVE 4.1

PROVIDE AND MAINTAIN A VARIETY OF WELL-DESIGNED AND EASILY ACCESSIBLE OPEN SPACES THAT MEET THE NEEDS OF WORKERS, RESIDENTS, AND VISITORS.

Policy 4.1.1

Identify opportunities to create new public open spaces, such as by acquiring land for new parks or converting parts of streets with surplus rights-of-way to linear recreational spaces.

Showplace Square's history as an almost exclusively industrial area has meant that the level of access to open space enjoyed by the rest of the city remains absent. The rapid increase in the residential population, however, has placed new urgency on improving access to public open space. The prevalence of several large lots that likely will be redeveloped in the near future suggests the opportunity for a new public park in the northern half of the neighborhood. Also, the large number of wide streets could be capitalized on by re-allocating part of the right-of-way currently designed for vehicular uses and giving it to pedestrians. In this way, a series of small landscaped plazas or green linear corridors could be created that would effectively break down the intense urban landscape.

Policy 4.1.2

The areas surrounding Townsend Circle and the intersection of 16th, Wisconsin and Irwin streets offer significant opportunities to increase the neighborhood's public open space network and should receive immediate design attention.

The unique confluence of streets at these intersections, combined with a high ratio of paved surface to vehicular traffic, provides an important design opportunity to improve access to public open space through the creation of two new urban plazas. Both plazas are adjacent to large populations of potential users and could become pivotal links in the larger public open space network. For the Townsend Circle, the new large development adjacent to the site should be pursued as a source for capital funding.

OBJECTIVE 4.2

NEW DEVELOPMENT SHOULD CONTRIBUTE TO THE PROVISION OF HIGH QUALITY PRIVATE AND/OR PUBLIC OPEN SPACE, EITHER BY PROVIDING SPACE ON-SITE, OR BY PAYING AN IN-LIEU FEE.



A visualization of the 8th and 16th Street intersections. This place could include a plaza with cafe seating.



A possible reconfiguration of the Townsend and Division intersection could include a new public plaza.

Policy 4.2.1

Require new residential and mixed-use residential buildings to provide on-site private open space, with a minimum of 80 square feet per unit.

New residential development shall provide adequate usable, unenclosed private or common open space resources easily accessible to project residents. Of the 80 square feet per unit, up to 25 percent can be accommodated in new on-site, at-grade and publicly accessible open spaces.

Open space standards for each type of residential use should incorporate adequate flexibility in design, character and location of these open spaces in order to facilitate affordable in-fill housing development. In new mixed use developments, common, unenclosed residential open space areas should be provided as a rear yard, rooftop garden, or elsewhere on the lot or within the development where it is clearly accessible to and for the exclusive use by the residents. All open space resources should be designed in such a way

that access to sunlight and protection from wind are adequately taken into consideration.

Policy 4.2.2

On-site private open space should be designed according to the needs of the anticipated populations, as defined by the types of units in the development.

Buildings with family units (2+ bedrooms) should provide private open space accessible only to residents, and designed for toddlers and small children. This includes providing direct access to private open space from the unit, easily accessible play equipment or other features deemed appropriate.



Policy 4.2.3

Require new non-residential and non-PDR development to contribute to the neighborhood's open space system either by building new publicly accessible open spaces on site, or by paying an in-lieu fee to be used for the purchase of new public space in the plan area.

If the open space is provided on site, it should be designed to be accessible to area workers during weekday hours and to area residents during both weekday and weekend day and early evening hours. It is envisioned that small, landscaped areas could be designed within the project site to provide attractive table and sitting areas for lunchtime eating and socializing by area workers. Area residents could use these same spaces on the weekends; for example, small tot-lots could be

used by area residents throughout the weekday and weekend daylight hours.

OBJECTIVE 4.3

THE PUBLIC OPEN SPACE SYSTEM SHOULD BOTH BEAUTIFY THE NEIGHBORHOOD AND STRENGTHEN THE ENVIRONMENT.

The provision of urban landscaping provides multiple aesthetic and ecological benefits and should be required of all new development. By incorporating such elements as layered vegetation, green roofs, larger trees and vegetated walls, and by integrating rainwater harvesting, projects can contribute to the ecological sustainability of the city, while providing attractive greenery and effective open space in a dense urban neighborhood.

Policy 4.3.1

Increase the environmental sustainability of Showplace Square's system of public and private open spaces by improving the ecological functioning of all open space.

The City shall develop an environmental plan for the Showplace Square neighborhood that recognizes the interconnected nature of public and private open spaces and sets specific targets for public and private interests to work towards. The City shall also adopt tree planting guidelines and storm water management programs that improve the ecological functioning of the neighborhood.



Policy 4.3.2

Enhance the pedestrian environment by planting street trees along sidewalks.

Closely spaced and sizeable trees parallel and close to curbs, progressing along the streets to intersections, create a visual and psychological barrier between sidewalks and vehicular traffic. More than any other single element, healthy street trees can do more to humanize a street, even a major traffic street.

Policy 4.3.3

Require minimum ecological standards for urban landscaping for all new development and provide incentives for existing development to meet these standards.

A set of minimum standards for landscaping shall apply to all new development in the plan area. One such methodology that has been used successfully is the Biotope Area Factor (BAF). The BAF is a flexible system that provides developers a range of options to meet minimum standards for on-site green landscaping; landscaped elements could include green roofs, partially sealed surfaces, semi-open surfaces, soil depth, rainwater harvesting, and vertical greenery.

**OBJECTIVE 4.4**

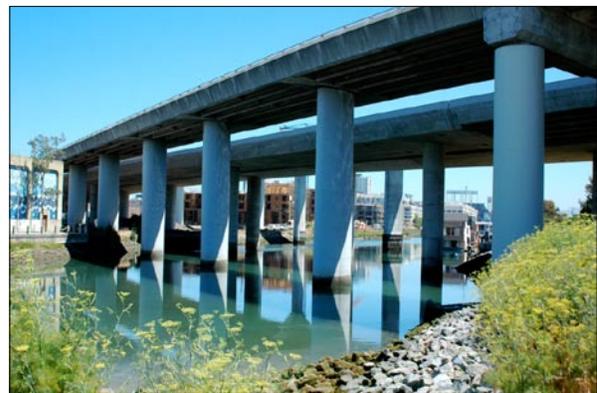
THE PUBLIC OPEN SPACE NETWORK SHOULD STRENGTHEN THE CONNECTION TO SAN FRANCISCO BAY.

Policy 4.4.1

16th Street should be heavily landscaped with trees and other greenery to make a strong visual connection from Showplace Square to the Bay.

**Policy 4.4.2**

The opportunity to highlight Mission Creek's historic channel through Showplace Square should be explored, possibly by creating a new public open space based on daylighting some element of the historic streambed.

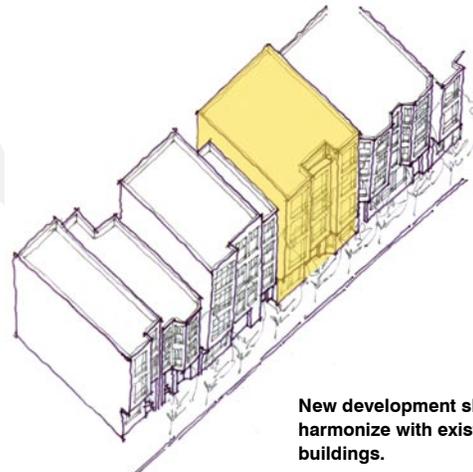


5

URBAN DESIGN

GOAL:

AN URBAN FORM THAT FRAMES AND ENHANCES THE PUBLIC REALM, CELEBRATES QUALITIES OF PLACE, AND PROMOTES A MORE COHESIVE AND LIVABLE ENVIRONMENT



New development should harmonize with existing buildings.

OBJECTIVE 5.1.1

PROVIDE AN URBAN FORM THAT REINFORCES SHOWPLACE SQUARE'S DISTINCTIVE PLACE IN THE CITY'S LARGER FORM AND STRENGTHENS ITS PHYSICAL FABRIC AND CHARACTER

Policy 5.1.1

Infill development should harmonize the visual relationship and transition between new and older buildings by respecting the heights, massing and materials of the older, surrounding buildings, while reflecting high quality, innovative design.

Although the area's physical fabric is well established, there are 'holes,' both large and small, where infill development could dramatically repair the fabric and provide new housing opportunities and neighborhood services. Infill development should respect the prevailing scale and material composition of adjacent buildings, providing an appropriate transition between buildings.

Policy 5.1.2

Preserve notable landmarks and areas of historic, architectural or aesthetic value, and promote the preservation of other buildings and features that provide continuity with past development. (See Historic Preservation section for specifics)

Important historic buildings cannot be replaced if de-

stroyed. Their rich palette of materials and architectural style impart a unique identity to a neighborhood and provide valuable additions to the public realm. Showplace Square demonstrates how adaptive reuse of historic buildings can provide a unique, identifiable, and highly enjoyed public place. Historic or otherwise notable buildings and districts should be celebrated, preserved in place, and not degraded in quality.



Showplace Square's historic buildings provide the basis for the area's unique character and should be preserved.

Policy 5.1.3

Heights should reflect the importance of primary streets and transit priority streets (TPS) in the City's overall urban pattern, while transitioning to the lower scale residential development at the base of Potrero Hill. Heights should respect natural topography. (Refer to heights map)

Building form and scale can be used to define significant corridors and nodes of activity by providing visual and experiential differentiation from the surrounding fabric. Along primary streets, scale can be used to provide visual interest to a neighborhood, suggest a cohesive identity, promote pedestrian activity, and support the long-term viability of public transit.

Policy 5.1.4

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.

Consistent with the Urban Design element of the General Plan, public view corridors should be protected from unnecessary visual clutter in the form of above ground utilities, signage, and other public and private infrastructure. Where possible, service utilities, including, electrical, telephone, and cable wiring, should be placed underground, while ensuring not to restrict planting opportunities for street trees.



The plan calls for the protection of public view corridors.

Policy 5.1.5

Adopt firm bulk controls to protect view corridors.

Policy 5.1.6

Attractively screen rooftop HVAC systems and other building utilities from view.

Because of the proximity of large-footprint mixed-use parcels at the base of the primarily low-scale residential developments of Potrero Hill, reasonable efforts should be made to screen rooftop utilities from view.

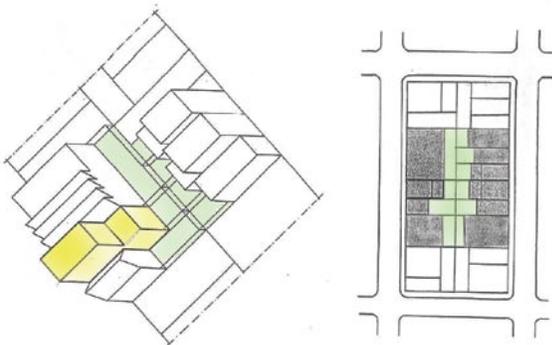


HVAC units and other rooftop utilities should be screened from view.

Policy 5.1.7

For blocks with an established mid-block open space, rear yard setbacks should respect prevailing conditions.

Because much of Showplace/Potrero’s open space network consists of backyards, and because this open space is essential to the quality of life for residents and workers, every attempt should be made to ensure the contiguity of mid-block rear yards. Abutting development, where possible, should respect the block’s prevailing rear yard condition. Additionally, the City should help facilitate neighbors and property owners who wish to remove physical barriers such as walls and fences between yards.



Established patterns of rear-yard open spaces are to be protected.

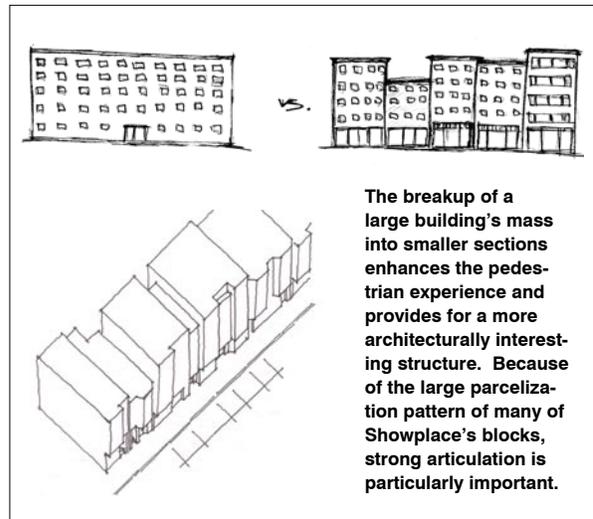
Policy 5.1.8

Discourage the consolidation of lots to preserve a diverse and fine grain development pattern.

Buildings with a fine-grained character enhance the established physical fabric and reflect the value of streets as dynamic public spaces. Consolidating lots to allow for larger development reduces the livable qualities of a neighborhood.

OBJECTIVE 5.2

PROMOTE AN URBAN FORM AND ARCHITECTURAL CHARACTER THAT SUPPORTS WALKING AND SUSTAINS A DIVERSE, ACTIVE AND SAFE PUBLIC REALM



Policy 5.2.1

Require high quality design of street-facing building exteriors.

- A. Provide strong, repeating vertical and horizontal articulation on new buildings with large street frontages to achieve the visual interest necessary to sustain pedestrian activity. Avoid uninterrupted massing longer than 25 feet on residential streets or alleys, and 50 feet on all other streets. (See articulation image above)
- B. For vertically mixed-use buildings, changes in use should be visually differentiated through changes in material, scale, setback or other means, and not solely by color. Buildings should have a clear base, middle, and top.



Buildings should have a clear bottom, middle and top. The building exterior of floors with retail or PDR uses should be differentiated visually from residential floors.

- C. Windows should be designed to minimize visual clutter, harmonize with prevailing conditions, and provide architectural interest. A minimum recess of at least 2 inches is required of all street-facing windows. Street-facing window frames must not be made of plastic or composite and should be oriented, and open, vertically.
- D. Avoid using materials that have the appearance of a thin veneer such as spray-on stucco and simulated brick, and instead rely on materials with a more substantial appearance, including wood, masonry, pre-cast concrete or hand-troweled stucco.



Parking infrastructure should not be noticeable from the street. The above building shows how insubstantial materials and observable parking infrastructure can degrade the pedestrian experience on the street.



Building exteriors should be composed of high quality materials. The Artech Building, in downtown Berkeley, shows how simple, yet substantial materials can positively affect the public realm.

- E. Extended blank and blind walls at the ground are prohibited.

Policy 5.2.2

Ground floor retail and PDR uses should be as tall and roomy as possible, with a minimum clear ceiling height of 12 feet, and should include visually permeable facades in order to permit a view inwards from the street. The façade should be at least 75-percent transparent at the ground level.



Active and visually permeable ground floors enliven the street environment for pedestrians.

Visual interest is key to a pedestrian friendly environment. Seeing through windows at the activities within – be they retail, commercial, or PDR – imparts a sense of conviviality that blank walls or garage doors are unable to provide. Visually permeable street frontage offers an effective and engaging nexus between the public and private domains, enlivening the street, offering a sense of security, and encouraging people to walk.

Policy 5.2.3

In use, design and entry, orient buildings towards corners where appropriate. Promote architectural features such as towers, bays and cupolas on corner buildings to help define and convey these buildings' visual and programmatic significance to the public realm. Major entrances should be located at corners, if at all possible.



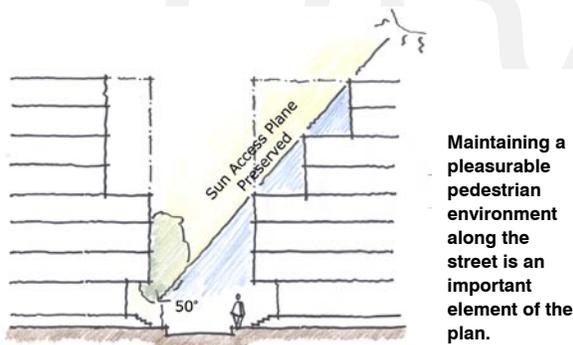
The design of corner buildings should relate to the civic significance of intersections.

Building form should relate to the varied civic significance along streets, and in such, should step up at intersections by using architectural elements and other design features.

Policy 5.2.4

Along east/west streets, buildings must preserve a 50-degree sun access plane to the north side of the right of way. Along north/south streets, buildings must preserve a 50-degree sun access plane to the east side of the right of way. Along all alleyways and mid-block passageways, enforce sunlight access guidelines to maintain adequate light and air to sidewalks and ground floor uses.

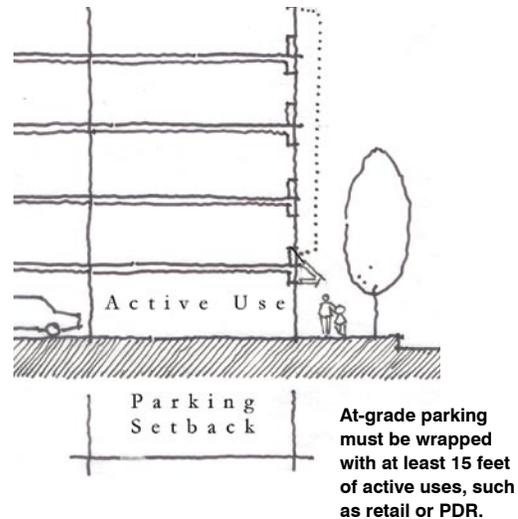
Maintaining direct sunlight on public sidewalks is an important element of a pleasurable and conducive pedestrian environment and development should therefore be designed to prevent interruption of the sun access plane.



Policy 5.2.5

Minimize the visual impact of parking infrastructure.

- A. Underground parking is strongly encouraged, especially for development on lots exceeding 5,000 square feet. Underground parking should be consolidated for multiple properties, thereby reducing the average cost of construction and minimizing the number of curb cuts and garage entrances.



- B. At grade off street parking is strongly discouraged. Where at- or above-grade parking is necessary, it should be wrapped with active uses, such as residential, retail, or PDR on all street frontages.
- C. Parking entrances, loading docks, bays, and auxiliary service entrances should be accessed from secondary streets, and their visual impact on the neighborhood should be minimized. All curb cuts should be prohibited on Transit Priority Streets (TPS), and along the 16th, 17th, 18th, and 20th pedestrian-oriented neighborhood commercial streets.

OBJECTIVE 5.3

IMPROVE NEIGHBORHOOD WALKABILITY BY CREATING A CIRCULATION NETWORK THROUGH INTERIOR BLOCKS AND BY DEFINING A STREET SCALE AND CHARACTER COMPARABLE TO THOSE IN EXISTING MIXED-USE AREAS ELSEWHERE IN THE CITY.

Policy 5.3.1

Apply locally appropriate guidelines and street typologies from the Streetscape Master Plan (SMP) throughout the plan area.

Policy 5.3.2

The intersection of major streets should be designed as prominent public spaces. The design, scale, massing, and orientation of buildings should reflect the significance of these intersections while providing the necessary improvements to create vibrant and sustainable public spaces.

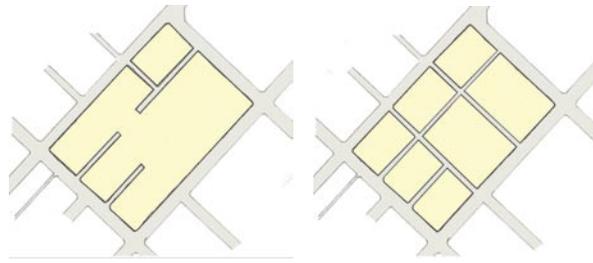
The intersection of major streets often results in an auto-dominated environment unfriendly to pedestrian activity. In the Showplace/Potrero plan area, major intersections are often two one-way streets of through traffic abutted on four corners by single-story buildings. In order to better foster a sense of place and to improve the pedestrian experience, significant public space improvements should be focused at these intersections. Additionally, effort should be made to improve the quality, design, massing, and scale of abutting buildings to better reflect the civic importance of major street intersections.

**Policy 5.3.3**

Pedestrian friendly living streets should be designed as primary pedestrian connectors between 16th and 17th streets at Wisconsin, Arkansas, and Connecticut streets, and on King, Berry, Hooper, Irwin, and Hubbell streets.

Policy 5.3.4

Developments that occupy a significant portion of a block should provide publicly accessible alleys or passageways.



Introducing through-alleys is an important part of a dynamic pedestrian network along otherwise large blocks.

Policy 5.3.5

Available portions of freeway and rail rights-of-way should be transformed into landscape designs that foster both qualities of place and visual and pedestrian interest. Areas underneath freeway overpasses should be designed to soften the otherwise uninviting character of these areas and to promote neighborhood walkability.

Policy 5.3.6

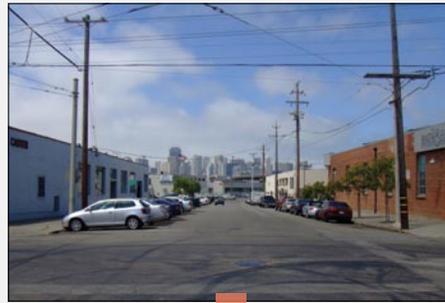
An at-grade pedestrian connection between Showplace Square and Mission Bay should be enhanced by tunneling the Caltrain right-of-way.

As the population of residents and workers continues to grow at Mission Bay and in Showplace, a safe, viable, and attractive pedestrian connection to and from Showplace Square will help enliven and activate the entire area. Additionally, significant amenities, including open space, waterfront access, and the 3rd Street light rail, now separated from Showplace/Potrero by a dangerous crossing at 16th Street, could be made more easily accessible to a wider segment of the neighborhood by tunneling the Caltrain right of way.

Policy 5.3.7

Public art, or an in-lieu fee for public art, is required of all major infrastructure improvements.

Public art plays an essential role in the civic life of our city. In urban places like the Showplace/Potrero neighborhood, where streets, parks, and plazas are where civic life unfolds, public art takes on a broad range of meanings that enriches the overall quality of



These simulations show how much more streets can be than just places for through traffic. With reclaimed space for people to sit or eat, or as attractive green connectors, streets can become vital elements of a neighborhood for all users.



The visual impact of above grade transportation infrastructure, such as I-280 (above left) and the Caltrain right of way can be made into attractive elements of a neighborhood. Freeway Park in Seattle (left and above) is a good example of how this retrofit might look.

public space. Funding for public art must be integrated into all proposals for the physical improvement of major infrastructure.

OBJECTIVE 5.4
PROMOTE THE ENVIRONMENTAL SUSTAINABILITY, ECOLOGICAL FUNCTIONING, AND OVERALL QUALITY OF THE NATURAL ENVIRONMENT IN THE PLAN AREA.

Policy 5.4.1

Require new development to meet minimum standards for on-site landscaping that incorporates rainwater retention and filtration through the use of permeable surfaces, green roofs, and other architectural and programmatic elements. Provide strong incentives for existing development to meet these standards.

Policy 5.4.2

Surface parking lots should be designed to minimize negative impacts on microclimate and stormwater infiltration. The City's Stormwater Management plan, upon completion, shall guide how best to adhere to these guidelines.

Policy 5.4.3

The City shall explore providing strong incentives to encourage the retrofit of existing parking and other paved areas to meet the guidelines in Policy 1.4.2.

Policy 5.4.4

Enhance the connection between building form and ecological sustainability by promoting use of renewable energy, energy-efficient building envelopes, passive heating and cooling, and sustainable materials in addition to landscaping elements such as green roofs, green walls, and other means. Compliance with Leadership in Energy and Environmental Design (LEED) certification standards and/or other evolving environmental efficiency standards is strongly encouraged.

The positive relationship between building sustainability, urban form, and the public realm has become increasingly understood as “green buildings” become more commonplace in cities around the world. Instead of turning inwards and creating a distinct and disconnected internal environment, sustainable buildings look outward at their surroundings as they allow in natural light and air. In so doing, they relate to the public domain through architectural creativity and visual interest, as open, visible windows provide a communicative interchange between those inside and outside the building. In addition, sustainable landscaping elements such as those designed to recycle rainwater provide amenity that reaches far beyond the parcel boundaries. In an area where creative solutions to open space, public amenity, and visual interest are of special need, sustainable building strategies that enhance the public realm should be encouraged.

6

COMMUNITY FACILITIES

Potrero Hill is an established residential community whose residents are economically and demographically diverse. Showplace Square currently contains a modest amount of housing that is anticipated to increase with the implementation of new zoning controls. For both the existing and new residents, community resources are a priority. Existing facilities can be maintained and strengthened, while new facilities can enhance the neighborhood and fill existing gaps in service.

OBJECTIVE 6.1 IMPROVE LIVABILITY BY MAINTAINING AND PROVIDING ESSENTIAL COMMUNITY SERVICES AND FACILITIES

Policy 6.1.1

Encourage appropriate location and expansion of essential neighborhood-serving community and human services activities throughout Showplace Square-Potrero.

The City should facilitate the careful location and expansion of these services, while limiting the concentration of such activities within any one part of the plan area.



Potrero Recreation Center

Policy 6.1.2

Encourage community recreation, arts and educational facilities as part of major rehabilitation projects or planned unit developments.

Major new developments should provide publicly accessible community spaces or provide publicly accessible open spaces.

Policy 6.1.3

Ensure childcare services are located to serve neighborhood workers and residents.

Childcare facilities, like schools, can be strong neighborhood and community anchors. Locating childcare near residential areas, on-site in new residential complexes, near transit facilities, or near employment centers supports families by reducing the time spent going to and from daycare. This can also contribute to other plan goals such as traffic reduction, and increased transit ridership.

Policy 6.1.4

Ensure adequate maintenance of existing community facilities.

Maintenance is an important, though often neglected, aspect of community facilities. The influx of residents will further increase the usage of existing facilities, potentially increasing their staffing and maintenance costs. Even if no new facilities are built in Showplace Square-Potrero, existing facilities need to be adequately staffed and maintained and methods for meeting the increased costs must be considered.

DRAFT

7

HISTORIC PRESERVATION

San Francisco has a heritage of building well. Historically significant buildings, districts and other resources are important to San Francisco's quality of life. They contribute to the city's affordable housing stock, to neighborhood identity and to the overall character and urban design of the city. Pre-automobile era buildings often contribute to the human-scale and pedestrian-orientation of the neighborhood, an important element of many San Francisco neighborhoods. These buildings can help to make San Francisco attractive to residents, visitors, and new businesses. Important historic resources should be protected to prevent their loss to the city, and to assure that they remain as resources for future generations.

Showplace Square and Potrero Hill contain a rich built history, including a number of historically significant and **landmark** buildings. As this area grows, it must not lose key features that define it. New buildings should follow successful residential patterns and relate to their context.

To gain a greater understanding of key historical features, the Planning Department will embark on a survey within the plan area to document its historic resources. The results of the survey will augment the objectives and policies outlined below, and will likely

result in additional policies to be included through Plan amendments.

OBJECTIVE 7.1 PROMOTE THE PRESERVATION OF NOTABLE HISTORIC LANDMARKS, HISTORIC DISTRICTS, INDIVIDUAL HISTORIC BUILDINGS AND FEATURES THAT HELP TO PROVIDE CONTINUITY WITH THE PAST

There are currently a number of known historically significant resources in the plan area. Locally designated landmarks are specified in Article 10 of the Planning Code. Resources are also listed in the California Register of Historical Resources, the National Register of Historic Places, and in certified historic resource surveys. It is expected that a substantial number of other historic resources will be documented when an historic survey is undertaken, and that these resources would be added to over time as the area's building stock ages.

Policy 7.1.1

Undertake an historic survey for the Showplace Square-Potrero Hill area in a timely manner.



While much is currently known about the neighborhood and a number of surveys have been completed, there is still a need for a comprehensive historic resource survey for the plan area. The City should conduct such an historic survey to identify all historic resources including potential landmarks and historic districts within the area and to determine whether historic resources are eligible for designation at the local, state, and/or federal level.

Policy 7.1.2

Until the survey is completed, project proposals should be carefully evaluated for their historic character.

While portions of the plan area have been surveyed in the past, most of it will soon be surveyed under a new effort expected to be completed in Spring 2008. In the meantime, information from older surveys and a variety of sources is available identifying known resources throughout the plan area. Development proposals in the un-surveyed areas seeking approval before completion of the survey should be subject to a high degree of scrutiny as to their potential impact on historic resources, those known and those under investigation. The city should err on the side of caution where there is a question as to the importance of the resource and potential impacts. In some cases this

may require waiting for results of the comprehensive survey before proceeding and/or requiring specific additional research and information be prepared.

Policy 7.1.3

Until the completion of the historic survey, all proposed demolition cases for properties within the Plan Area for buildings constructed prior 1961 will be forwarded to the Landmarks Preservation Advisory Board.

Because of the potentially sensitive nature of the resources within the plan area, all proposed demolition will be reviewed by the Landmarks Preservation Advisory Board. This Board serves in an advisory capacity to the Planning Commission.

Policy 7.1.4

Until the completion of the historic survey, Mandatory Discretionary Review (DR) will be required for all proposed new construction over 50 feet within the entire Plan Area.

Both Showplace Square and Potrero Hill are generally low-set neighborhoods, with few buildings over 50 feet in height. To ensure that new, taller buildings do not negatively impact the historic nature of these areas, a Mandatory Discretionary Review (DR) hearing will be required for construction over 50 feet for all zoning districts and use size that do not already require a Conditional Use Authorization. This applies to all construction that will result in an increased building envelope with a height that is equal to or exceeds 50 feet as measured by the Planning Code.

Policy 7.1.5

Review and, if necessary, revise policies in this plan to reflect the results of currently underway and future surveys.

It is expected that the pending historic resources survey will identify properties and areas for further, more intensive study. As new information comes to light about the area's resources, and as newer buildings age, the survey should be reviewed regularly to ensure ac-

curacy. New survey findings should be integrated into city policy and given full consideration in planning decisions in the area. Following completion of historic surveys of the plan area, relevant policies should be reviewed and revised as necessary, and new ones added if needed, to identify and protect resources consistent with the plan and General Plan.

Policy 7.1.6

Preserve landmark and other buildings of historic value as invaluable neighborhood assets.

Important historic properties cannot be replaced if they are destroyed. Many resources within Showplace Square-Potrero Hill area are of architectural merit or provide important contextual links to the history of the area. Where possible these resources should be preserved in place and not degraded in quality.

Policy 7.1.7

Encourage preservation, rehabilitation, and adaptive reuse of historic buildings and resources.

Whenever possible, historic resources should be conserved, rehabilitated or adaptively reused. Over time, many buildings outlive the functions for which they were originally designed, and they become vacant or underused. Adaptive reuse proposals can result in new functions for historic buildings. Significant, character-defining architectural features and elements should be retained and incorporated into the new use, where feasible.

Policy 7.1.8

Protect and preserve groupings of historic resources that have integrity, and that convey a period of significance.

Designated historic districts or conservation districts have significant cultural, social, economic, or political history, as well as significant architectural attributes, and were developed during a distinct period of time. When viewed as an ensemble, these features contribute greatly to the character of a neighborhood

and to the overall quality, form, and pattern of San Francisco. Preservation of cohesive districts helps preserve continuity of the cityscape over generations and provides a link to the past.

Policy 7.1.9

Preserve resources in existing and future historic districts identified through survey.

Historic districts identified through survey efforts should be preserved, maintained and enhanced through rigorous review of any proposed changes within their boundaries.

Policy 7.1.10

Support future preservation efforts, including the designation of historic landmarks and districts where they exist, throughout the plan area.

It is anticipated that historic districts will be identified in the upcoming comprehensive plan area survey. Although these identified resources will be protected through normal planning and environmental review procedures, official designation should also be pursued. This would serve to recognize more widely and publicly important historic resources in the plan area.

Policy 7.1.11

Ensure that changes in the built environment respect the historic character and cultural heritage of the area, and that resource sustainability is supported.

Historic resources are focal points of urban context and design, and contribute greatly to San Francisco's diverse neighborhoods and districts, scale, and city pattern. Alterations, additions to, and replacement of older buildings are processes by which a city grows and changes. Some changes can enhance the essential architectural and historical features of a building. Others, however, are not appropriate. Alterations and additions to a landmark or contributory building in an historic district should be compatible with the building's original design qualities.

Rehabilitation and adaptive use is encouraged. For designated resources, the nationally recognized Secretary of the Interior's Standards for the Treatment of Historic Properties should be applied. For non-designated cultural resources, surveys and evaluations should be conducted to avoid inappropriate alterations or demolition.

Policy 7.1.12

Encourage sustainability of historic resources in the plan area consistent with the goals and objectives of the Sustainability Plan for the City and County of San Francisco.

Maintaining and rehabilitating older buildings and neighborhoods can mean savings in energy, time, money, and materials. It is the policy of the City to promote resource conservation, rehabilitation of the built environment, and adaptive use of cultural resources using an environmentally sensitive “green building standards” approach to development, including resource-efficient design principles both in rehabilitation and deconstruction projects. The salvage and reuse of construction and demolition materials that are structurally sound as part of new construction and rehabilitation projects promotes the principles of green building standards and achieves sustainability.

Policy 7.1.13

Encourage new building design that respects the character of nearby older development.

New buildings adjacent to or with the potential to visually impact historic contexts or structures should be designed to complement the character and scale of their environs. The new and old can stand next to one another with pleasing effects, but only if there is a successful transition in scale, building form and proportion, detail, and materials.

Other policies of this plan not specifically focused on preservation—reestablishment and respect for the historic city fabric of streets, ways of building, height

and bulk controls and the like—are also vital actions to respect and enhance the area's historic qualities.

Policy 7.1.14

Promote preservation incentives that encourage reusing older buildings in the Showplace Square-Potrero Hill plan area.

Preservation incentives are intended to encourage property owners to repair, restore, or rehabilitate historic resources in lieu of demolition. San Francisco offers local preservation incentive programs, and other incentives are offered through federal and state agencies. These include federal tax credits for rehabilitation of qualified historical resources, property tax abatement programs (the Mills Act), alternative building codes, and tax reductions for preservation easements. Preservation incentives can result in tangible benefits to property owners.

Policy 7.1.15

Apply the “Secretary of the Interior's Standards for the Treatment of Historic Properties” for all projects that impact historic resources in the plan area.

The Secretary of the Interior's Standards assist in the long-term preservation of historic resources through the protection of historical materials and features. Nationally, they are intended to promote responsible preservation practices that help to protect against the loss of irreplaceable cultural resources.

Policy 7.1.16

Apply the Secretary of the Interior's Standards for the Treatment of Historic Properties for infill construction in Historic Districts and Conservation Districts (designated at the local, state, or national level) to assure compatibility with the character of districts.

These standards should be applied to decisions involving infill construction within conservation or historic districts. These districts generally represent the cultural, social, economic or political history of

an area, and the physical attributes of a distinct historical period. Infill construction in historic districts should be compatible with the existing setting and built environment.

Policy 7.1.17

Preserve the cultural and socio-economic diversity of the plan area through preservation of historic resources.

Valuing the historic character of neighborhoods can preserve diversity in that older building stock, regardless of its current condition, is usually of a quality, scale, and design that appeals to a variety of people. Older buildings that remain affordable can be an opportunity for low-income households to live in neighborhoods that would otherwise be too expensive.

Policy 7.1.18

To maintain the City's supply of affordable housing, historic rehabilitation projects may need to accommodate other considerations in determining the level of restoration.

Where rehabilitation requirements threaten the affordability of housing, other accommodations may need to be emphasized such that a balance is achieved between preserving historic architectural character and the objectives of providing safe, livable, and affordable housing units.