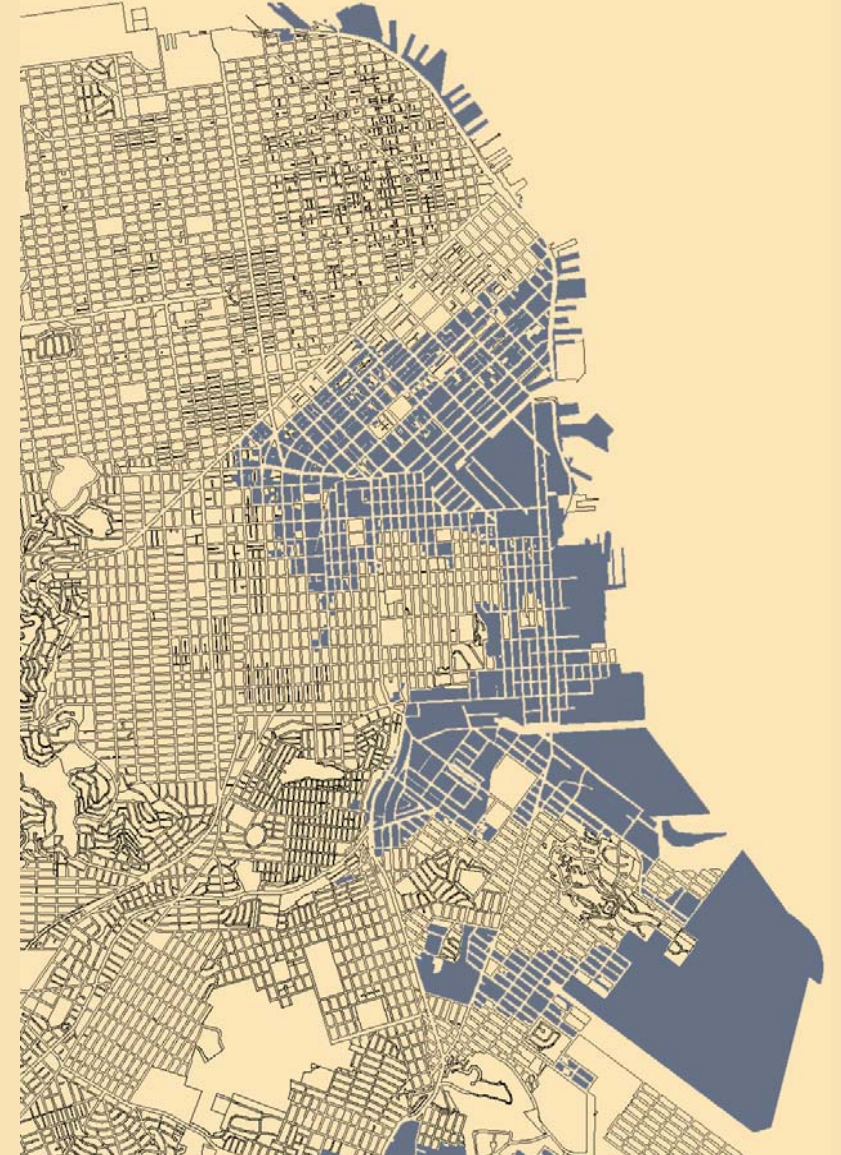


INDUSTRIAL AREA DESIGN GUIDELINES



INDUSTRIAL AREA DESIGN GUIDELINES



San Francisco Planning Department
City and County of San Francisco

August, 2001

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INTRODUCTION



The Industrial Area Design Guidelines (IADG) encompass standards to aid in the design and review of new development and major remodeling of buildings in industrially zoned areas of San Francisco.

The IADG support San Francisco's General Plan and Planning Code and act as a tool to implement their objectives, policies and requirements regarding the impact of new development on existing neighborhoods. This document (1) maintains the General Plan's urban design objectives of moderating major new development in order to complement the city pattern and conserve existing resources, (2) establishes ways to protect the neighborhood character of the industrial areas in order to protect diversity, and (3) suggests design methods for improving the overall environment of the industrial areas in order to increase personal safety, comfort, pride and opportunity.

The goals of the IADG are to assure a high quality of individual building design and to encourage new development which defines or reinforces the streetscape and public environment in a potent and harmonious fashion. More specifically, the IADG are intended to:

- establish an appropriate overall building envelope, size and form
- reinforce existing context
- respect existing patterns and rhythms on the block-face
- acknowledge special features which may surround a project-site
- encourage architectural freedom
- require the careful execution of sensitive designs
- ensure the use of quality building materials
- improve the pedestrian environment
- ensure appropriate development of sites in underutilized areas

USE OF THE GUIDELINES

WHERE THE GUIDELINES APPLY

The IADG apply to all projects under Planning Department jurisdiction in M-1 (Light Industrial), M-2 (Heavy Industrial), C-M (Heavy Commercial), C-2 (Community Business) and South of Market Mixed Use Districts.

Although land use issues are outside the scope of the IADG (except as they define the site context), project sponsors should be aware of the use limitations mandated by the City's Industrial Protection Zone Regulations. The Planning Commission has adopted Interim Zoning Controls (Resolution No. 14861 and 16079, in effect until August 5, 2001) which establish Industrial Protection Zones (IPZ) and Mixed-Use Housing Zones (MUHZ) within the City's industrially zoned land. The Interim Controls focus primarily on protecting industrial space and businesses from encroaching housing and office development. Within the IPZ, new housing proposals (including live/work or loft housing proposals) are not permitted, and the establishment of office space is discouraged or prohibited. Within the MUHZ, new housing is encouraged. A buffer zone has been established at the borders between the IPZ and the MUHZ; new housing proposals in the buffer zone require Conditional Use approval.

IMPLEMENTING THE GUIDELINES

The IADG should be used by Project Sponsors and building industry professionals for project design, by Planning Department staff in the administrative review of applications, and by the Planning Commission to evaluate projects and comment at public hearings.

The IADG establish minimum criteria for achieving quality design but do not establish the maximum expectations for successful design. A thoughtful application of the principles set forth in this document will produce a project compatible with the immediate and greater project context and will reduce the potential for delays resulting from neighborhood conflict and project revisions.

The IADG are primarily concerned with whether a design respects established context, contributes to the visual quality of surroundings, and maintains or creates appropriate streetscapes. There are many appropriate design responses to a given context (including variations of height and bulk); the support of such design freedom is a major tenet of this document.

The diagrams and drawings included in this document are for illustrative purposes only and do not constitute actual design solutions.

The design of a building should reflect its era; the IADG encourage 'cutting edge' design that utilizes current technology and materials. Furthermore, in every project, environmental sensitivity and resource conservation should be maximized to the greatest extent possible.

INDUSTRIAL AREAS

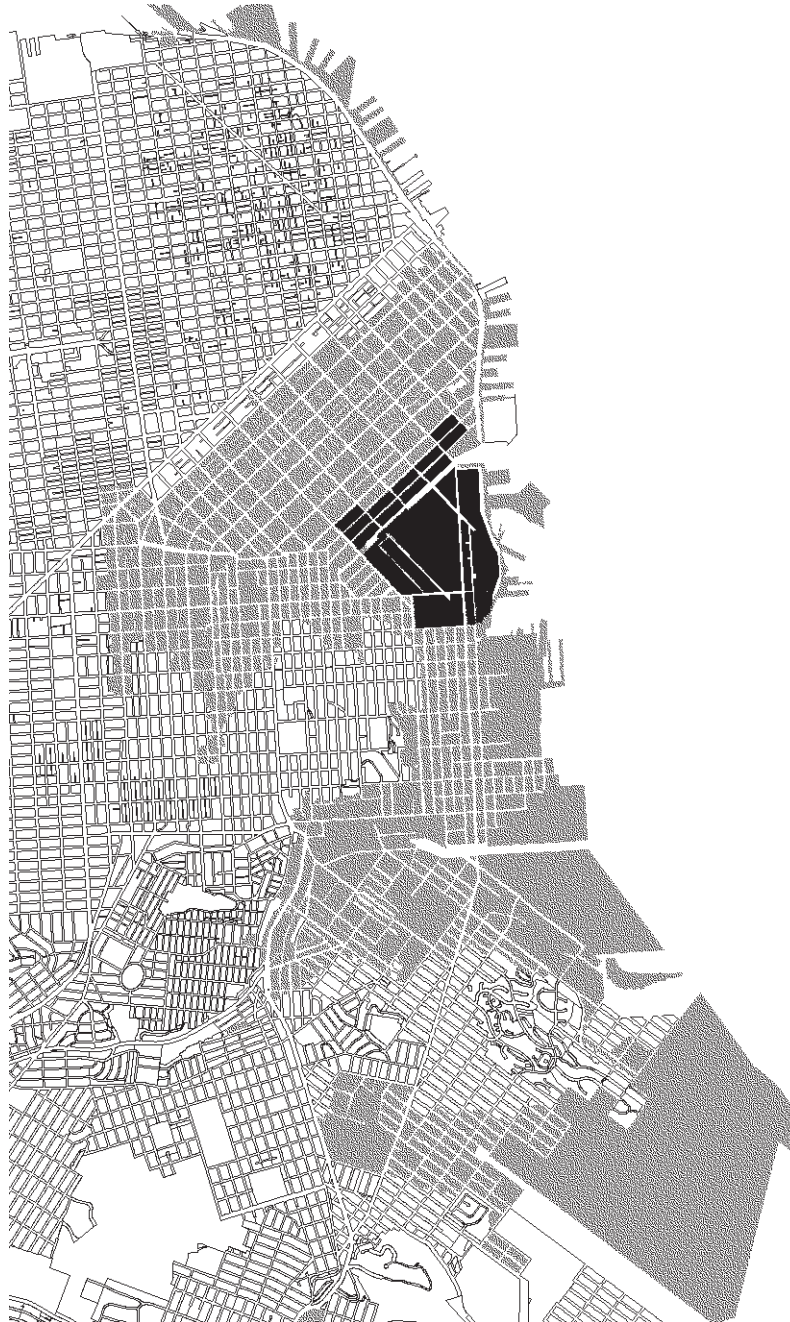


The industrially zoned areas of San Francisco occupy most of the eastern portion of the city and a significant part of the South of Market (SOMA) neighborhood. The physical characteristics of these areas have been defined by a historic pattern of industrial and service uses with scattered clusters of older residential enclaves. Gradually, that pattern has given way to (1) a largely mixed-use character in most of the SOMA area, (2) a residential character in the Mission, Potrero Hill and the northern part of the Central Waterfront, and (3) the continued prevalence of industrial activity south of the Central Waterfront.

San Francisco's extensive building boom in the 1990s created large numbers of new live/work housing and multimedia office buildings concentrated in the eastern industrial service areas, including SOMA, the Northeast Mission, Lower Potrero Hill and the Central Waterfront along Third Street. The scale and design of these new buildings have often been incompatible with the older industrial and residential clusters found nearby. The IADG address this issues, and recognizes and protects the character of development within emerging neighborhoods in industrially zoned areas.

In addition to this document, there are specific plans and guidelines that address general design character for specific areas within the industrially zoned area. These areas- Mission Bay, the Central Waterfront, South Bayshore, and Hunter's Point Naval Shipyard - are discussed in this section.

MISSION BAY REDEVELOPMENT PLAN



Mission Bay is a Redevelopment Area located between Mariposa and King Streets and between Seventh Street and Terry Francois Boulevard. “The Mission Bay Design for Development” document contains design guidelines which are consistent with the Redevelopment Plan prepared for the area. This document is available from the San Francisco Redevelopment Agency and offers guidance for new construction in this area.

The following urban design concepts guide future development in Mission Bay:

- establish an urban street grid which builds upon the existing primary streets and which creates a finer-grained block pattern that is conducive to a mixed-use living/working/shopping neighborhood
- maintain view corridors that visually connect Mission Bay to the San Francisco Bay and Downtown San Francisco
- create a network of varied open spaces located to take advantage of the area’s natural features and scaled to serve the needs of the area
- establish a clear and consistent building edge along primary streets
- encourage an active pedestrian environment
- foster building design that will provide the commercial and industrial areas distinctive identities

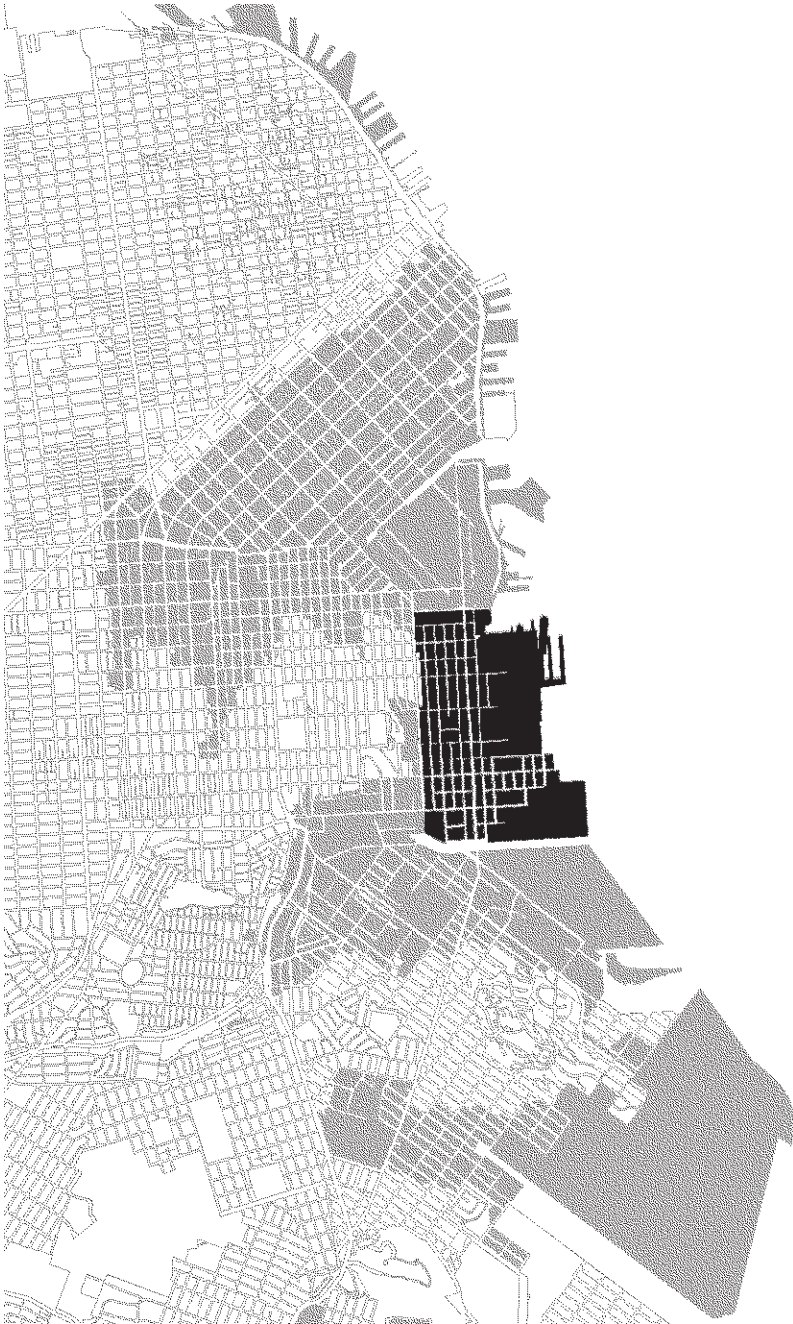
LEFT: THE MISSION BAY REDEVELOPMENT PLAN STUDY AREA IS SHOWN IN BLACK.

The Planning Department’s Better Neighborhoods 2002 program is currently developing a Specific Plan for the Central Waterfront Neighborhood, located between Mariposa Street and Islais Creek east of Interstate 280. The IADG will incorporate the design guidelines established in that Specific Plan upon its scheduled completion in 2002.

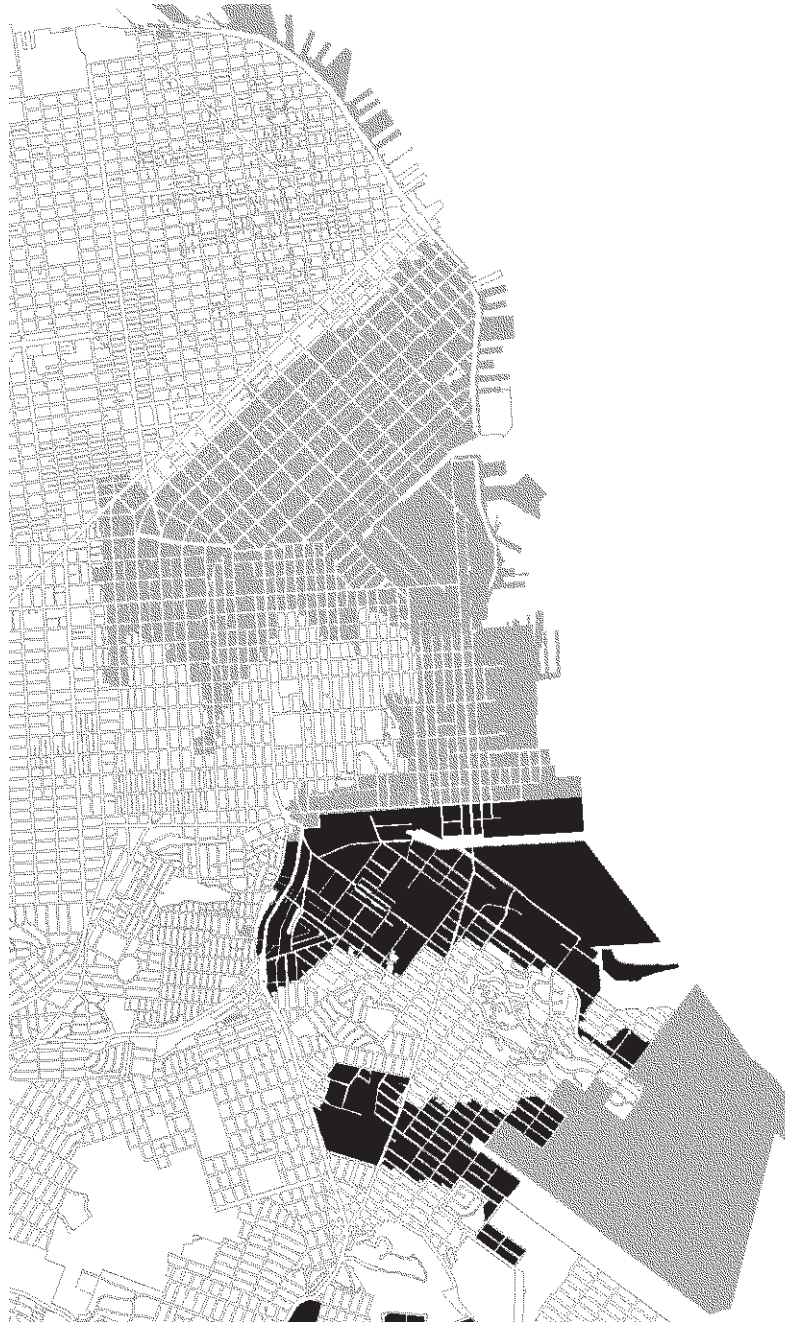
Until that time, the following elements shall serve as interim urban design guidelines:

- preserve the Dogpatch Neighborhood’s existing character (roughly bounded by Mariposa Street on the north, 25th Street on the South, Pennsylvania on the west, and 3rd Street on the east)
- respect public view corridors
- integrate Pier 70 into the area
- encourage development of residential-above-retail and commercial uses along 3rd Street, and most importantly at transit nodes
- encourage public access to and along the waterfront
- strengthen the connection between major east-west streets and the water
- emphasize the Bay Trail as a corridor for non-auto modes of travel
- protect existing maritime and industrial uses
- create a vital urban transit center linked to the neighborhood
- configure Illinois Street as a buffer between residential and industrial uses
- identify cultural resources and develop policies to protect them
- provide affordable housing
- develop an open space program for the neighborhood, linking existing open spaces where possible
- strengthen connections between Potrero Hill and Mission Bay

RIGHT: THE CENTRAL WATERFRONT SPECIFIC PLAN STUDY AREA IS SHOWN IN BLACK.



SOUTH BAYSHORE REDEVELOPMENT PLAN



The South Bayshore is a Redevelopment Area bounded by Cesar Chavez Street to the North, the San Francisco Bay to the east, the City Limit to the south, and Highway 101 to the west. A new planning process, culminating in an adopted Redevelopment Plan, will produce a Design for Development document, establishing new design guidelines for the area. The IADG will incorporate the guidelines established in that Redevelopment Plan upon its completion.

Until then, the 1995 South Bayshore Area Plan, found in the San Francisco General Plan, as well as the following elements, define current goals for the overall urban design of the area:

- establish a clear and consistent building edge along primary streets
- improve the visual quality, and strengthen the pedestrian orientation, of the Third Street core area
- recognize and enhance the distinctive features of South Bayshore as an interlocking system of diverse neighborhoods
- increase awareness and use of the pedestrian/bicycle trail system that links South Bayshore with the rest of the City

LEFT: THE SOUTH BAYSHORE REDEVELOPMENT PLAN STUDY AREA IS SHOWN IN BLACK.

The Hunters Point Shipyard is a Redevelopment Area located at the eastern end of the Bayview District. The Re-use Plan, as adopted, envisions the transformation of a former Naval Shipyard into an active mixed-use site that includes residential, office, cultural and industrial uses linked by a network of open spaces. “The Hunters Point Shipyard Design for Development,” a document available from the Redevelopment Agency, contains design guidelines which offer guidance on any construction at the Shipyard. These design guidelines are consistent with the vision established for future private and public projects at the Shipyard.

The following are key overall design considerations for this area:

- achieve a visually attractive design which reflects the character of a distinct urban neighborhood oriented toward education, arts, and industry
- achieve a balance between resource preservation and sustainable development
- provide continuity with the community’s history and culture by conserving and enhancing historic resources
- maximize the opportunity for views within the neighborhood and promote the preservation and enhancement of views from adjacent neighborhoods
- create an urban building scale and relationship of development to streets
- integrate off-street parking and loading facilities with overall development
- integrate building form with topography



RIGHT: THE HUNTER'S POINT REDEVELOPMENT PLAN STUDY AREA IS SHOWN IN BLACK.

DESIGN ELEMENTS



This section addresses common design elements that are found in most building typologies. In some instances, IADG criteria will complement the Planning Code, in others, specific guidance is provided where the Code is silent.

Building envelope - the exterior dimensions and elements of a building - are critical. Vertical and horizontal articulation, height, mass, and scale are all crucial to a successful project.

Lot development patterns relate to the appropriateness of issues such as setbacks, light and air, rear yards, open space associated with projects adjacent to existing residential uses. When a project covers an entire block, the break-up of the size and pattern of the block is often desirable. The creation of midblock alleys which provide vehicular access to a structure can also provide a safe and comfortable pedestrian environment.

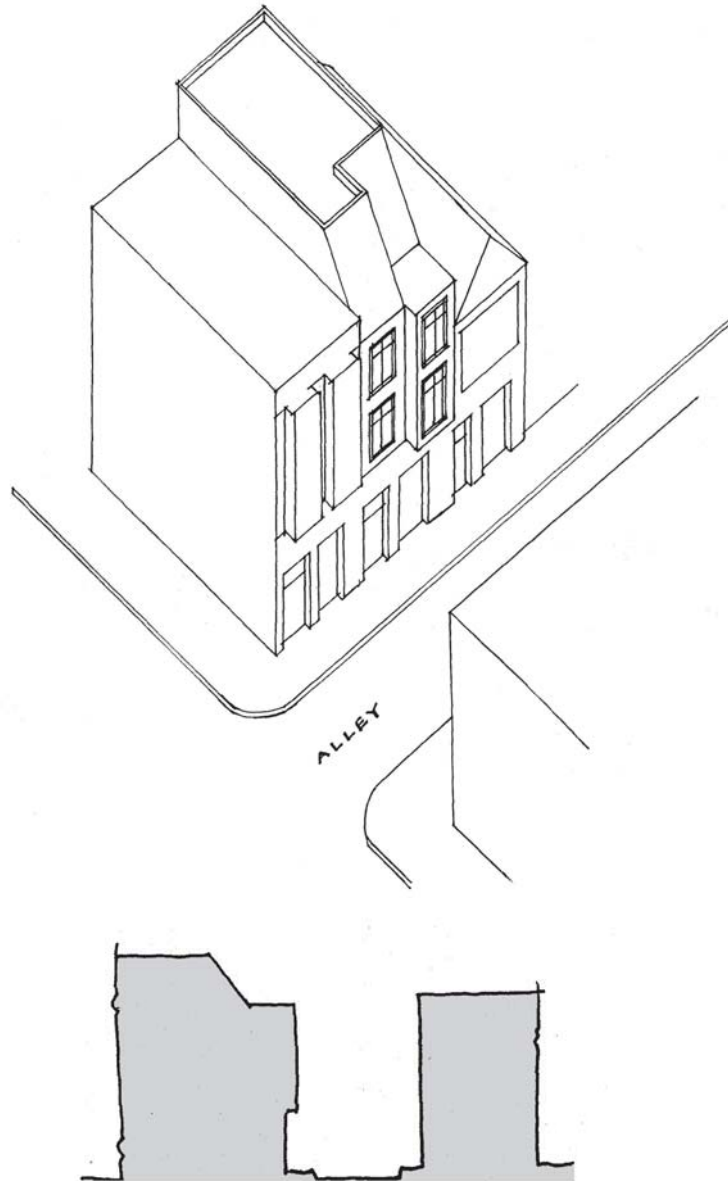
Corner buildings play an important role in defining the character of the block. They act as informal entryways to a street, setting context for the streetscape that follows them.

Openings typically make up for the largest and most distinctive elements of a building facade. Windows provide views to and from a building, while distinctive entryways create a sense of accessibility and invitation to pedestrians.

Finish materials taken from a limited palette and used in an 'honest' application are more successful than a mix of many finishes.

BUILDING ENVELOPE: HEIGHT, MASS & SCALE

ON NARROW ALLEYS, CUT-BACK OR SET-BACK THE FACADE AT EXPOSED UPPER LEVELS TO PRESERVE LIGHT AND AIR AND TO REDUCE BUILDING BULK.



THE ABOVE BUILDING (AT CENTER) SEEMS TO BE OVERSIZED IN RELATION TO THE BUILDINGS AROUND IT.



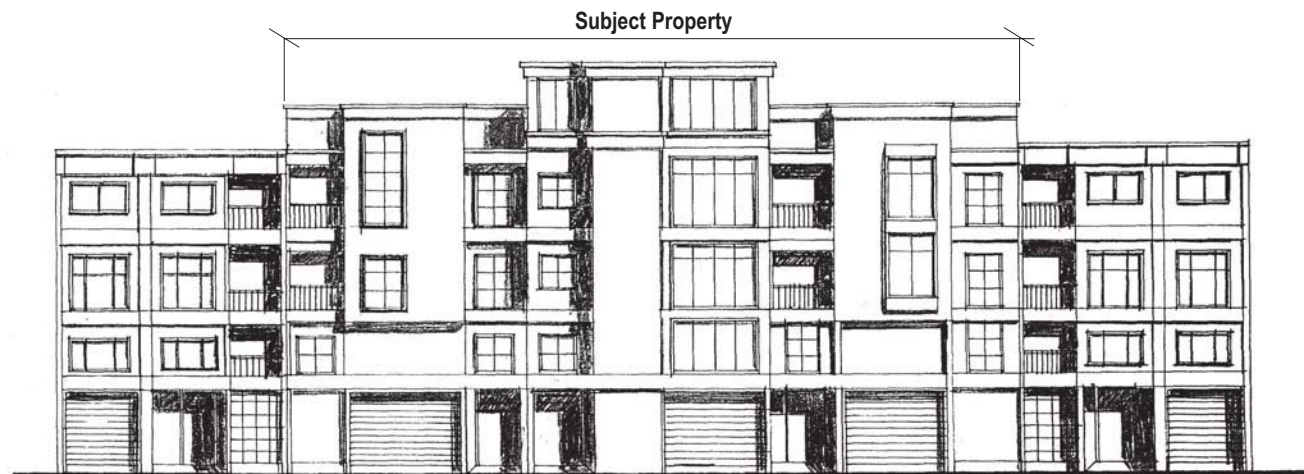
ARTICULATION OF THE BASE, MIDDLE AND TOP CAN (1) BREAK DOWN THE SCALE OF LARGER STRUCTURES TO MAKE THEM VISUALLY COMPATIBLE WITH ADJACENT BUILDINGS AND (2) CREATE A WELL-PROPORTIONED AND UNIFIED STRUCTURE.

BUILDING ENVELOPE: MASS AND ARTICULATION

THE SUBJECT PROPERTY IS TOO
COMPLEX AND DISJOINTED
COMPARED TO ADJACENT
BUILDINGS.



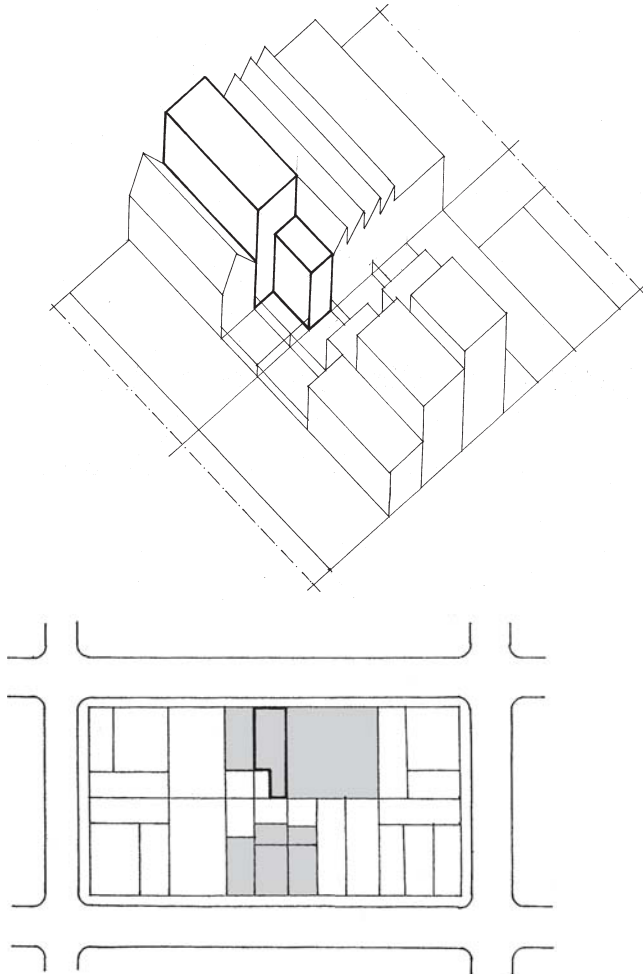
PROVIDING VERTICAL AND
HORIZONTAL ARTICULATION, WITH
STRONG, SIMPLIFIED MASSING,
RESULTS IN A WELL-INTEGRATED
FACADE WHICH HARMONIZES WITH
THE RHYTHM OF THE ADJACENT
BUILDINGS AND THE CHARACTER OF
THE AREA.



LOT DEVELOPMENT PATTERNS: REAR YARDS

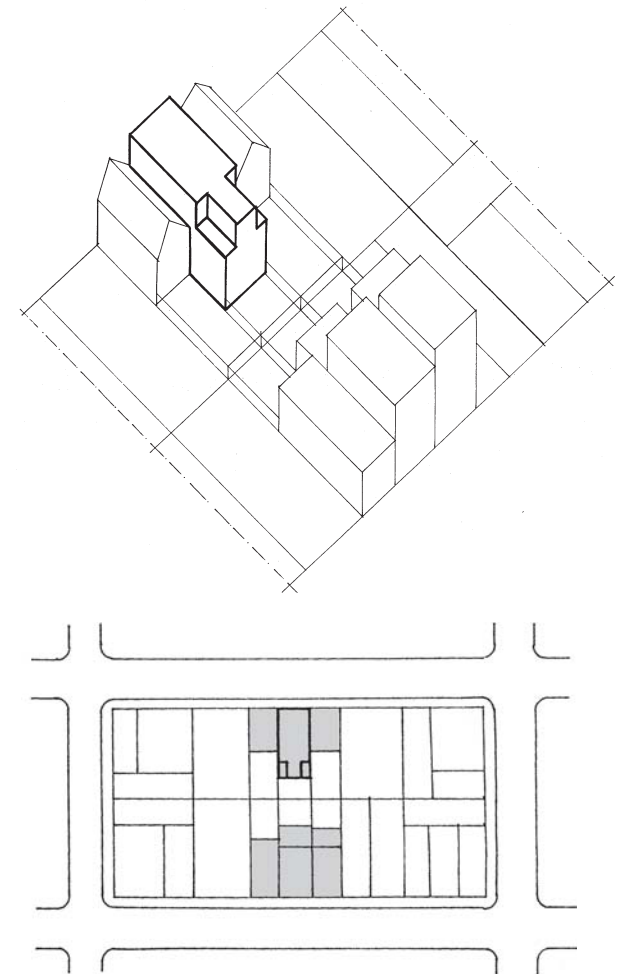
SCENARIO 1: A PROPOSED NON-RESIDENTIAL USE IS BETWEEN RESIDENTIAL AND NON-RESIDENTIAL BUILDINGS

The subject building may extend to the rear property line on the non-residential side and should be stepped back on the residential side to lessen the loss of light and air to the adjacent rear yard.



SCENARIO 2: A PROPOSED RESIDENTIAL OR NON-RESIDENTIAL USE IS BETWEEN RESIDENTIAL BUILDINGS, EACH WITH REAR YARDS

The proposed structure should relate to the mid-block open space and should respect and consider the depths of adjacent yards. In general, the new rear yard should not be less than 25% of the lot depth, or 15 feet, whichever is greater, but a larger yard may be feasible and appropriate in residential enclaves. Additional steps, such as setting-back portions of the structure along interior property lines at the rear of the lot, may be necessary.

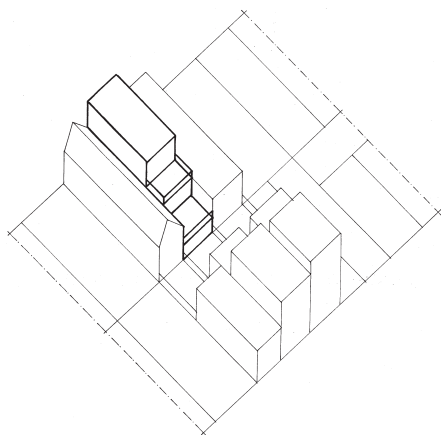


LOT DEVELOPMENT PATTERNS: REAR YARDS

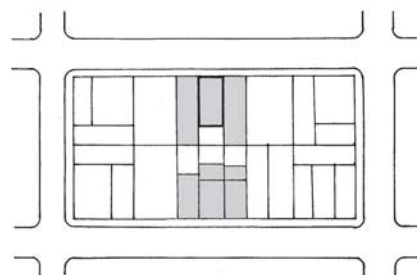
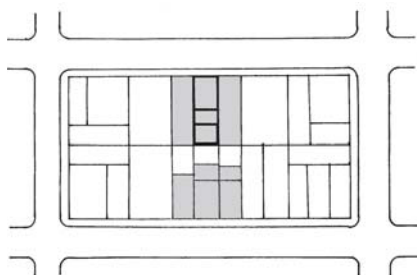
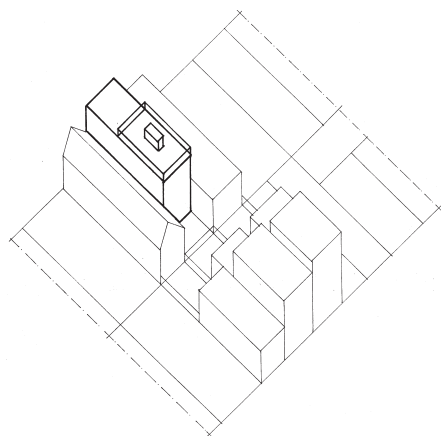
SCENARIO 3: A PROPOSED NON-RESIDENTIAL USE IS BETWEEN ADJACENT BUILDINGS THAT HAVE FULL LOT COVERAGE

Where adjacent buildings extend to the rear property line, the subject building should reduce potential negative impacts to adjacent residential structures (if any) by either reducing the height of the building at the rear (option A, below) or setting the building back from its rear property line (option B, below). In situations where the subject building is adjacent along a side lot line to a lot with a residential building that fronts on another street or alley, the reduction of height and depth of the subject building should be considered on a case by case basis.

OPTION A

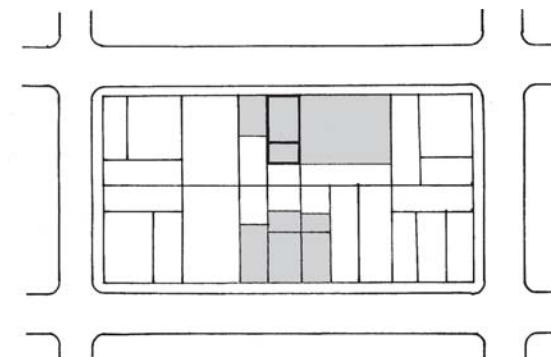
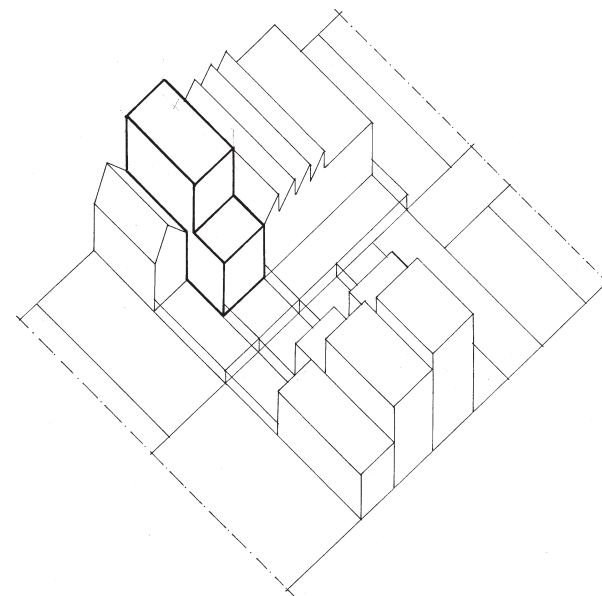


OPTION B



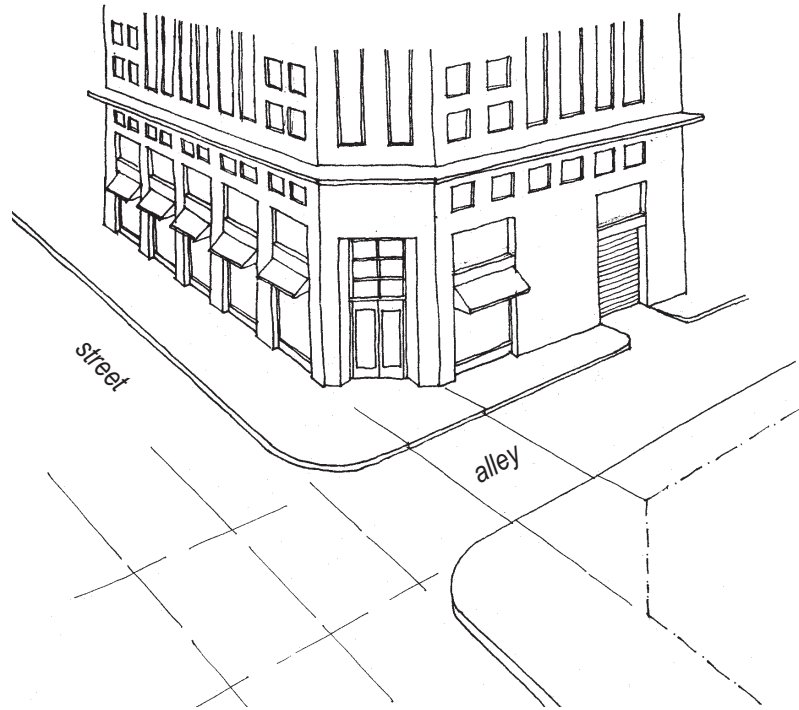
SCENARIO 4: A PROPOSED NON-RESIDENTIAL USE IS ADJACENT TO RESIDENTIAL OR NON-RESIDENTIAL USES WITH REAR YARDS

Where adjacent buildings do not extend to the rear property line, the non-residential subject building may extend as far back as an adjacent industrial use (if one exists), but in no case should it encroach into the rear 15 feet of the lot.

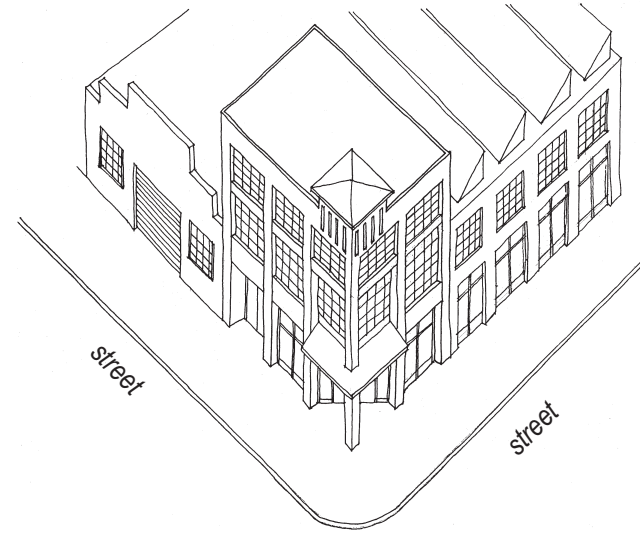


LOT DEVELOPMENT PATTERN: MIDBLOCK ALLEYS AND CORNER BUILDINGS

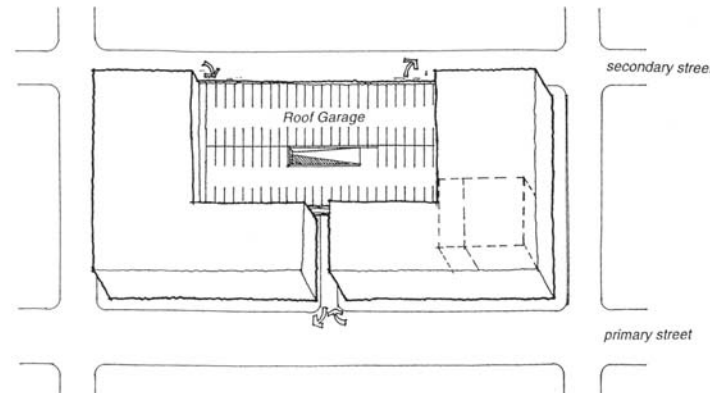
Often, where height limits allow, a desirable design response at a street intersection is to 'hold the corner' by creating a building taller than its neighbors. Similarly, a tower element, often in combination with other architectural features, can also accentuate the importance and unique identity of a particular intersection. Such features may include design elements such as a projecting corner bay, a chamfered wall, or articulated columns, where appropriate. The existing contextual scale and style (neighborhood character) and the use of the building must be taken into consideration.



BUILDINGS SHOULD PROVIDE VEHICULAR ACCESS TO PARKING FROM ALLEYS TO MINIMIZE CONFLICTS WITH PEDESTRIANS AND MAJOR VEHICULAR THOROUGHFARES. STOREFRONT FENESTRATION SHOULD BE EXTENDED AROUND THE CORNER TO AN ALLEY.



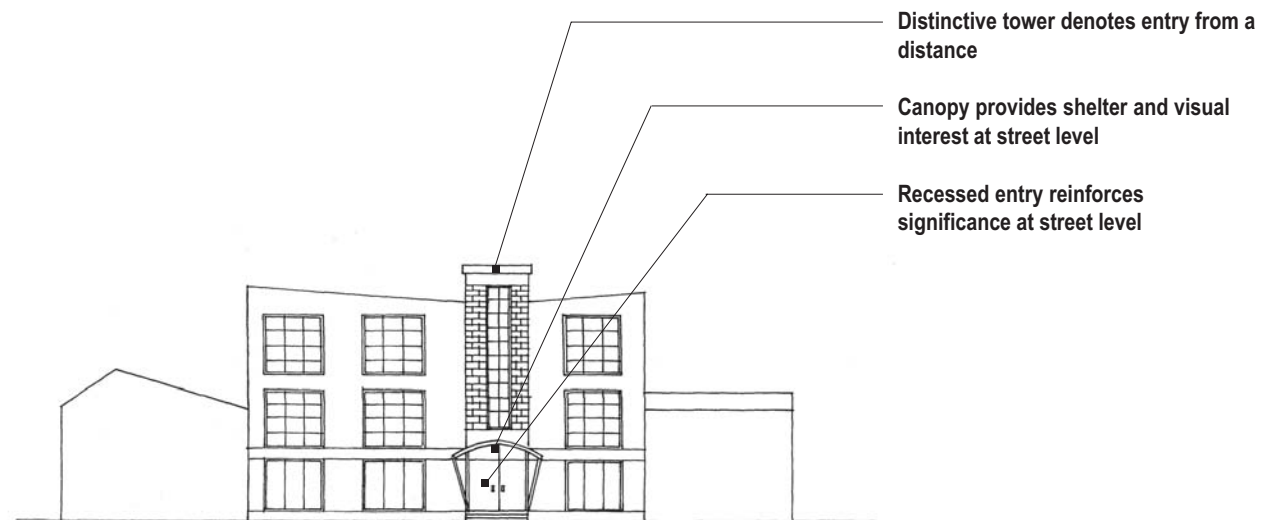
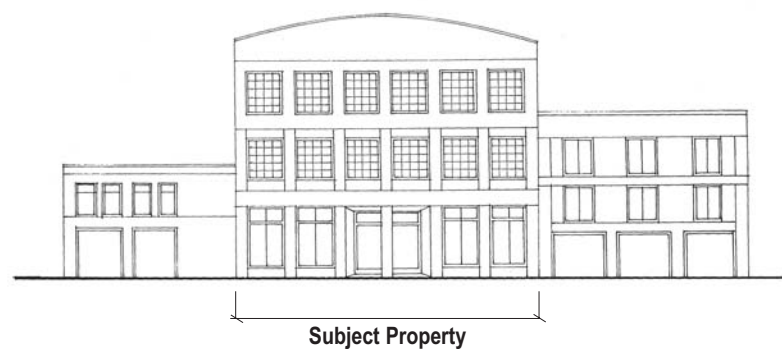
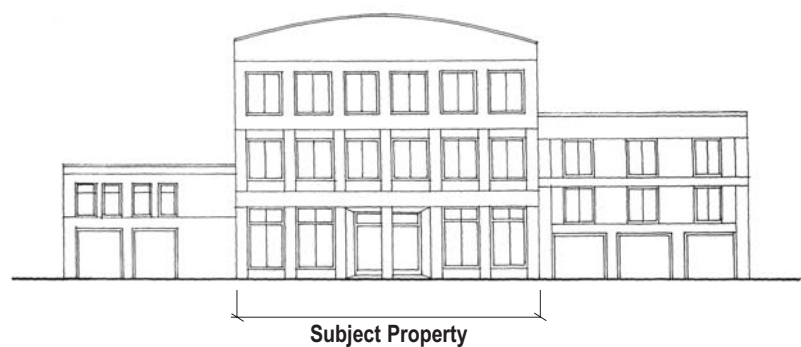
DEVELOP LOTS TO THEIR FULL BUILDING POTENTIAL TO REINFORCE THE CORNER



PARKING FOR LARGE FACILITIES SHOULD NOT DOMINATE STREET FRONTAGES. ACTIVE GROUND FLOOR USES SUCH AS RETAIL AND FRONT-OFFICE FUNCTIONS AND/OR ARCHITECTURAL TREATMENTS THAT CREATE PEDESTRIAN-FRIENDLY FRONTAGES SHOULD BE ENCOURAGED ALONG PRIMARY STREETS. VEHICULAR ACCESS TO PARKING FACILITIES SHOULD BE PROVIDED FROM SECONDARY STREETS.

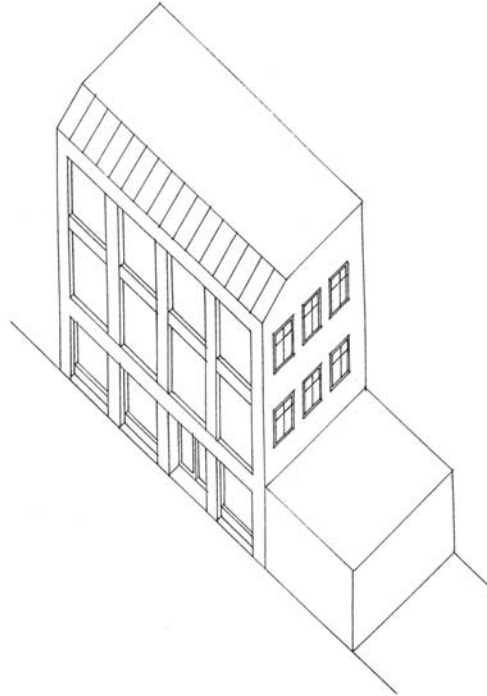
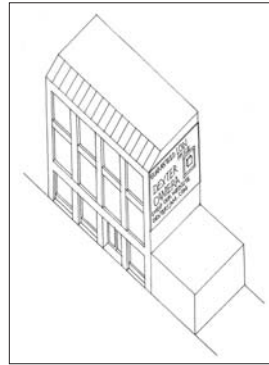
OPENINGS: ENTRYWAYS & WINDOWS

WINDOW PROPORTIONS SHOULD RELATE TO THAT OF ADJACENT BUILDINGS, AS SHOWN IN BOTH ILLUSTRATIONS BELOW. NOTE THAT SMALLER, SQUARE WINDOW PANES, WHICH ARE COMMONLY FOUND IN COMMERCIAL AND INDUSTRIAL AREAS, ARE OFTEN STILL IN HARMONY WITH THE PROPORTIONS OF ADJACENT BUILDINGS.



STRUCTURES SHOULD PROVIDE WEATHER PROTECTION SUCH AS AWNINGS OR CANOPIES FOR PEDESTRIANS. GROUND FLOORS SHOULD BE DEVELOPED WITH RETAIL USES TO PROVIDE AN ACTIVE STREET FRONTAGE.

FINISH MATERIALS



EXPOSED SIDES AND REAR SHOULD CONTINUE THE FINISH TREATMENT USED ON THE STREET FACADE. WHEN POSSIBLE, PROVIDE PROPERTY-LINE WINDOWS, IN PART TO DISCOURAGE VISUALLY DISRUPTIVE BILLBOARDS (FAR LEFT).



THE USE OF MANY MATERIALS CAN MAKE A BUILDING APPEAR DISJOINTED. OFTEN, STONE, TILE, OR MASONRY CAN LOOK 'TOP-HEAVY' ON UPPER STORIES AND IS USUALLY MORE SUCCESSFUL ON GROUND FLOORS. STUCCO (CEMENT PLASTER) IS AN APPROPRIATE FINISH FOR SOME RESIDENTIAL CONTEXTS.

Finish materials should appear to be a natural consequence of the balance among the building's use, context, structural system, and form. Usually a palette of a few materials in an 'honest' application is more successful than a mix of many finishes. While using contrasting materials to differentiate changes of plane, form, or function may often be appropriate, often it is preferable to depend on light and shade falling across a unified material to delineate a building's form. A designer must consider whether the "texture" of the surrounding buildings is fine or coarse in determining appropriate materials.

In highly industrial areas, a visual expression of the building's structure and the use of more crude, basic, or rugged materials may be desirable. In such cases, the use of metal panels for exterior wall finishes is appropriate only if the panels are integrated with the systems and assemblies of the building. Such panels should not appear 'tacked-on,' as when they cover what is plainly a wood-frame residence, where wood siding or stucco (cement plaster) might be more appropriate. Where such materials are both out of context and unnecessary, their use only for a 'faux-industrial feel' is not desirable.



PROVIDE ROOFTOP SCREENS TO HIDE MECHANICAL EQUIPMENT, WHICH SHOULD BE SET BACK FROM THE FACADE TO FURTHER REDUCE VISIBILITY FROM THE STREET.

HISTORIC BUILDINGS

THE HISTORIC CIE INTERNATIONAL BUILDING FROM 1907 WAS CONVERTED TO LIVE/WORK STUDIOS IN 1997-1998 IN A PROJECT THAT INCLUDED THE ADDITION OF A FOURTH LEVEL. THE CLEARLY MODERN DESIGN DOES NOT DETRACT FROM THE HISTORIC BUILDING. NEW WINDOWS HAVE AN INDUSTRIAL FEEL, AND THE GROUND FLOOR SPACE IS NOT CLOSED OFF FROM THE STREET.



Planning Code Section 101.1(b) establishes eight General Plan Priority Policies. The Preservation Priority Policy (number seven, that landmarks and historic buildings be preserved) mandates that the Planning Department consider the preservation of landmarks and historic buildings among its top priorities.

Proposals for exterior alterations on a landmark site or in an historic district (designated under Article 10 of the Planning Code) are subject to the procedures and standards set forth in Article 10 and require Certificates of Appropriateness. The Planning Department, Landmarks Board, and Planning Commission apply the *Secretary of the Interior's Standards for Rehabilitation* to ensure that the architectural and historic character of the Landmark or historic resource is preserved.

Even where a property is not designated under Article 10, a building may still be considered an Historic Building for the purposes of the Preservation Priority Policy if a building is listed on the National Register, determined eligible for listing on the National Register, listed on the California Register, or otherwise identified as significant in an architectural survey adopted by the Planning Commission or Board of Supervisors. These ratings bear upon the Planning Department's design review of proposals for alteration. The Department may seek the advice of the Landmarks Preservation Advisory Board, and may initiate requests for Discretionary Review by the Planning Commission if proposals are deemed to significantly undermine the historic or architectural character of an historic building, or where such a proposal cannot be reconciled with General Plan Priority Policy considerations.

Proposals for significant alterations to designated, listed, or rated buildings may also require review under the California Environmental Quality Act (CEQA). Project Sponsors should contact the Major Environmental Analysis Section of the Planning Department (MEA) early in the project design stage so that MEA may determine whether environmental review is required for the proposal.

THIS SMALL-SCALE REHABILITATION REPLACED THE ORIGINAL STEEL SASH WITH A VERY STRONGLY DESIGNED MODERN SASH. THE INTERIOR MEZZANINE WAS CONVERTED TO A FULL FLOOR, WHICH WAS SENSITIVELY SHOWN ON THE EXTERIOR.



BUILDING TYPE AND CONTEXT



Buildings in the industrially zoned areas should respond appropriately to a site's context as follows:

- When the context is clearly defined: *respect*.
- When the context is more varied: *harmonize*.
- When there is no clear pattern and the project will help define the context: *be creative*, that is, innovate to improve the public realm.

The following illustrations identify three types of buildings (residential, industrial and mixed-use) and three equivalent types of block context. Each one of the nine building/context combinations has site-specific developmental guidelines illustrating overall building envelopes and contextual relationships to adjacent structures.

There are two levels of block context to consider where in-fill buildings in industrial or mixed-use areas are commonly built:

- The immediate context - How does the building relate to and impact adjacent and nearby buildings, including buildings on the block faces on both sides of the street? The immediate context is primarily important in assuring that the development does not have a negative impact in terms of access to light and air, if there are adjacent residential uses, and to maintaining the 'texture' of detail and the palette of finish materials with respect to the existing neighborhood character.
- The broader context - How does the building relate to the visual character and scale created by the collection of other buildings in the general vicinity, including any prevailing patterns of development? The broader context should be considered to assure that the overall character of the urban environment is respected.

PRIMARYLY RESIDENTIAL CONTEXT



Residential enclaves exist within industrially zoned blocks in parts of the Mission, Potrero Hill, and the Central Waterfront. Sites with residential uses are often adjacent to, or in close proximity of, large-scale industrial and commercial uses. Ignoring existing neighborhood character and context or providing inappropriate buffering between residential and non-residential uses can lead to conflicts between the different uses.

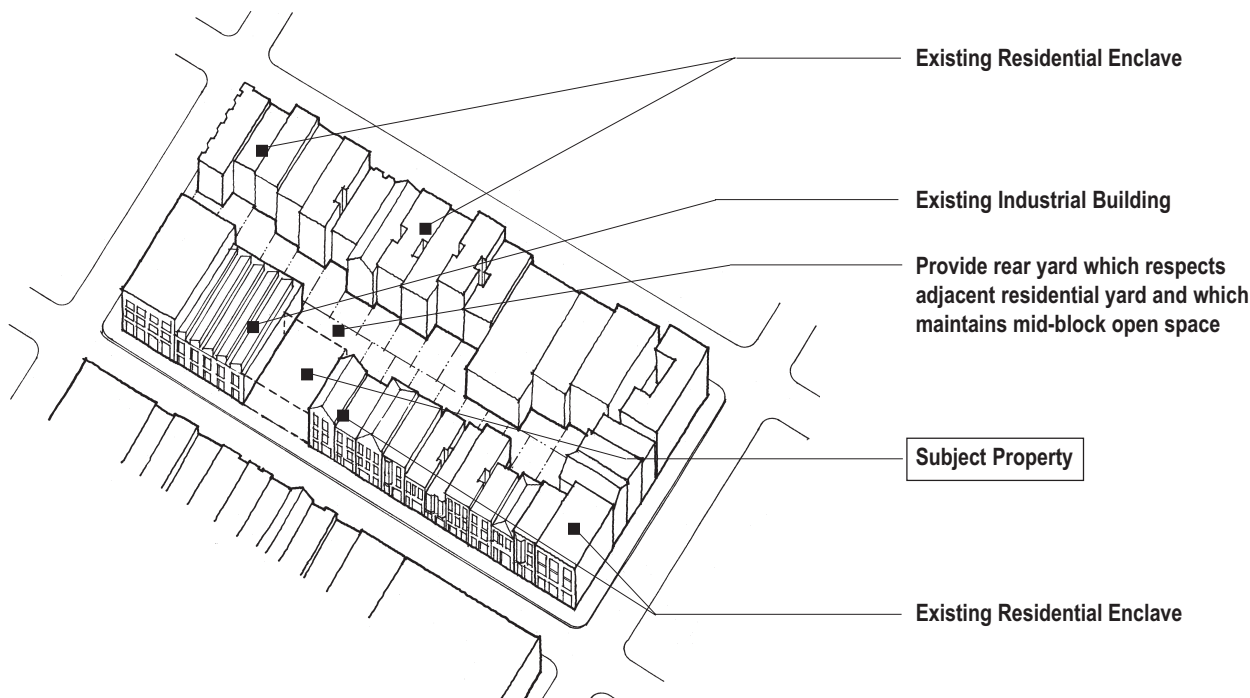
Some recently built live/work (loft) housing and office buildings are incompatible with the scale and design character of the established residential enclaves within the City's industrially zoned areas. This has caused conflict and has undermined the character of existing neighborhoods. Such conflicts are especially apparent where new live/work housing has been built in the alleys of Soma and parts of the Mission and Potrero Hill.

The main objective of the IADG in areas of primarily residential context is to minimize the impact of new development on the established residential patterns in industrially zoned blocks. The design and scale of new residential, industrial, and mixed-use/office buildings in blocks with primarily residential character must be compatible with, and complementary to, the prevailing residential pattern.

RESIDENTIAL BUILDING, RESIDENTIAL CONTEXT

New residential buildings must:

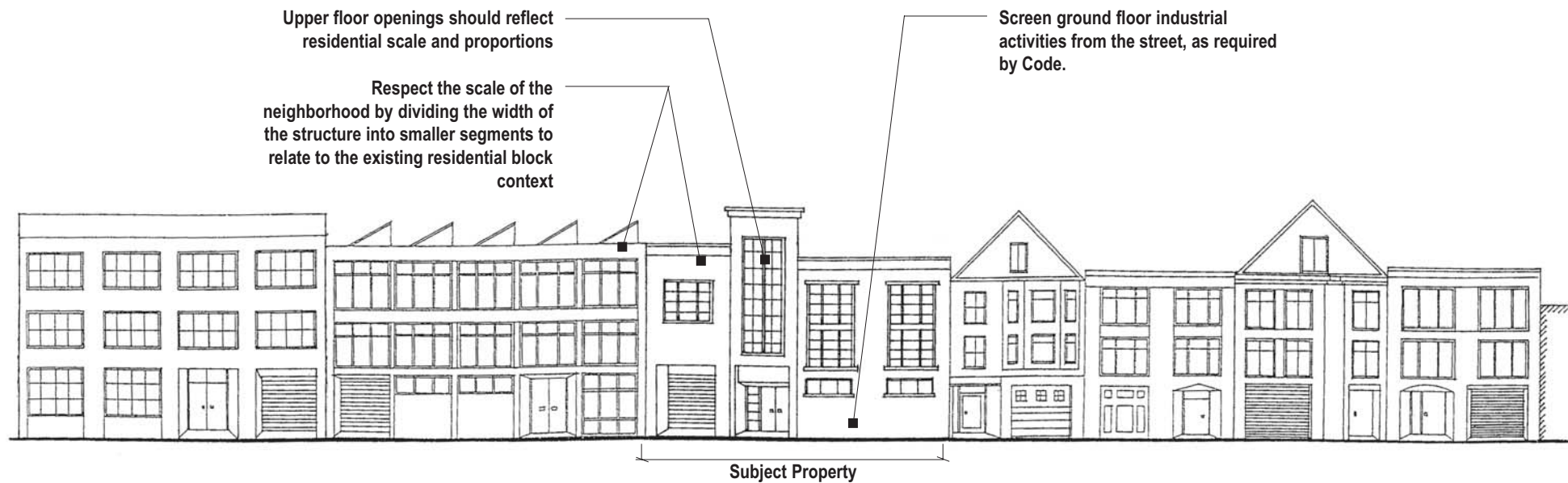
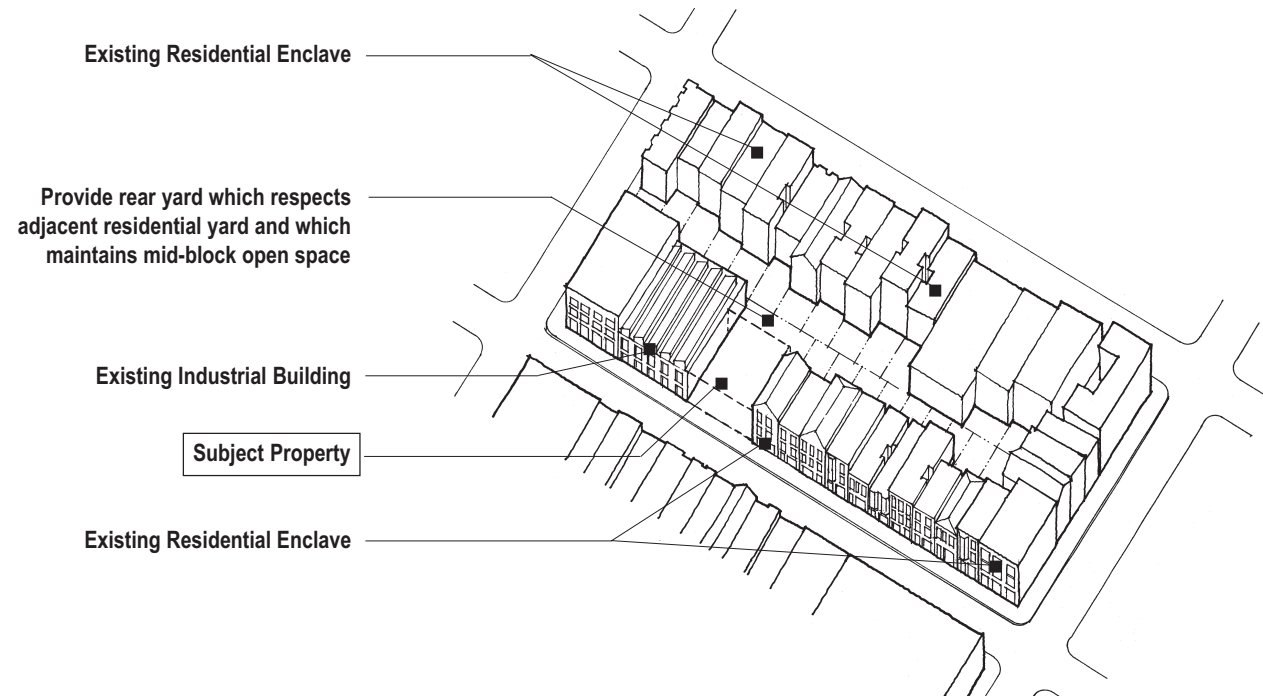
- respect the prevailing architectural scale, character and pattern of established residential developments.
- provide a coherent transition between fine-grained residential buildings and large-scale industrial buildings.
- minimize entrances to parking areas.



INDUSTRIAL BUILDING, RESIDENTIAL CONTEXT

New industrial buildings must:

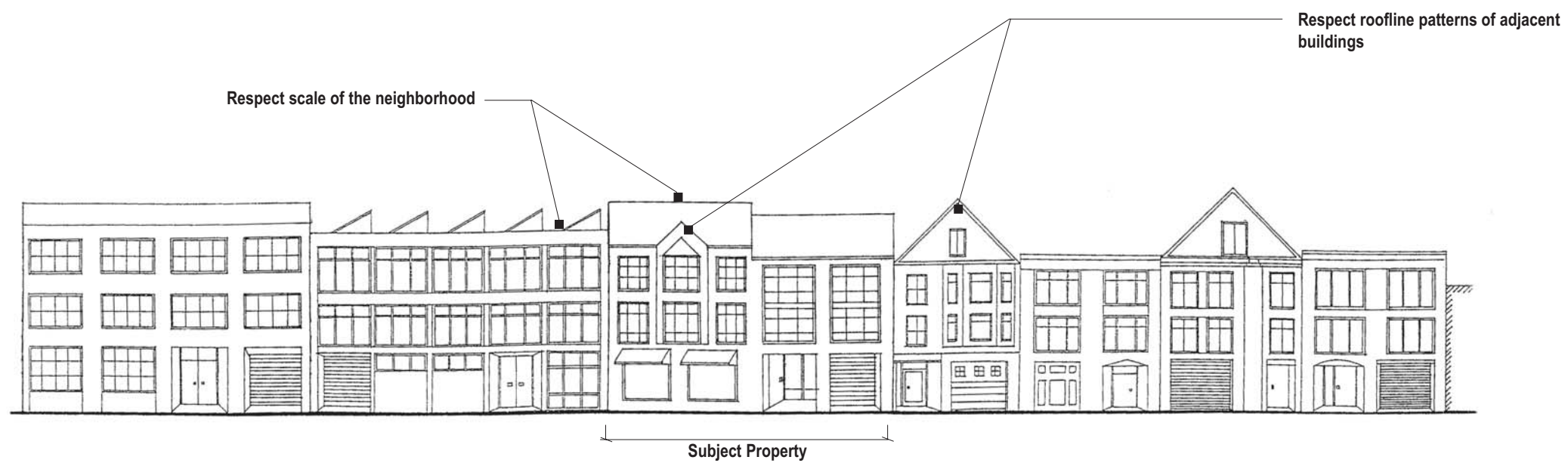
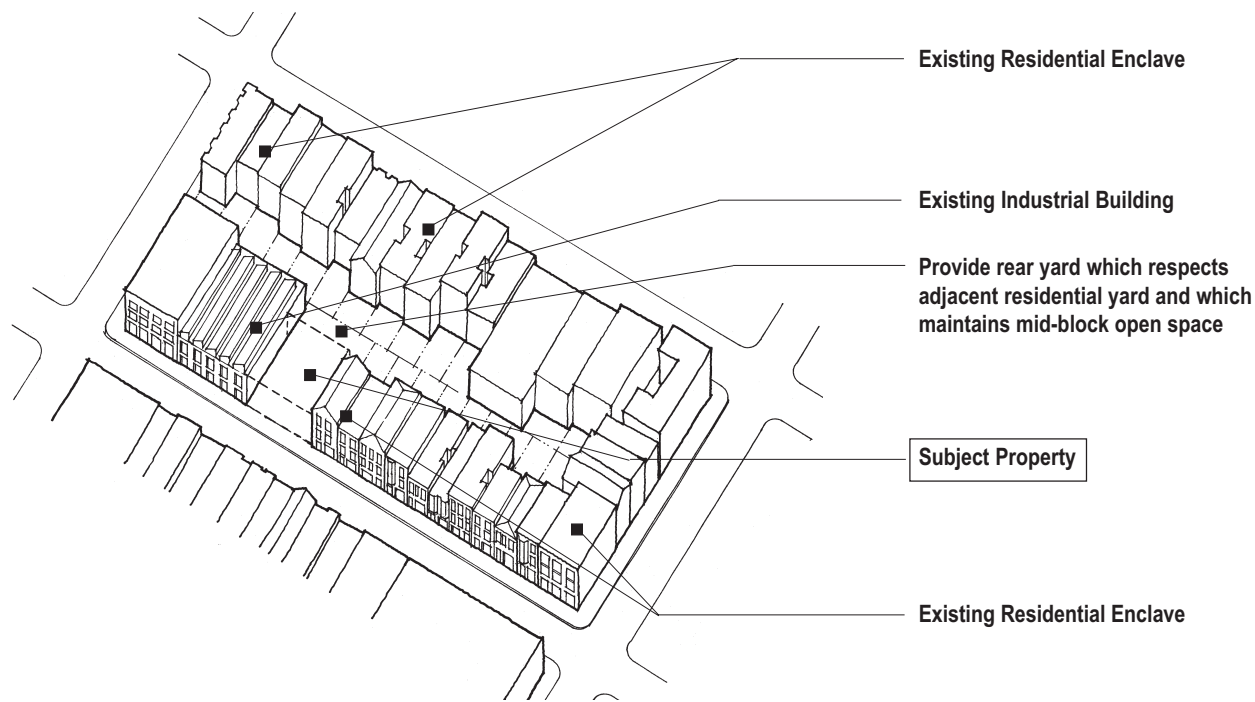
- respect the prevailing architectural scale, character and pattern of established residential developments
- maintain a mid-block open space pattern where such a pattern exists
- use design features that help visually integrate finer-grain residential buildings with the new industrial building
- provide a coherent transition between residential buildings and larger-scale new industrial buildings
- locate parking and loading facilities behind buildings and when possible, provide access through an alley or secondary street



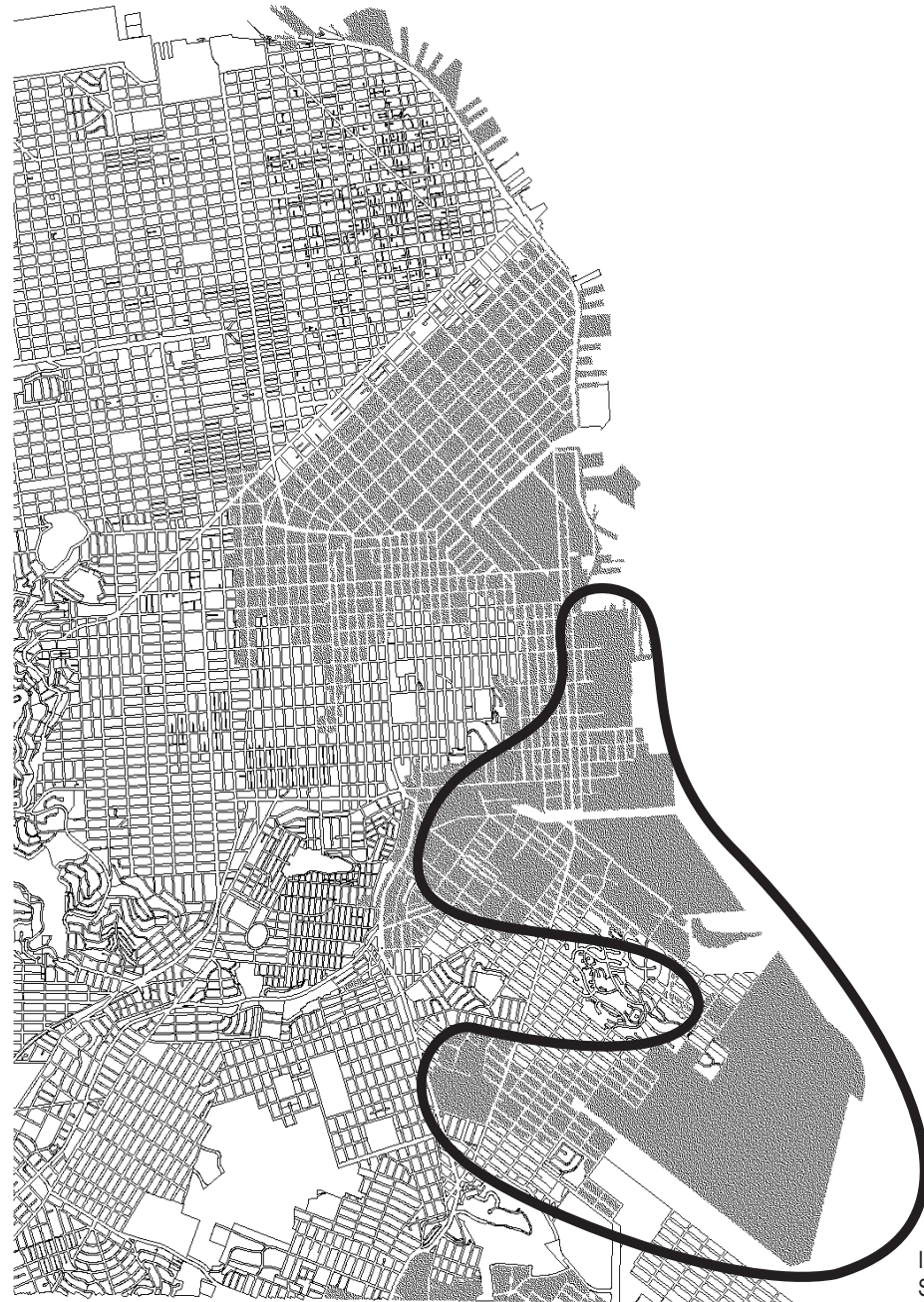
MIXED-USE BUILDING, RESIDENTIAL CONTEXT

New mixed-use buildings must:

- respect the prevailing architectural scale, character and pattern of established existing residential developments.
- address both the residential and industrial character of the context.
- provide a coherent transition between fine grained residential buildings and large scale mixed-use buildings
- provide ground floor activities that enhance the pedestrian experience.
- minimize impact of parking structures and parking access along the primary street.
- consider reduced parking in areas which are well-served by transit.



PRIMARYLY INDUSTRIAL CONTEXT

INDUSTRIALLY ZONED AREAS WITH
SIGNIFICANT INDUSTRIAL USE

City blocks containing primarily industrial uses dominate the Central Waterfront, Bayview-Hunters Point and South Bayshore. The architecture of these districts is uniquely industrial in contrast with other districts in which Victorian styles prevail.

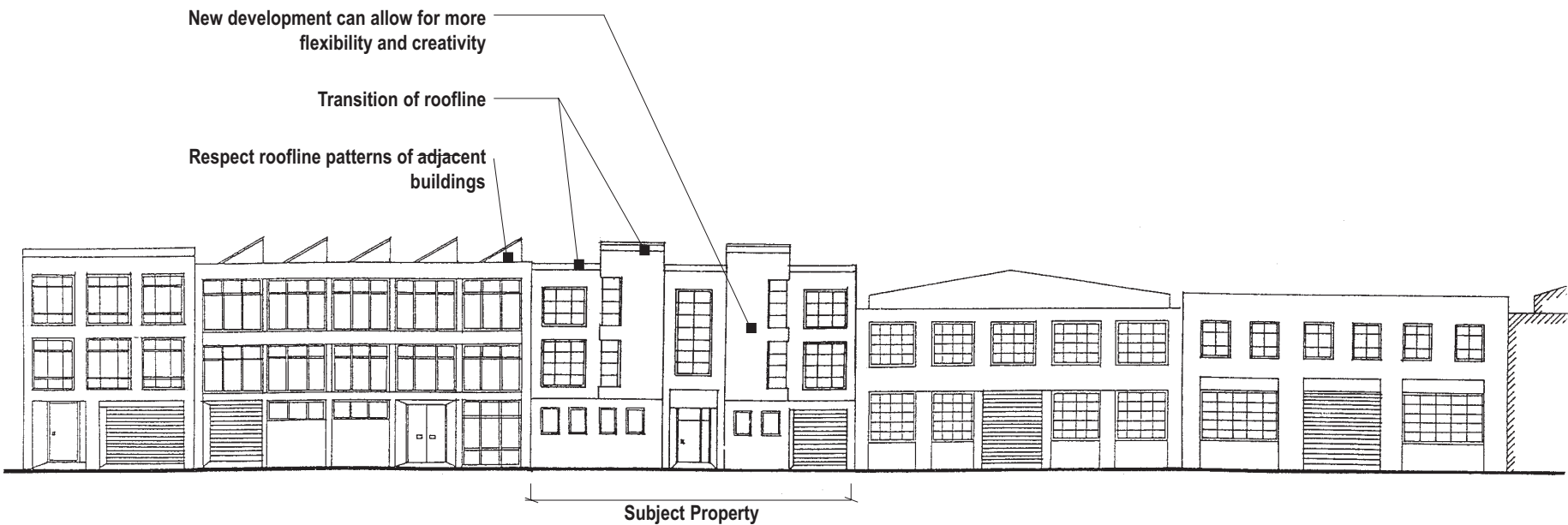
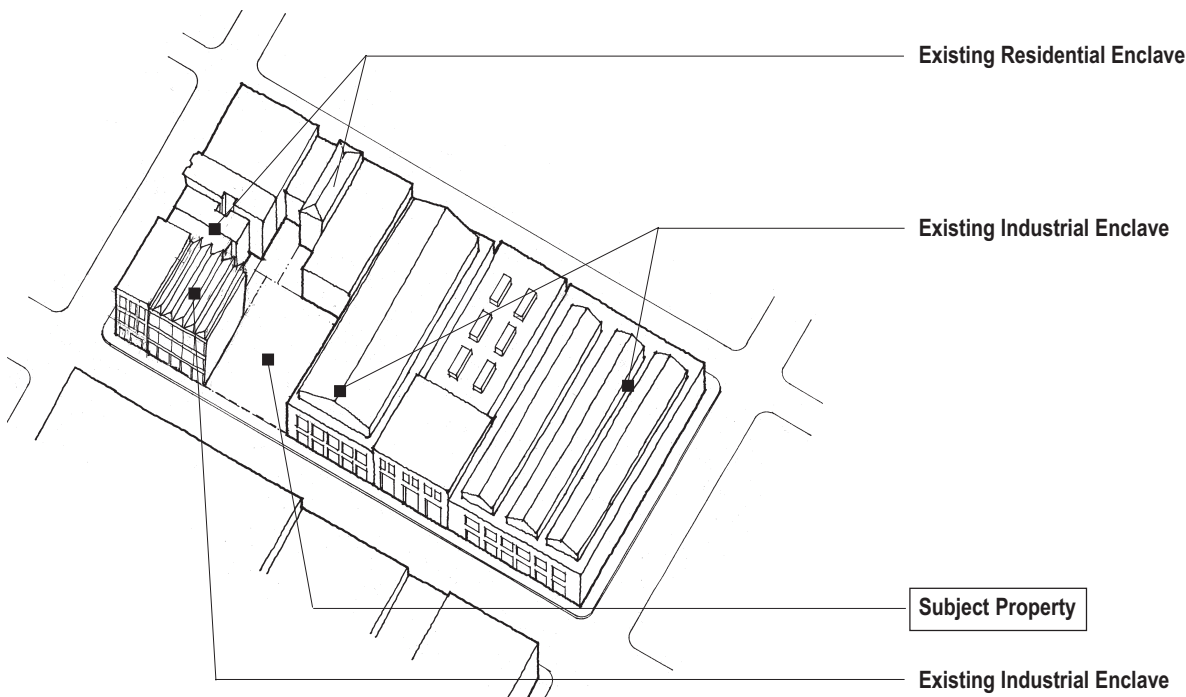
Competing land-uses, such as live/work housing and office/multimedia buildings, have emerged in industrial areas. As this pattern of development continues, it is important to maintain and enhance the character of industrial areas in order to preserve San Francisco's diverse and rich architectural heritage. It is equally important that developments utilize appropriate contemporary design and new building materials that enhance, rather than undermine, the architectural qualities of the industrial areas.

The IADG's main objective for primarily industrial contexts is to maintain and enhance the unique architectural character of predominantly industrial districts while still allowing for an appropriate integration of new development.

RESIDENTIAL BUILDING, INDUSTRIAL CONTEXT

New residential buildings must:

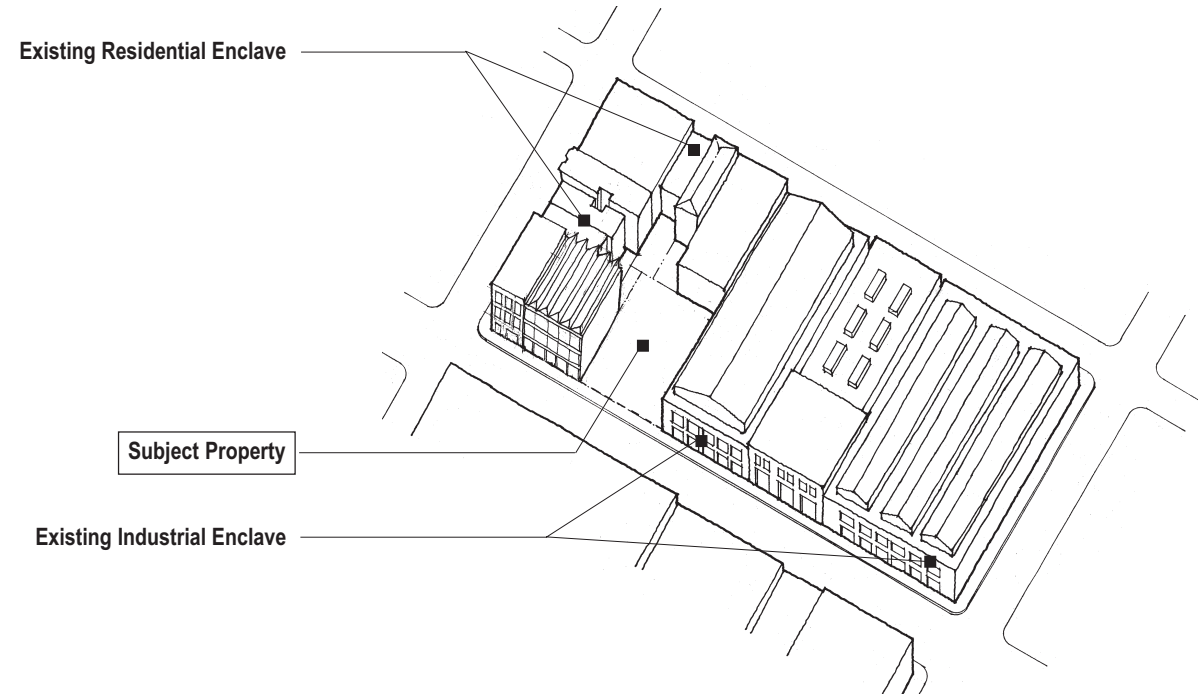
- respect the prevailing industrial scale, pattern and architectural character of predominantly industrial blocks
- provide a coherent transition between residential buildings and large-scale industrial buildings
- provide mid-block alleys, courtyards and other design elements to reduce the scale of large industrial blocks, whenever possible
- be built to the lot line at the street frontage, unless a pattern of a building set-backs exists, in which case the prevailing set-back pattern should be reflected



INDUSTRIAL BUILDING, INDUSTRIAL CONTEXT

New industrial buildings must:

- respect the prevailing industrial scale, pattern and architectural character of predominantly industrial blocks
- utilize innovative materials and design that enrich the architectural character of predominantly industrial areas
- provide loading and parking facilities in rear which can be accessed through an alley or secondary street
- provide mid-block alleys, courtyards and other design elements that help break down the scale of large industrial blocks
- be built to lot line at the street frontage, unless a pattern of a building set-back exists, in which case the prevailing set-back pattern should be reflected



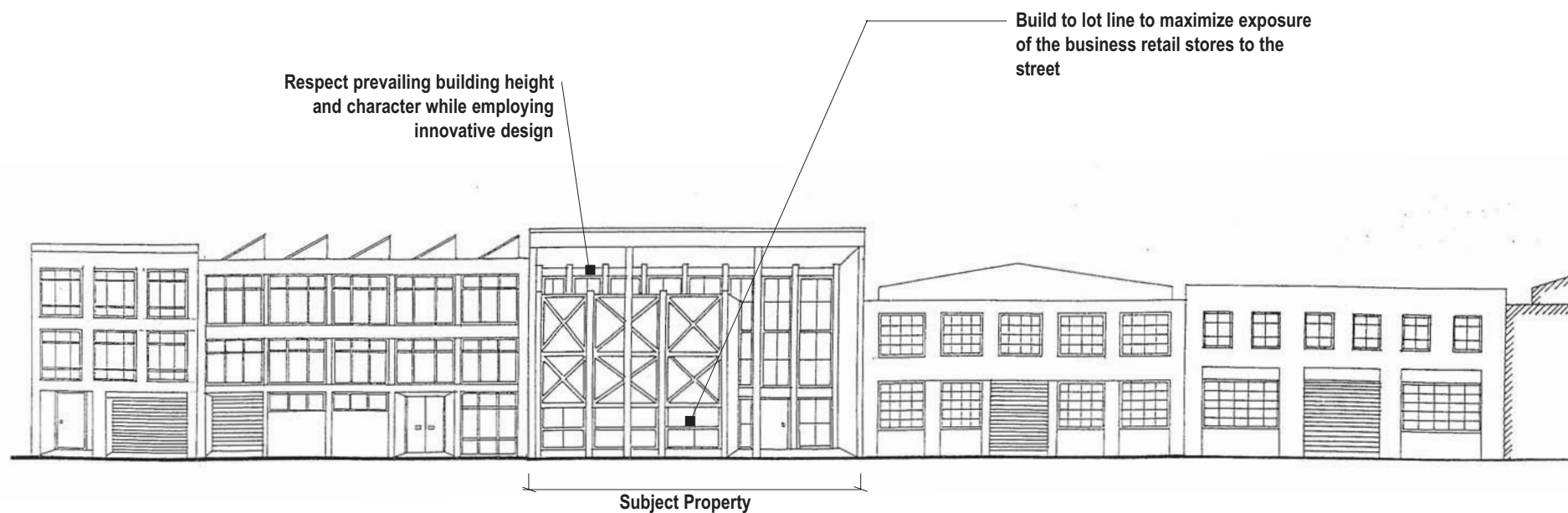
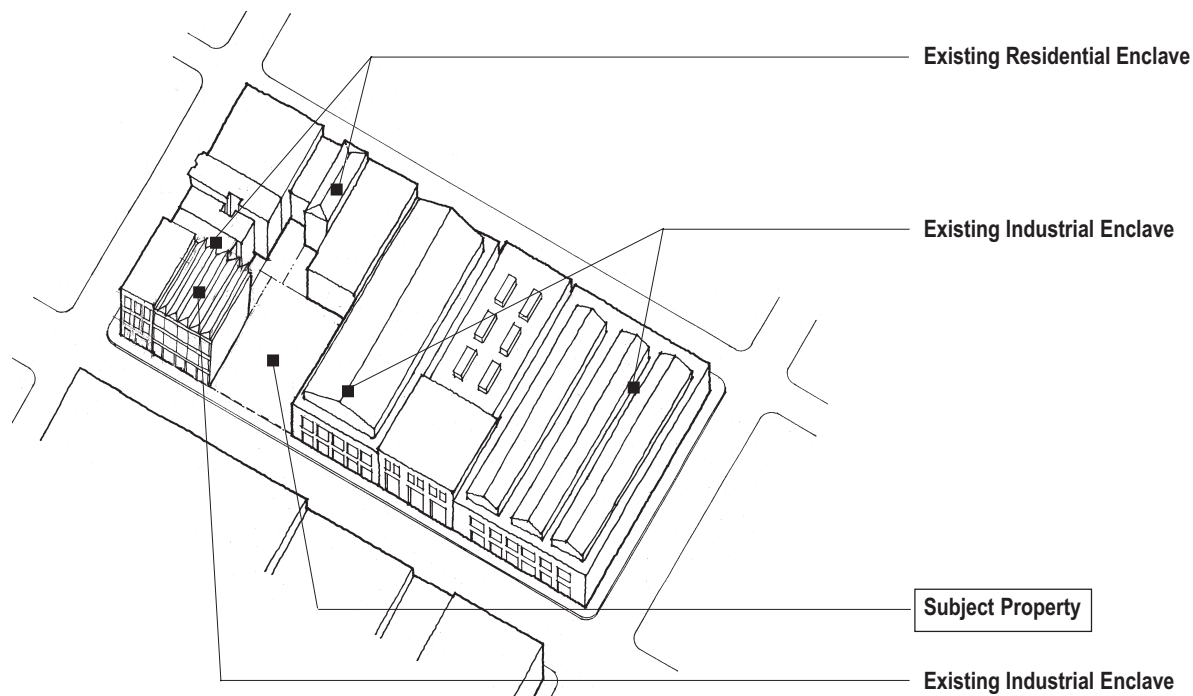
Design innovation and diversity of styles and character are encouraged



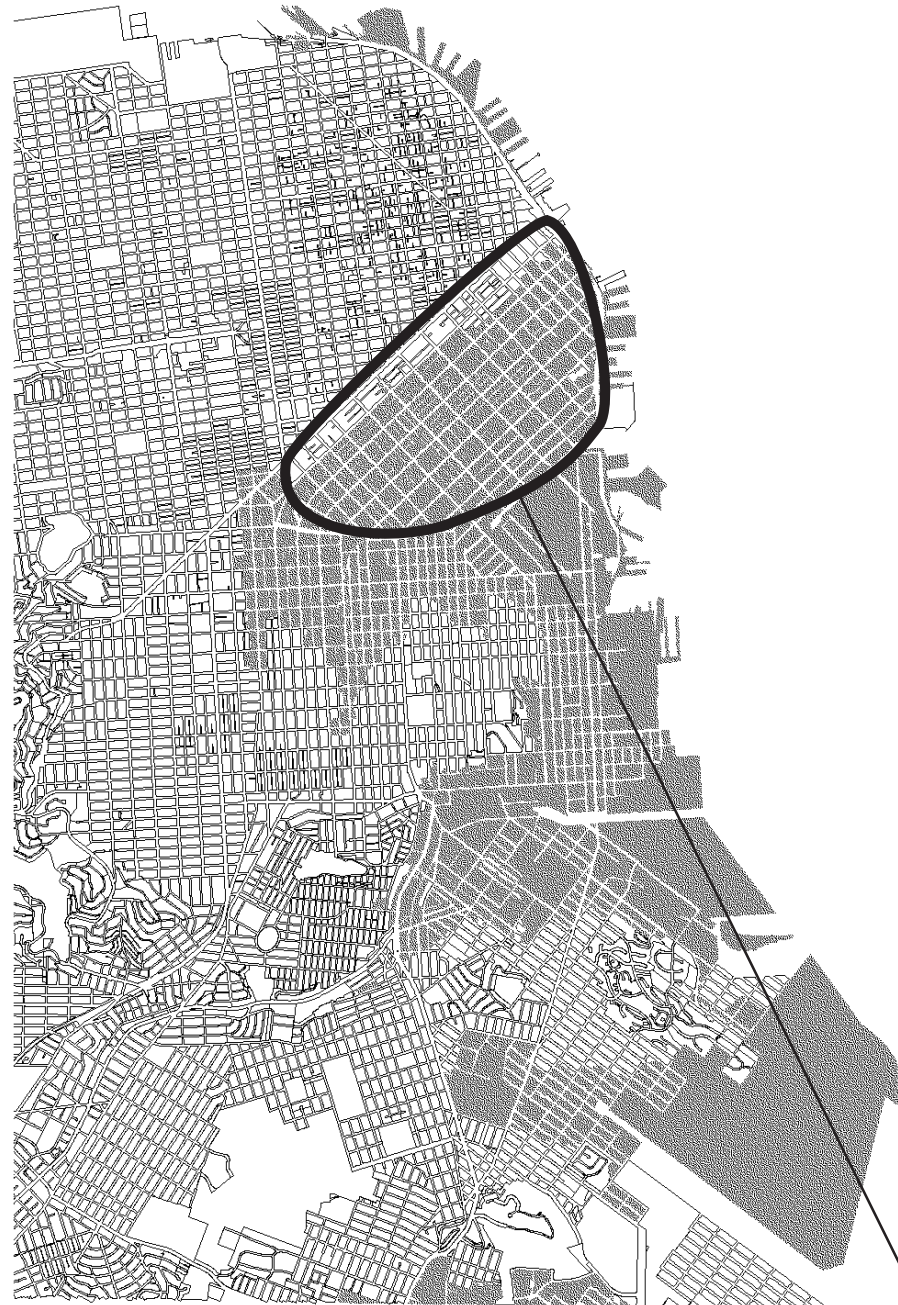
MIXED-USE BUILDING, INDUSTRIAL CONTEXT

New mixed-use buildings must:

- respect the prevailing industrial scale, pattern and architectural character of the predominantly industrial blocks
- utilize innovative materials and designs that enrich the architectural character of predominantly industrial areas
- provide loading and parking facilities in rear which can be accessed through an alley or secondary street
- provide mid-block alleys, courtyards and other design elements that help break down the scale of large industrial blocks
- be built to lot line at the street frontage, unless a pattern of a building set-back exists, in which case the prevailing set-back pattern should be reflected
- consider the reduction of parking provided in areas well served by transit



PRIMARILY MIXED-USE CONTEXT



INDUSTRIALLY ZONED AREAS WITH
SIGNIFICANT MIXED-USE SITES

Many blocks throughout Soma have a mix of uses that include live/work lofts, residences, offices, restaurants, retail stores and industrial uses. In addition, some new developments, such as Pacific Bell Park, the soon-to-be-developed Mission Bay area, and the Central Waterfront, increase the mix of land-uses within traditionally industrial areas.

Such variety of use contributes to a vibrant and active urban environment. While land use designation is beyond the scope of the IADG, this document does seek to implement successful guidelines that minimize conflict and maximize a cohesive and healthy integration of diverse uses. Such mixes can generate a rich architectural and economic diversity, so long as the integration of new uses maintains a healthy balance with industrial and manufacturing facilities.

The design of new buildings in industrial areas should promote and support robust mixed-use developments where appropriate. Buildings with a vertical mix of uses, such as ground floor commercial or manufacturing uses with office or residential uses on upper floors, are preferred. Flexible, forward-looking designs that allow for future adaptive re-use of is encouraged, particularly in those areas with a predominantly mixed land uses.

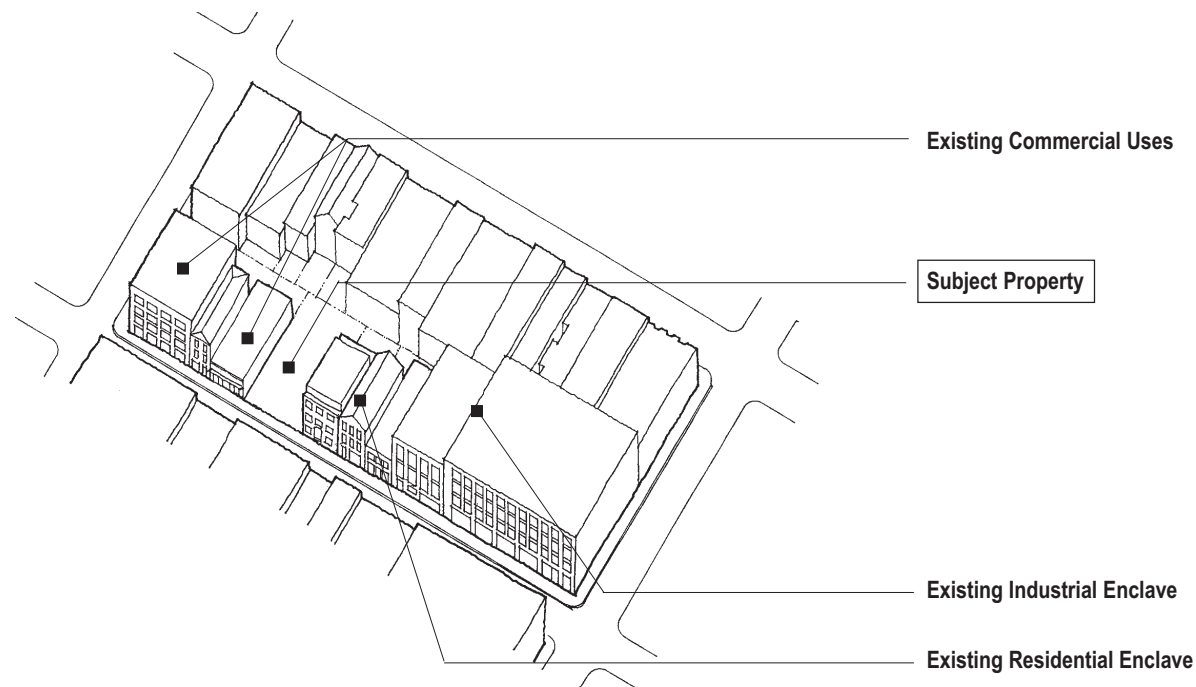
It is critical that new development enhance the quality of the pedestrian experience in the mixed-use districts. Ground floor design elements that provide human scale to mixed-use buildings are essential. Installation of new, or preservation of existing mid-block alleys, courtyards, and ground floor retail uses encourage pedestrian activity

The main objective of the IADG for primarily mixed-use contexts is to establish a healthy integration of new development within primarily mixed-use blocks and to create amenities that enrich the pedestrian experience.

RESIDENTIAL BUILDING, MIXED-USE CONTEXT

New residential buildings must:

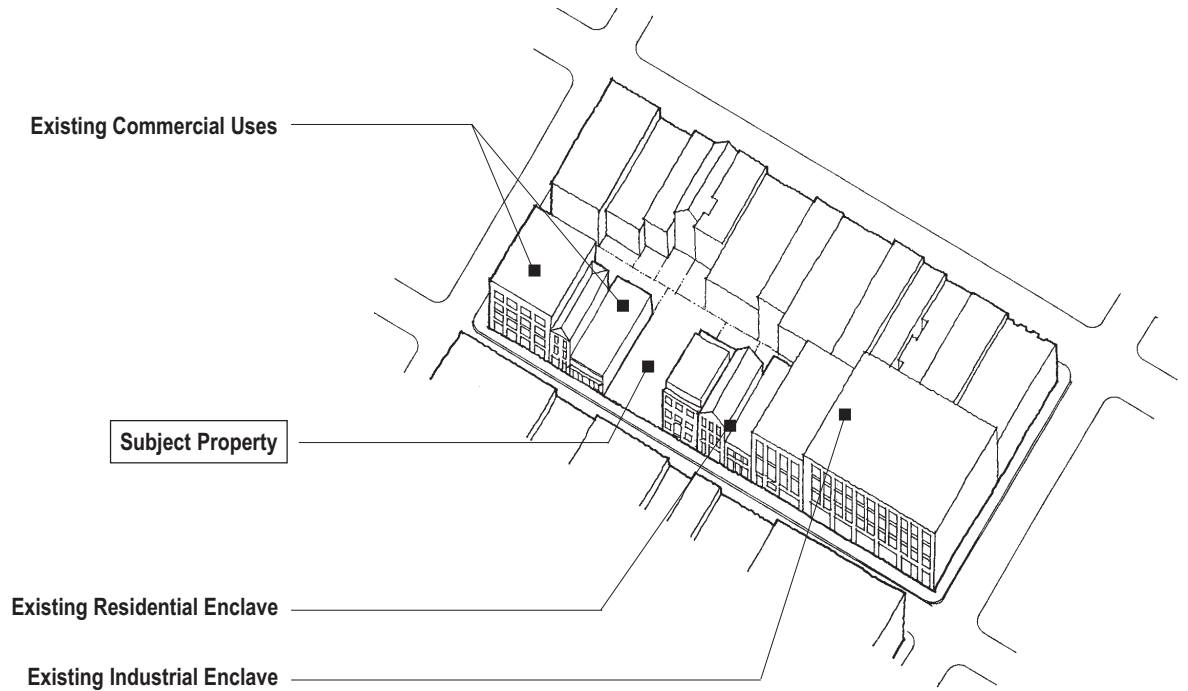
- respect the prevailing mixed-use character of primarily mixed-use industrially blocks
- be designed to reflect the mixed-use character of the context
- provide or preserve mid-block alleys, courtyards and other design elements that help break down the scale of large industrial blocks
- be built to the lot line at the street frontage, unless a pattern of a building set-back exists, in which case the prevailing set-back pattern should be reflected
- consider a reduction in provision off-street parking spaces in areas that are well served by transit.
- foster pedestrian activity and visual interest through the introduction of active ground floor uses.



INDUSTRIAL BUILDING, MIXED-USE CONTEXT

New industrial buildings must:

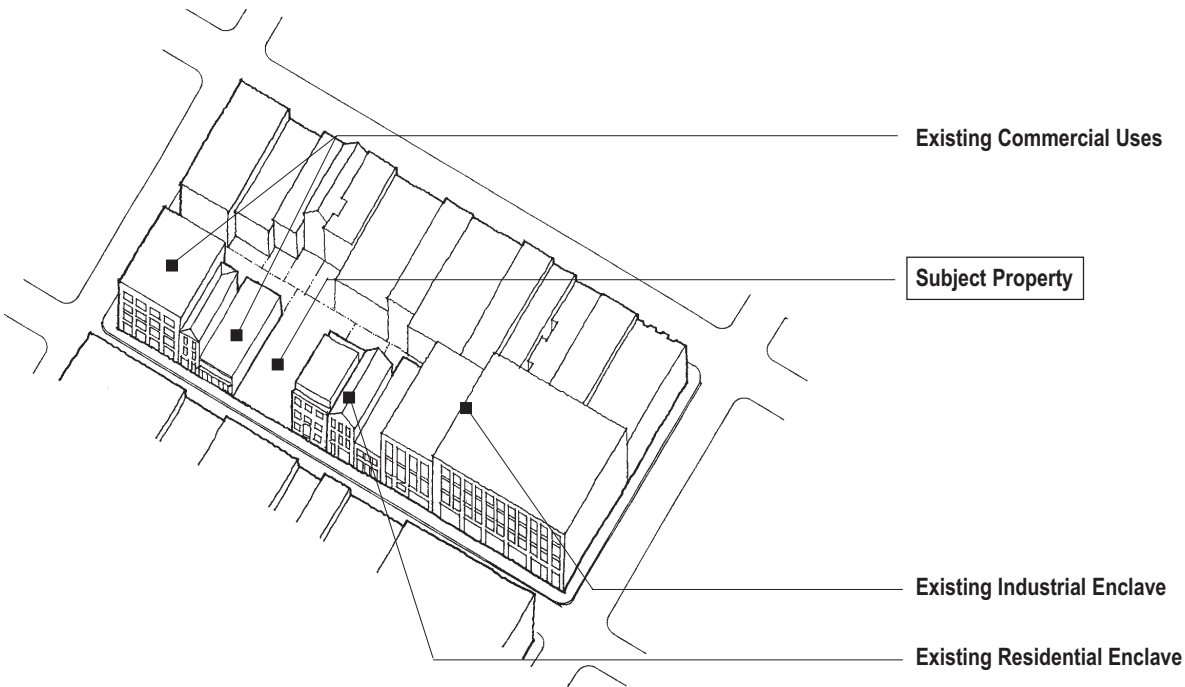
- respect the prevailing mixed-use character of the block context
- utilize innovative materials and design that enrich the architectural character of the context
- provide loading and parking facilities in rear which can be accessed through an alley or secondary street
- provide mid-block alleys, courtyards and other design elements that reduce the scale of large industrial blocks
- be built to lot line at the street frontage, unless a pattern of a building set-back exists, in which case the prevailing set-back pattern should be reflected
- reduce parking requirement in areas that are well served by transit.
- foster pedestrian activity and visual interest through the introduction of active ground floor uses.



MIXED-USE BUILDING, MIXED-USE CONTEXT

New mixed-use buildings must:

- respect the prevailing mixed-use character of the block context
- utilize innovative materials and designs that enrich the architectural character of the context
- provide loading and parking facilities in rear which can be accessed through an alley or secondary street
- provide mid-block alleys, courtyards and other design elements that help break down the scale of large industrial blocks
- minimize blank walls and parking garages on the ground floor, dedicating most ground floor uses to retail, manufacturing, office or residential uses.
- be built to lot line at the street frontage, unless a pattern of a building set-back exists, in which case the prevailing set-back pattern should be reflected
- consider a reduction of parking in areas that are well served by transit.
- foster pedestrian activity and visual interest through the introduction of active ground floor uses.



The proportions and building forms may be varied from structure to structure





DEFINITIONS

Alley: A right-of-way, less than 30 feet in width, permanently dedicated to common and general use by the public (Planning Code). Any public way or thoroughfare less than 16 feet in width but not less than 10 feet in width that has been dedicated or deeded to the public for public use (UBC).

Articulation: Minor variation in the massing, setback, or height of a building, such as bay windows, porches, entrances or eaves that defines the structure.

Block: Land or a group of lots, surrounded by streets or other rights-of-way, other than an alley.

Bulk: The three-dimensional mass of a structure: height, width, and depth.

Building, Adjacent: A building on a lot adjoining the subject lot along a common side lot line.

Context: The characteristics of the buildings, streetscape, and landscape that support or surround a given building, site, or area such as predominance of period architecture, or consistent forms or finish materials, or consistent street trees.

Facade: Front of a building facing a street.

Fenestration: The arrangement and design of windows and other openings on a building's façade.

Frontage: The width of a lot measured at the front property line.

Massing: The relationships among three-dimensional forms of major elements of a building.

Modulation: Major variation in the massing, height, or setback of a building.

Street: A right-of-way, greater than 30 feet in width, permanently dedicated to common and general use by the public (Planning Code). Any public way or thoroughfare greater than 16 feet in width that has been dedicated or deeded to the public for public use (UBC).

Streetscape: The visual character of a street as determined by elements such as structures, access, greenery, open space, view, etc.

Streetwall: Continuous facade of buildings along a street frontage lot width along a street.

Use: The activity occurring on a lot or parcel for which land or a building is arranged, designed, intended, or may be occupied.

Use, Mixed: A structure or lot occupied by a mix of uses, such as residential, industrial, commercial-retail and commercial-office.

Yard: An open, unoccupied space on a lot, other than a court.

Yard, Rear: A yard extending across the full width of the lot, the depth of which is the horizontal distance between the rear property line and the rear building line.

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