



# CALLE 24 SPECIAL AREA DESIGN GUIDELINES

COMMUNITY WORKSHOP 2 | OCTOBER 29, 2019





# AGENDA

- Introductions
- Presentation
- Discussion Stations
- Next Steps



# INTRODUCTIONS

- San Francisco Planning Department
  - John M. Francis:  
Planner/Urban Designer, Calle 24 SADG Project Manager
  - Luiz Barata: Architect/Urban Designer
  - Trent Greenan: Architect/Urban Designer
  - Maia Small: Architect/Urban Designer, Project Supervisor
- Mayor's Office of Economic & Workforce Development
  - Diana Ponce De Leon: Project Manager



# INTRODUCTIONS

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





## WHAT BRINGS US TOGETHER?

- Review and discuss draft Calle 24 SADGs
- Utilize what we hear and learn to update draft document in preparation for adoption





## WHY DESIGN GUIDELINES?

- What are design guidelines?
  - Direction for achieving a desired design outcome on private property
- Why do we want / need them?
  - Establish a set of goals, values, and qualities by which projects are evaluated during project design review
  - Special Area Design Guidelines provide district/corridor-level specificity



## WHY DESIGN GUIDELINES?

- Relationship to City policy and legislation
  - Calle 24 Latino Cultural District (Board of Supervisors Resolution 168-14, 2014)
  - Calle 24 Special Use District (Planning Code Section 249.59, 2017)
  - Guidelines will help further goals/objectives of City policies
- Design Guidelines do **NOT**:
  - Change height limits
  - Change zoned land use or control tenantry
  - Change traffic/circulation/parking





## PROCESS TO DATE

- 3 Community Working Group meetings  
*(October 2018, January and October 2019)*
- Community Workshop #1  
*(June 2019)*
- Planning Commission Informational Presentation  
*(July 2019)*



# WHAT ARE DESIGN GUIDELINES?

General principles of design excellence and neighborhood compatibility





# WHEN ARE THEY APPLIED?

During project design review...

1. *Building application submitted (new construction or renovations)*
2. **Design review (sometimes multiple rounds)**
3. *Planning Commission review (if necessary)*
4. *Project approval*



# WHERE WILL THEY APPLY?







## WHAT WILL THEY DO?

### Guidelines will address...

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



# WHAT WILL THEY DO?

## Design Review Process

- Establish a baseline of what's acceptable and—more importantly—promote design excellence
- Explain how projects can better support existing neighborhood patterns and context
- Encourage constructive conversations between neighbors



# WHAT WILL THEY DO?

## Approval Process

- Create effective process
- Help San Francisco's design values be accessible to the Planning Commission, staff, and the public to foster a coordinated and consistent system of review





## WHAT WILL THEY DO?

### Expected Results

- Contribute positively to the human experience
- Demonstrate how buildings, open space, and streets work together to promote personal and social well-being







# S SITE DESIGN

- S1.1 Identify Opportunities for Including Privately-Owned Public Open Space (POPOS) in New Development**
- S2.1 Sculpt the Massing of New Buildings to Relate to the Scale of Adjacent Buildings**
- S5.1 Respect the Rhythm, Patterns, and Spacing of Existing Buildings in Contributing to the Streetwall**



# Site Design

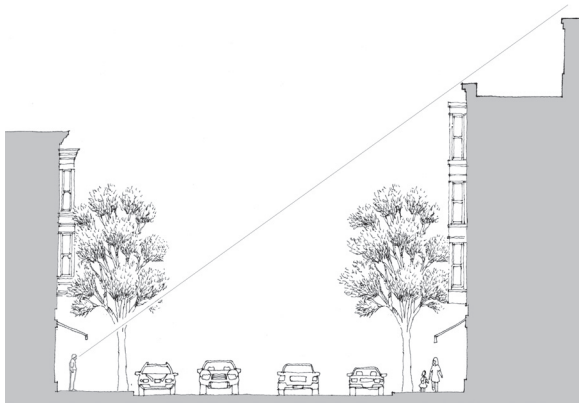
The diversity of massing and scale of Calle 24's buildings contribute to a vibrant urban village environment. Modestly scaled buildings of varying expressions maintain a continuous streetwall that, combined with a narrow street, provides the enclosure common for memorable streets. These guidelines provide direction to ensure that the walkable, human scaled character is supported by new buildings.



**S2.1****SCULPT THE MASSING OF NEW BUILDINGS TO RELATE TO THE SCALE OF ADJACENT BUILDINGS**

Calle 24 has a variety of building heights and widths. While some difference in height of adjacent buildings reflects different periods of development a change of multiple floors that creates an abrupt transition should be avoided. Existing historic 3 story buildings on the corridor are approximately 40-45' in height.

*"Stepping back taller buildings is good"*



Stepping back upper floors of taller buildings maintains a predominant streetwall height.

- » Provide adequate transitions between high and low buildings on a street of varied building heights.
- » New buildings that exceed adjacent ones by more than two stories should be setback from the streetwall at upper floors.
- » Upper story(s) should be set back to maintain the character of the corridor. New buildings should be set back 15' after 45' of height to maintain the predominant streetwall scale.



Different building heights add to the street character while keeping a consistent streetwall.



**S5.1**

**RESPECT THE RHYTHM, PATTERNS AND SPACING OF EXISTING BUILDINGS IN CONTRIBUTING TO THE STREETWALL**

Building lots on Calle 24 range from 25' wide at mid-block to wider at intersections, creating a fine-grain streetscape pattern that should be maintained in new construction. Apart from a few residential buildings and parking lots, Calle 24 has a consistent streetwall with buildings sited at the back of sidewalk; this pattern should be reinforced in new development.

- » New, mid-block buildings should maintain the typical 25' façade articulation of older buildings on the street, even if they occupy more than one parcel.
- » Corner buildings may use repetitive elements suitable to longer facades.
- » Consider preserving existing rear yards or courtyards in new development. Where retained, visual access from the sidewalk is encouraged.
- » New buildings should maintain the predominant pattern of no setbacks sited at the back of sidewalk, excepting ground floor alcoves. Setbacks should be used sparingly to provide public space and outdoor dining.

*"Warm, human scale"*



Narrow buildings contribute to a constantly changing pedestrian experience.



A variety of mid-block building widths create a diverse streetscape.









# ARCHITECTURE

- A3.1 Preserve Architecturally Significant Buildings**
- A3.2 Incorporate Art, Textures, Colors, and Materials that Have a Strong Precedent in the Calle 24 District**
- A4.1 Blank Walls Should be Treated to Minimize their Impact on the Public Realm**
- A7.1 Use a Variety of Signage to Maintain Diversity of Character**
- A7.2 Use Awnings and Canopies Where Shading is Needed or to Add a Pedestrian Scaled Feature**
- A7.3 Security Gates Should be Operable, Maintain Transparency, and Not Detract from the Character of the Facade**
- A7.4 Incorporate Lighting to Provide Safety, Highlight Architecture, and Address the Pedestrian Scale**
- A8.1 Compose Storefronts to Maintain the Pattern of Pedestrian-Scaled Facade Elements**
- A8.2 Use Windows and Doors that Promote Transparency and Encourage a Strong Connection Between Public and Private Realm**
- A8.3 Utilize Bulkheads to Provide Articulation and Avoid Overly Glassy Storefronts**
- A8.4 Residential Entries Should Have a Prominence and Distinct Treatment from Retail Entries**

# Architecture

The buildings of Calle 24 reflect the eras of their development through the decades and combine to create a diverse, vibrant built form. They represent a range of styles from Art Deco to Mediterranean with Victorian being the most predominant. With their bay windows, façade articulation, rich ornamentation, and vertical proportions, they provide a rhythm and strong streetwall to the corridor, that is typically rich in details. New buildings and renovations have an obligation to respect the historic character of the corridor in their materials, expression, and form.

With their vibrant colors, variety of signage, architectural expression, and locally-serving businesses and organizations, storefronts are the backbone of Calle 24 and greatly impact the everyday experience of residents and visitors. With goods displayed and activity spilling onto the sidewalk, they combine the vibrancy of an outdoor market with the traditional storefront found in other San Francisco neighborhoods. This results in a blurring of the distinction between the public and private environment with open storefronts welcoming pedestrians into the businesses.





**A3.1 PRESERVE AND ADAPTIVELY REUSE ARCHITECTURALLY SIGNIFICANT BUILDINGS**

Calle 24 is home to several iconic buildings that are visual and cultural anchors in the neighborhood, some of which are historic resources. They include mixed-use buildings, theaters, and churches that punctuate the streetscape and contribute to the character of the corridor.

*"Sense of history, Victorian details"*



The arched, pedimented bays of this building give it a unique presence on the corridor.

- » Reuse existing structures of worthwhile architectural character to give them new life and preserve the unique qualities of Calle 24. Recognize and preserve the craft and detail inherent to older buildings, which have a value that is difficult to replicate in new construction.
- » Use significant buildings to inspire the quality of new development through their materiality, texture, and articulation.
- » New buildings adjacent to significant structures should defer to the older structure in expression while also highlighting and complementing them.



The prominent volumes, rich detailing and textured materials can provide an inspiration for new buildings.



**A3.2****ARTICULATE BUILDINGS WITH ELEMENTS COMMONLY EXPRESSED IN THE CALLE 24 DISTRICT**

Articulation creates depth, shade, shadows, and overall visual interest to building volumes. On Calle 24, the layering of elements creates a rich and varied expression that should be continued in new development.

*"So many building details!"  
"Not too modern or glassy"*



A Victorian ornamental detail found on the corridor.

- » Articulate buildings to support the architectural and cultural heritage of Calle 24. Consider predominant architectural styles to inspire new designs.
- » Façade articulation elements should be selected according to the design theme associated with the architectural style of the building. Details from varying styles should not be used.
- » New buildings should not overly contrast or stand out along the street.
- » Corner buildings should address the intersection through elements such as a minor projection, wrapping windows, a bay, or a rounded volume. Towers should be used sparingly and considered only at major intersections.
- » The streetwall portion of the building should be clearly terminated with a parapet or roof form. Consider sloped roofs with dormers, when appropriate to the style, for taller buildings to provide transition to adjacent properties.
- » Upper floors should show signs of habitation. Use elements that address the street including operable windows, sun shades, balconies, juliet balconies, and terraces.
- » Renovations to older buildings should maintain and restore original features including trim, cornices, and ornament.
- » Consider incorporating existing facades of architectural merit into the designs for new buildings.
- » New buildings should have texture, depth, and detail, but not mimic the rich ornamentation found on many older structures.
- » Detailing should be proportioned to the building and compatible with the level of detail on adjacent buildings. Oversized and under-scaled architectural detailing should not be used.





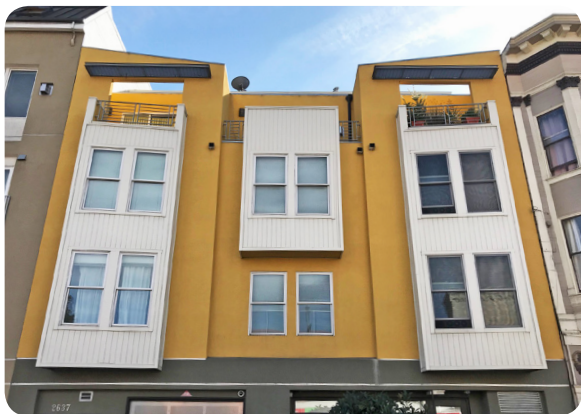
Bay windows are an effective approach for addressing an intersection.



Brick provides opportunities to create a highly detailed facade.



Repetitive elements may be used on longer facades.



A contemporary building uses bay windows to maintain the rhythm of older structures on the street.



Victorian buildings provide a richness in ornamentation that is essential to Calle 24's character.



Contrasting materials instill a quality and character to buildings on the corridor.



**A7.1****USE A VARIETY OF SIGNAGE  
TO MAINTAIN DIVERSITY OF CHARACTER**

Signage is integral to the unique character of Calle 24. With a diversity of types and expressions that recall different eras of development, including neon, cabinet signs, and painted blade signs, they contribute to a layering of elements that distinguishes Calle 24 from other commercial corridors. The corridor has a history of retaining and/or re-using existing signage to suit new businesses while acknowledging the quality and cultural impact of previous signs and businesses that are part of the community's collective memory. Signs that feel most authentic to the character of the street have a high level of craft and personalization. These guidelines are intended to encourage a diversity of well-crafted signage types while celebrating the informal, spontaneous character of signage currently found on Calle 24.

*"Large, colorful signs"  
"Layering of signs and architecture  
preserves culture and history"*

- » Consider a wide range of sign types including wall mounted letters, blade signs, neon, window signs, sandwich boards, and wall painted signage.
- » Consider re-using existing cabinet signs with new or updated business graphics to maintain the overall character of the street.
- » Cabinet signs should project perpendicular to façade to avoid covering architectural details, windows, etc.
- » Preserve and consider restoring original, culturally or architecturally significant signage. Consider seeking a vintage sign designation per Planning Code Section 608.14 for such signage. New signage should not compete with the old signage.
- » Orient and size signs to the pedestrian scale to not overwhelm the building facade.
- » Use simple, bold graphics that minimize the amount of information for primary signs.
- » Use signs to demonstrate craft and uniqueness of the business. Artist hand painted and three-dimensional sculpted signs are highly recommended.
- » For wall-mounted signage, individual metal letters are recommended. Channel letters may be lit from behind with an opaque face to create

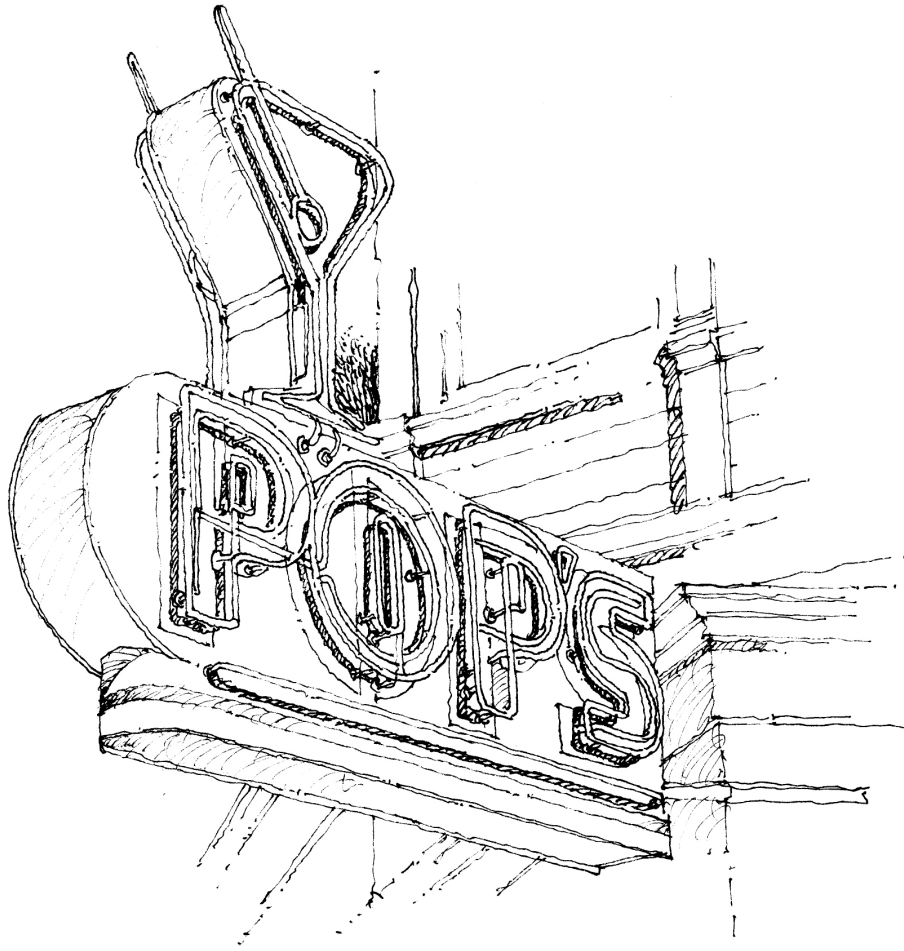
a halo effect at night. Internally illuminated channel letters with translucent faces should not be used.

- » Signage should not include brands or logos that are not associated with the business.
- » Consider using signage types that are different from adjacent storefronts to maintain diversity and variety.
- » Stencils or spray paint should not be used for painted signage.
- » All conduit for illuminated signs must be concealed. Raceways should not be used.
- » Signage printed on paper or vinyl should not be used.



Oftentimes the building signage is more significant than the architecture itself.





Older signage captures the style and spirit of a past era.



Neon signage plays an important role in the character of Calle 24.



Hand painted signage continues the cultural and artistic traditions of Calle 24.



Exterior lit blade signs create a subtle, welcoming nighttime presence.



**A8.1****COMPOSE STOREFRONTS TO MAINTAIN THE PATTERN OF PEDESTRIAN-SCALED FACADE ELEMENTS**

Despite the variety of storefront expressions in the Calle 24 District, most buildings display common historic elements that address the pedestrian and enliven the public realm. They range from a single bay on narrow buildings to a rhythm of bays on wider facades, but the overall effect is of a fine-grain pattern of varying expressions, creating a continually changing pedestrian experience. Diversity of expression is celebrated over uniformity.

*"Mom & pop locally-serving businesses"*  
*"Small storefronts"*



French doors in place of storefront windows creates an easy transition from the business to the sidewalk.



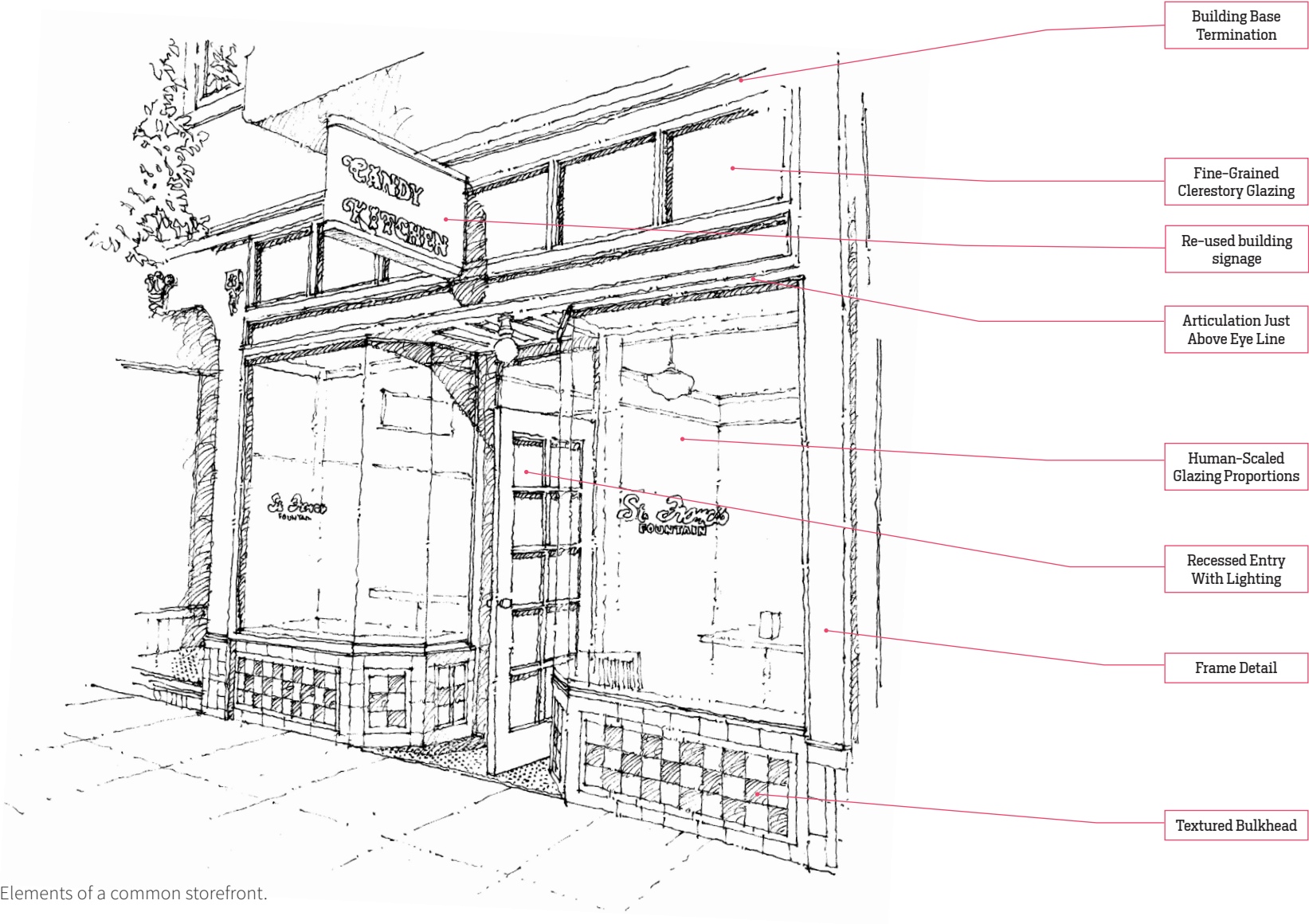
Maintaining transparency provides space for displays while welcoming pedestrians inside.



Merchandise placed on the sidewalk is essential to the character of Calle 24.

- » Clearly articulate the ground floor base distinctly from upper floors but align architectural elements vertically where possible.
- » Relate the height of the ground floor to the scale of the building and adjacent structures. Ground floors are commonly 10-12 feet.
- » At corners, building storefront treatment should wrap the corner.
- » Consider a durable, contrasting material for ground floor facades. Natural materials are recommended.
- » Articulate storefronts with clearly defined bays. Repeat bays on wider storefronts.
- » Compose openings with storefront and clerestory windows.
- » Use pilasters to frame storefront bays and create a rhythm of openings that organize individual elements.
- » Compositionally integrate signage, canopies, lighting, and other fine-grained architectural elements to impart human scale and enhance the public realm.





Elements of a common storefront.



**A8.2****USE WINDOWS AND DOORS THAT PROMOTE TRANSPARENCY AND ENCOURAGE A STRONG CONNECTION BETWEEN PUBLIC AND PRIVATE REALM**

To support the market atmosphere of the corridor, storefront designs that encourage visual access to interiors and easy movement of pedestrians in and out of the business are recommended.

- » Where appropriate to the business, consider full glass French doors or retractable windows instead of traditional storefront windows to encourage a free flow between the public and private realm.
- » Maintain, restore, and build clerestory windows on existing and new storefronts. Clerestory windows are a fundamental element of a

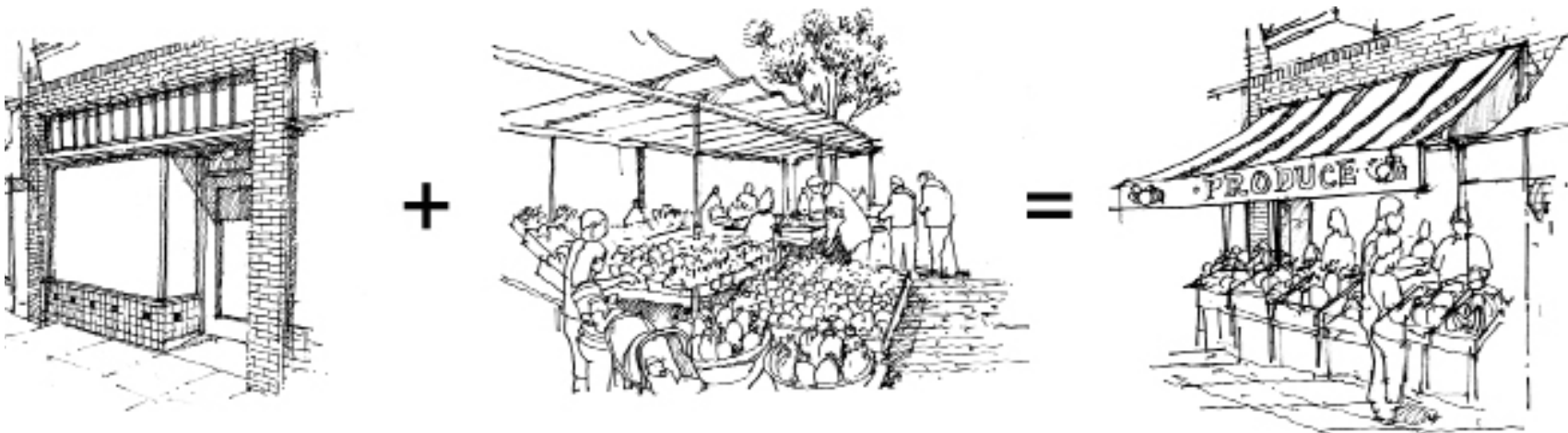
traditional storefront that exist on most older buildings, however, many have been covered up over the years and used for signage space. Uncovering and restoring clerestory improves transparency, architectural expression, interior access to light, and appropriate scale to the ground floor.

- » Clerestory windows should be separated from storefront windows with a horizontal band. Modulation of the panels should align with other architectural elements of the façade.
- » Maintain existing recessed alcoves and build them in new construction to support the pattern on the street and to provide additional

transparency and display areas. Alcoves should be angled to provide a natural transition from the sidewalk to business. For wider buildings, two storefronts may share a combined alcove.

- » Consider walk-up counters to enliven the sidewalk where appropriate to the business. Counters must maintain transparency requirements when closed.
- » Wood and steel storefront windows are common original materials and are recommended for new windows. When aluminum is used, a butt joint system at angled alcoves is recommended to avoid the prominent thick sections of the material.

*"Provide space for street vendors"*



With goods and activity spilling onto the sidewalk, storefronts combine the vibrancy of an outdoor market with a traditional storefront.





Operable transom windows address the pedestrian.



Buildings with open bays create an open, market-like atmosphere.



Walk up counters support a vibrant sidewalk environment.



Window displays combined with sidewalk merchandise address the pedestrian and draw shoppers inside.



Unobstructed clerestory windows create a welcoming, light-filled environment.





Valetta  
TACOS  
Sport

MISSION  
SKATEBOARDS  
San Francisco

SEAFOOD

JENNI  
LEMONS

Voglia  
Burritos

CHINA



# P

## PUBLIC REALM

- P3.1 Promote Murals to Celebrate Latino Cultural Heritage, Highlight Architecture, and Accent Blank Walls that Face the Public Right-of-Way**
- P3.2 Design Sidewalks to Promote Art and Cultural Character Through Outdoor Seating and Furnishings**
- P5.1 Highlight Alleys as Pedestrian-Oriented Spaces**
- P6.1 Incorporate Corner Bulb-Outs or Placitas at Intersections**
- P7.1 Incorporate Best Practices with Street Trees to Support Health and Livability**



# Public Realm

Calle 24's public realm is characterized by transforming ordinary spaces into vibrant, active places where residents and visitors mix. Alleys become canvases for expressive artwork and intimate gathering. Corner bulb-outs become placitas where vendors gather and pedestrians relax. Sidewalks are extensions of storefronts where goods are displayed. These spaces are utilized daily but also serve large crowds during special events throughout the year. Recommendations for improvements to the public realm continue to support the impromptu character of these spaces while highlighting what makes them special.

*"There's always something going on--the street is alive!"*  
*"Ambiente agradable!"*





**P3.1 PROMOTE MURALS TO CELEBRATE LATINO CULTURAL HERITAGE, HIGHLIGHT ARCHITECTURE, AND ACCENT BLANK WALLS THAT FACE THE PUBLIC RIGHT OF WAY**

Murals are the primary artistic expression on the Calle 24 corridor and have been part of the history of the neighborhood for decades. The installation of new murals and preservation of existing murals help to continue the layering of the community’s cultural fabric.

*"Social activism"*  
*"Buildings completely covered in art"*  
*"Neighborhood pride"*

- » When murals are painted on primary facades, relate the composition to the architectural detailing of the façade.
- » Take advantage of blank side walls between buildings of different heights to introduce murals.
- » Mural designs inspired by and relating the history, culture, and character of Calle 24 and of Latino heritage in San Francisco are strongly encouraged.
- » Architecture should not be altered to accommodate a mural.
- » Locate murals on side walls, alleys, and primary building facades. Murals may be located on public and private property. Those on public property require approval by the San Francisco Arts Commission.
- » Murals should not cover existing windows or affect transparency requirements.
- » Murals should not include brands or logos.
- » Work with local artists and organizations to commission murals.



This mural successfully integrates the mural with the facade features.



Latin cultural expression is encouraged for new murals.



**P3.2****DESIGN SIDEWALKS TO PROMOTE ART AND CULTURAL CHARACTER THROUGH OUTDOOR SEATING AND FURNISHINGS**

The cultural heritage of Calle 24 permeates the District through its people, businesses, and organizations, and in artwork that is displayed everywhere from murals and hand painted signage to mosaics on buildings, sidewalks, and sculptures. They extend beyond conventional, distinct pieces and become integral to the landscape and the built form, reflecting the neighborhood's identity and Latino heritage. The relatively narrow street with on-street parking, shade trees, and diverse built form creates a walkable sidewalk environment with a constantly changing streetscape.

- » Consider custom paving patterns and mosaics in the sidewalk in front of buildings that celebrate Latino cultural heritage. Maintain historic and existing sidewalk features such as terrazzo mosaics.
- » Furnishings should be located within 4' from the back of curb.
- » Furnishings that are utilitarian in design and brightly colored are encouraged.
- » Consider merchandise displays, above ground planters, and tables and chairs in front of buildings.
- » Incorporate custom artistic elements in street furnishings including bike racks, tree guards/gates, planters, etc. in front of new development. Consider sculptural elements or fountains in public spaces.



CAPTION



CAPTION



**P5.1 HIGHLIGHT ALLEYS AS PEDESTRIAN-ORIENTED SPACES**

Alleys play a vital role in the cultural history of the Calle 24 District as places of artistic and social expression. Frontages range from those with primary residential entries to side walls and rear yards.

*"Calle 24 is a walking destination"*

- » Incorporate in- or above-ground planters to soften edges.
- » Use open, decorative fencing. Chain link and barbed wire fencing should not be used.
- » Consider elevated crosswalks along Calle 24 at alley intersections (subject to Public Works and SFMTA approval).



CAPTION



CAPTION





## EQUITY ASSESSMENT

- City Office of Racial Equity
- Planning Department Racial and Social Equity Initiative
  - Goal to eliminate structural racial inequities to ensure that a San Franciscan's race does not determine life outcomes, statistically or experientially.
  - Examine policies, plans, and programs to understand their equity implications.





## EQUITY ASSESSMENT

- What are the intended racial and social equity impacts/outcomes?
- Who will likely benefit/be burdened?
- What are strategies to mitigate burdens and unintended consequences?
- How do we monitor outcomes?





## EQUITY ASSESSMENT

### Intended Equity Outcomes

Increase the cultural and aesthetic representation of the Calle 24 Latino community in the design of the built environment

### Potential Benefits

- Mitigated cultural displacement
- Faster design review

### Potential Burdens/Unintended Consequences

Higher material and construction costs for exterior upgrades on small, local businesses and/or property already facing displacement pressures





# EQUITY ASSESSMENT

## Mitigation Strategies

Existing community stabilization programs, including: OpenSF, SFShines, business loans, Women Entrepreneurship Fund, Community Cornerstones, among others

## Monitoring

- Track displacement trends
- Formalize interagency referral process for project applicants needing financial assistance from existing programs





## DISCUSSION STATIONS

- Design guidelines
  - Things you like...
  - Things that concern you...
  - Other questions and feedback
- Equity assessment
  - Other ideas for mitigating burdens on people and businesses vulnerable to displacement?
  - Other ideas for monitoring equity outcomes?





## NEXT STEPS

- Update draft guidelines:  
Oct. 30 – Nov. 14.  
*Send additional feedback to [john.francis@sfgov.org](mailto:john.francis@sfgov.org).*
- Public review draft document published online: October 31  
<https://sfplanning.org/project/calle-24-special-area-design-guidelines>  
(or Google “sf planning Calle 24 SADG”)
- Planning Commission Adoption Hearing: November 21
- Spanish language publication: late 2019/early 2020





**THANK YOU!**

Questions?

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