



## Planning for Change

San Francisco is a special place because of the way in which it has always balanced preservation with change. Our neighborhoods have changed with the times, but they have always kept something of their unique character – an essence of San Francisco that doesn't look or feel like anywhere else.

Showplace Square/Potrero Hill Area Plan  
December 2008

# 480 Potrero

An opportunity to provide needed housing, business, and open space in a densely populated part of the city

# Reference Documents

Showplace Square/Potrero Hill Area Plan  
December 2008 Adopted Version

Mission Area Plan  
Plan adopted by Planning Commission Motion No. 17585 on 4/17/2008 and the Board of Supervisors Ordinance No. 297-08 on 12/19/08.

*Policies and objectives will be color coded in blue or green to match document,*

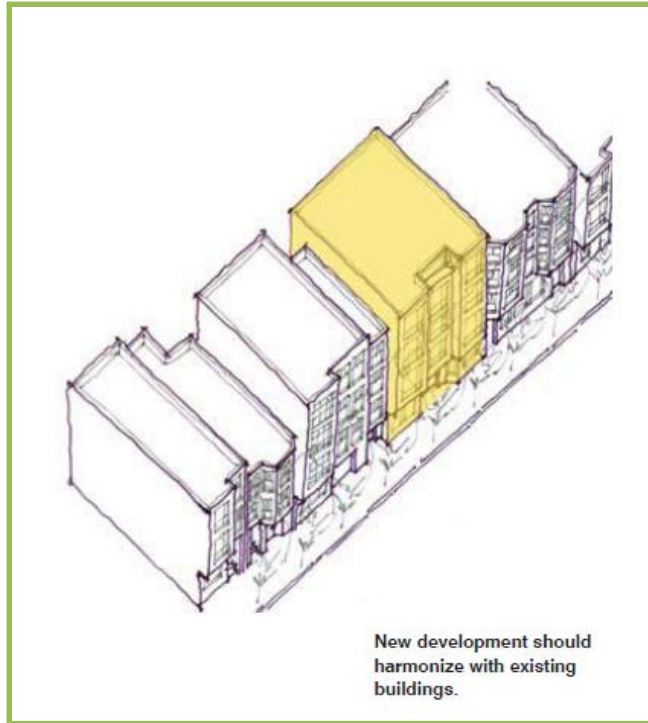
# Overview

- The neighborhood is excited to see a planned improvement to the lot that, frankly, is not an asset to the community.
- Many of the issues we have with the planned development can be ameliorated by reducing the planned height of the building.
- Issues identified are supported by items from the December 2008 Showplace Square/Potrero Hill Area Plan and the Mission Area Plan

# Essential Questions

- Does the residential development offer a healthy environment for families and adults?
- Is there sufficient green open space?
- Does the environment protect the old and new residents from noise and air pollution?
- Does the development harmonize with the character of the neighborhood?
- Does the development contribute negatively or positively to the existing community?
- Are adequate safety measures and monitoring going to be taken prior to breaking ground to ensure that neighbors are not unsafely exposed to serpentine/asbestos?

# Harmonize



Potrero Avenue consists of 2 and 3 story buildings, commercial and residential housing. Mariposa Gardens on the other side of Mariposa sets a design example. Housing opposite on Potrero consists of apartments and homes which the new development should be in harmony with.

We recommend reduction in height and changes in open space and streetscape design to harmonize with the existing neighborhood.

## ***POLICY 1.2.1***

*Ensure that in-fill housing development is compatible with its surroundings.*

## **OBJECTIVE 1.2**

IN AREAS OF SHOWPLACE/POTRERO WHERE HOUSING AND MIXED USE IS ENCOURAGED, MAXIMIZE DEVELOPMENT POTENTIAL IN KEEPING WITH NEIGHBORHOOD CHARACTER

## **POLICY 3.1.6**

*New buildings should epitomize the best in contemporary architecture, but should do so with full awareness of, and respect for, the height, mass, articulation and materials of the best of the older buildings that surrounds them.*

# Height and Neighborhood Character



## ***POLICY 3.1.1***

*Adopt heights that are appropriate for the Mission's location in the city, the prevailing street and block pattern, and the anticipated land uses, while preserving the character of its neighborhood enclaves.*

## **POLICY 3.1.4**

*Heights should reflect the importance of key streets in the city's overall urban pattern, while respecting the lower scale development on Potrero Hill.*

## **POLICY 3.1.6**

*New buildings should epitomize the best in contemporary architecture, but should do so with full awareness of, and respect for, the height, mass, articulation and materials of the best of the older buildings that surrounds them.*

**We feel that a building higher than four stories is not appropriate for our neighborhood. This would mean not building up to 58 feet.**



# Views



West-East View



East-West View

## **POLICY 3.1.6**

*New buildings should epitomize the best in contemporary architecture, but should do so with full awareness of, and respect for, the height, mass, articulation and materials of the best of the older buildings that surrounds them.*

## **POLICY 3.1.5**

*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.*

## **POLICY 3.1.1**

*Adopt heights that are appropriate for Showplace Square's location in the city, the prevailing street width and block pattern, and the anticipated land uses, while respecting the residential character of Potrero Hill.*

## **POLICY 3.1.2**

*Development should respect the natural topography of Potrero Hill.*

Taking advantage of the 58 ft zoned height for that lot would obliterate the west-east and east-west views.

A four story building would still be higher than the existing buildings, but would have less an effect on the views.

**We recommend no more than four stories.**

# Open Space

Open space on a floor above the garage and on the roof is not quality private open space.

The roof borders Sunny's Auto Shop which uses chemicals to remove and repaint cars. A new development should fit into the existing one. Children should not be exposed to harmful chemicals in the air.

Please provide an open space plan that is environmentally sound.

## **OBJECTIVE 5.2**

**ENSURE THAT NEW DEVELOPMENT INCLUDES HIGH QUALITY, PRIVATE OPEN SPACE**

## **OBJECTIVE 5.4**

**THE OPEN SPACE SYSTEM SHOULD BOTH BEAUTIFY THE NEIGHBORHOOD AND STRENGTHEN THE ENVIRONMENT**

### **POLICY 5.1.2**

*Require new residential development and commercial development to provide, or contribute to the creation of publicly accessible open space.*

### **POLICY 5.2.1**

*Require new residential and mixed-use residential development to provide on-site, private open space designed to meet the needs of residents.*

### **POLICY 5.2.3**

*Encourage private open space to be provided as common spaces for residents and workers of the building wherever possible.*

### **POLICY 5.2.4**

*Encourage publicly accessible open space as part of new residential and commercial development.*



# Shadows

- Accurate and updated shadow fans of the latest design plan are requested.
- According to the existing shadow fan analysis for the initially proposed 6 story plan, shadows would completely encompass almost the entire west side of the 400 Potrero block: All the current 2 and 3 story buildings across the street whose ground levels are elevated from street level already would be completely covered by shadow all day long.
- This will greatly affect all those neighbors in the following way:
  - **Marked increase in energy** use due to increased need for light and heat during daylight hours, which previously was supplied by natural sunlight during both the day and afternoon hours.
  - **Property value decrease** due to loss of vital natural lighting in homes with bay windows facing west.
  - **Garden and open space debilitation** due to loss of natural light needed for plants and trees. All current garden plants and trees suited for their current sunny locations will likely perish due to their loss of afternoon sunlight, increased mold (from loss of daylight hours), and decreased temperatures (also from loss of sunlight). Completely new landscaping will likely need to be taken on once the 6 story building's effect takes place in occluding those precious hours of direct sunlight.
  - **Loss of potential solar panel upgrade /use** in the future if all our rooftops are placed in shadows.

# Parking

- Verdi Club, Center for Homeless Pregnancy Support (Potrero&18<sup>th</sup>) and general neighborhood residences have maxed out the existing parking. Adding 84 units and supplying 50 parking spaces is an improvement over an original plan with 38 spaces, but will still add a significant burden to the existing condition.
- Mission Area Plan calls for support of human service providers and cultural resources. Adequate parking is a measure of support.
- Aging adults, those with young children, and injured/ill people may not be able to walk or take the inconsistent and over crowded public transit.
- Safety consequences of decreasing the already saturated parking situation of this location are real. There have been multiple rapes and assaults, occurring with increasing frequency in this immediate neighborhood. All new residents with cars and no parking spaces within the new development will be adding to this significant burden. The current situation (parking 2-4 blocks away) could easily and realistically turn into the need to park 6-10 blocks away with 84 units worth of new residents.

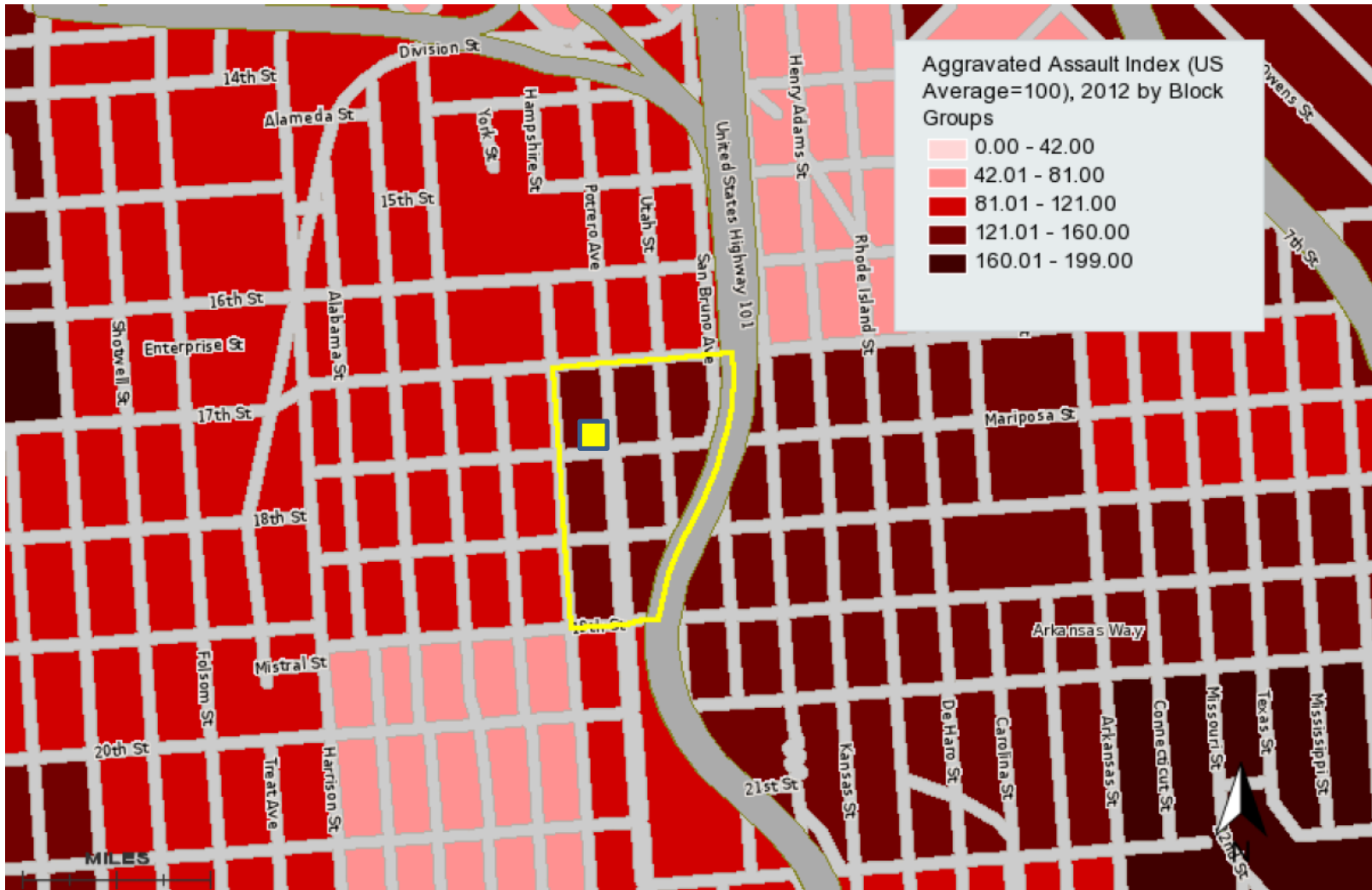
**We recommend 4 stories, 56 units for the 50 planned parking spaces.**

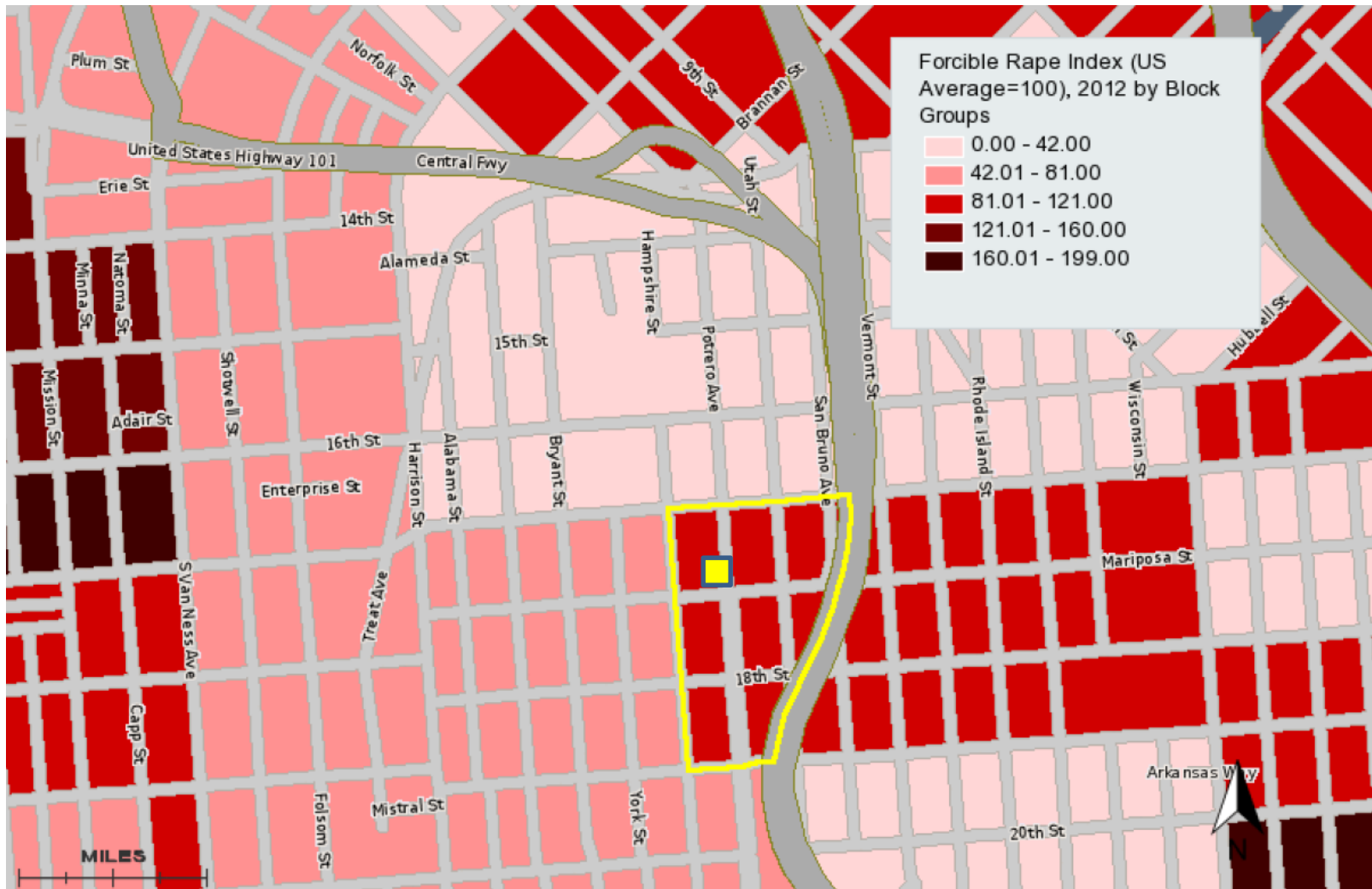
## **OBJECTIVE 7.2**

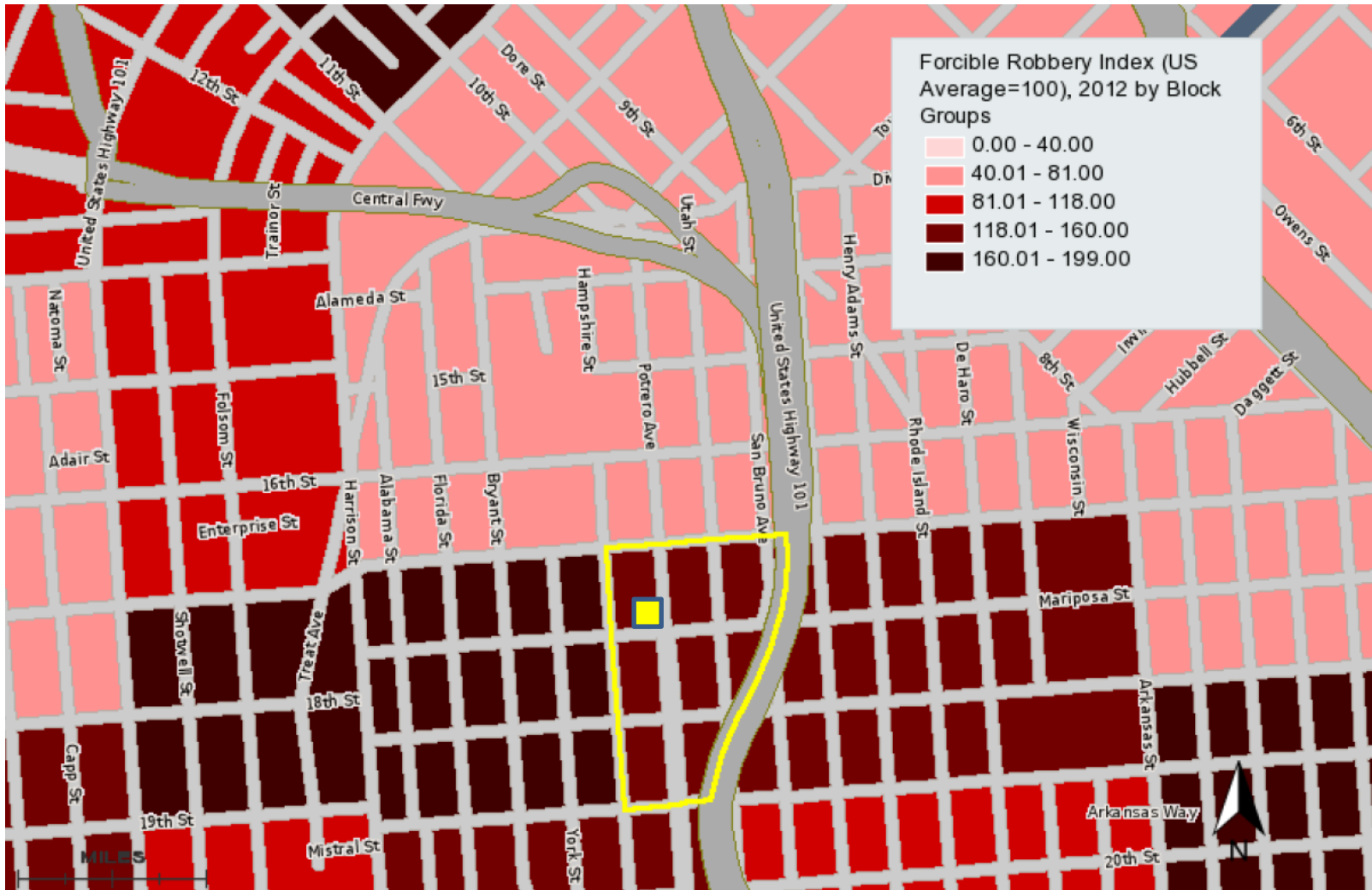
**ENSURE CONTINUED SUPPORT FOR HUMAN SERVICE PROVIDERS THROUGHOUT THE EASTERN NEIGHBORHOODS**

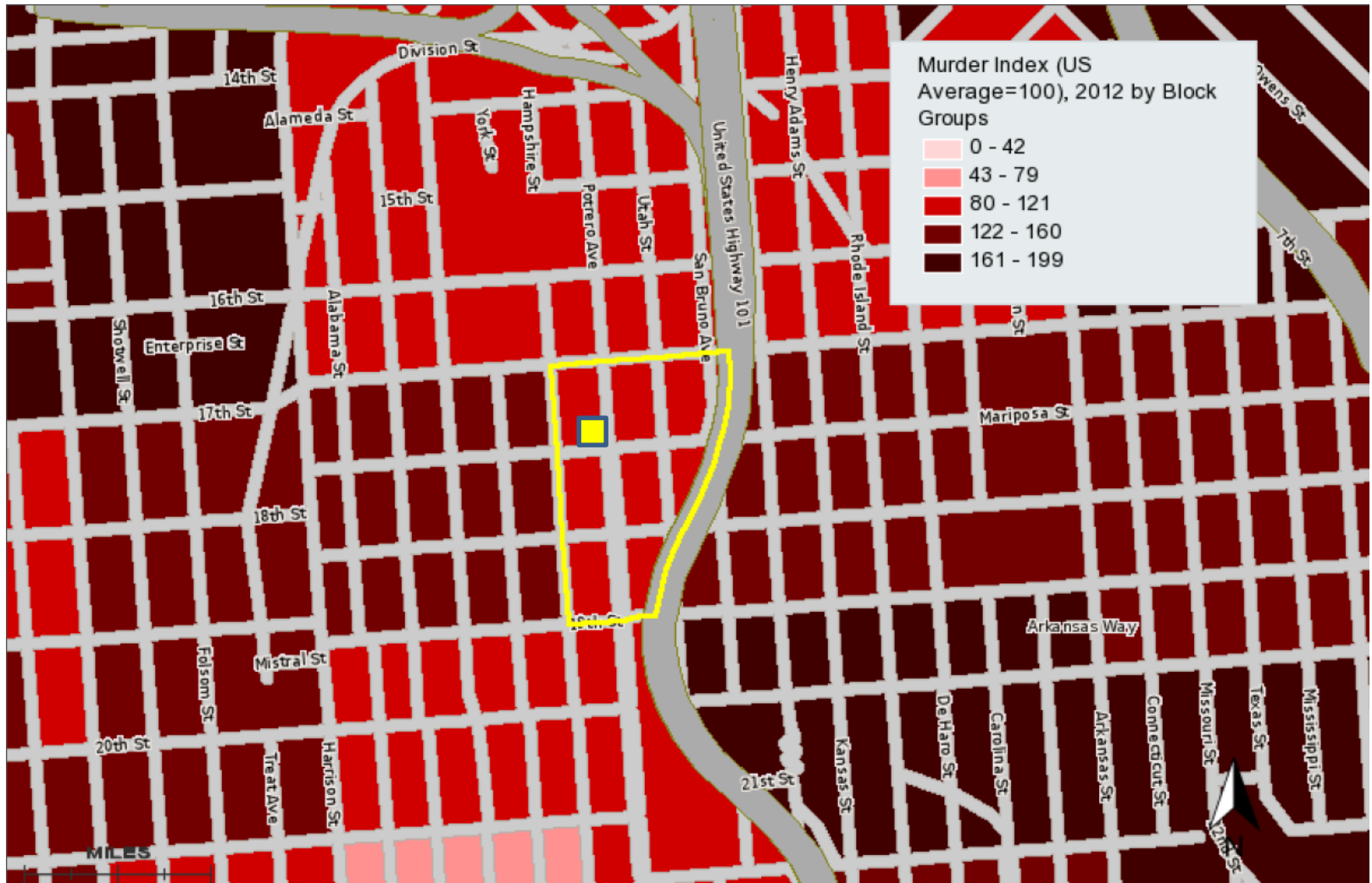
## **OBJECTIVE 8.6**

**FOSTER PUBLIC AWARENESS AND APPRECIATION OF HISTORIC AND CULTURAL RESOURCES WITHIN THE MISSION PLAN AREA**

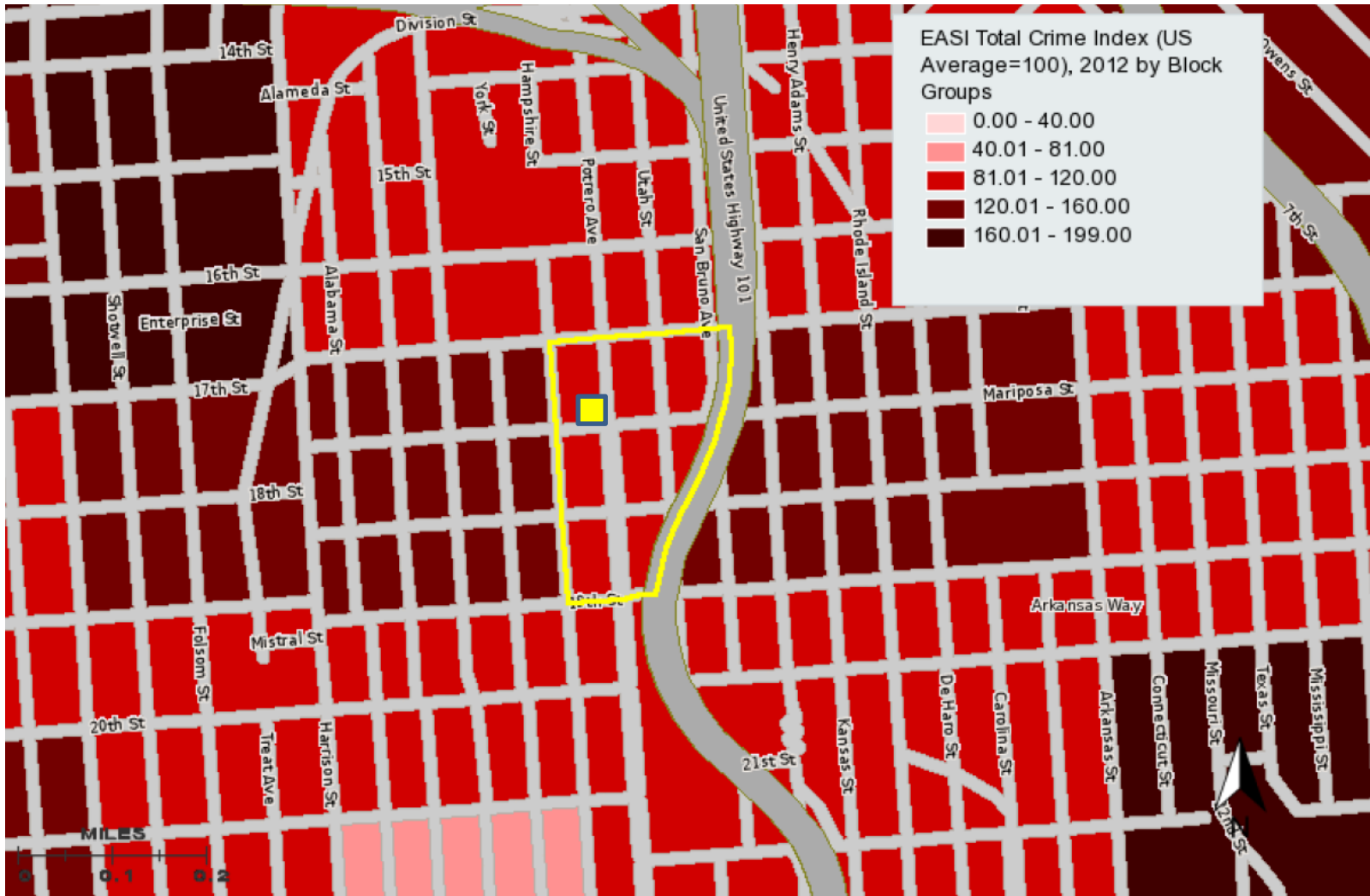












# Health of Old and New Residents

Verdi Club supports music classes for children as well as events for older folks. Sunny's Auto Body uses chemicals that are dangerous to the health. Verdi Club and AutoBody are existing conditions.

Consideration needs to be made both for the residents of the development and the Verdi club patrons in terms of pollution, both during construction and after.

There is asbestos containing rock in the area to be developed that will have to be excavated and this could cause health concerns for youth and elderly that has not been adequately addressed.

**We would like to see:**

- The Analysis of the ground for asbestos or other harmful chemicals
- The plan for guaranteeing that harm does not come to neighbors during construction

## **OBJECTIVE 2.5**

### **PROMOTE HEALTH THROUGH RESIDENTIAL DEVELOPMENT DESIGN AND LOCATION**

Housing in the plan area should be designed to meet the physical, social and psychological needs of all and in particular, of families with children. Housing should also be designed to meet high standards for health and the environment. Green structures which use natural systems have better lighting, temperature control, improved ventilation and indoor air-quality which contribute to reduced asthma, colds, flu and absenteeism. Also, health-based building guidelines can help with health and safety issues such as injury & fall prevention; pest prevention; and general sanitation.

## **OBJECTIVE 1.6**

### **IMPROVE INDOOR AIR QUALITY FOR SENSITIVE LAND USES IN THE MISSION**

#### **POLICY 1.6.1**

*Minimize exposure to air pollutants from existing traffic sources for new residential developments, schools, daycare and medical facilities.*

# Noise and Chemicals



Verdi  
Club



Sunny's  
Auto

Adjoining the project on Mariposa St. is the Verdi Club: a unique San Francisco institution dating from 1916 and in this location since 1935. It is a large (300 seat) live entertainment, music, wedding, public assembly, and meeting venue with a very high usage – particularly evenings and weekends. A children's music school also holds regular classes there.

On the north side is an auto shop which uses chemicals which are released into the air.

Sound attenuation measures – both to the east face of the Verdi Club and the west face of the development are called for. A full sound engineering report should be mandatory.

A notification in the CC&Rs and rental agreements as to an adjacent live entertainment venue must be required.

A notification in the CC&Rs and rental agreements as to an adjacent auto repair shop on the north side must be required.

# Streetscapes

## **OBJECTIVE 3.1**

**PROMOTE AN URBAN FORM THAT REINFORCES THE MISSION'S DISTINCTIVE PLACE IN THE CITY'S LARGER FORM AND STRENGTHENS ITS PHYSICAL FABRIC AND CHARACTER**

## **OBJECTIVE 5.3**

**CREATE A NETWORK OF GREEN STREETS THAT CONNECTS OPEN SPACES AND IMPROVES THE WALKABILITY, AESTHETICS, AND ECOLOGICAL SUSTAINABILITY OF THE NEIGHBORHOOD**

## **OBJECTIVE 5.4**

**THE OPEN SPACE SYSTEM SHOULD BOTH BEAUTIFY THE NEIGHBORHOOD AND STRENGTHEN THE ENVIRONMENT**



Create sidewalk landscaping that encourages pedestrians and beautifies the area.

## **OBJECTIVE 3.2**

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

## **POLICY 3.2.6**

*Sidewalks abutting new developments should be constructed in accordance with locally appropriate guidelines based on established best practices in streetscape design.*

Please provide a landscape plan that beautifies the neighborhood and strengthens the environment

# Adding an Easement

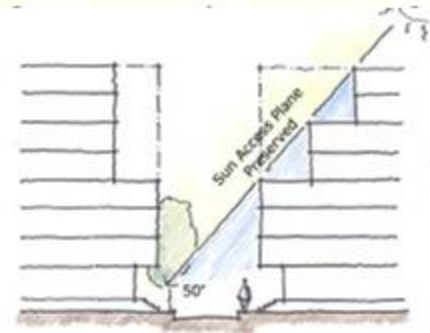
The property is 150' on a 400' block and 100' on a 200' block. It's not in the middle of the block, but a 10 ft easement could help with noise.

Providing a 10 ft easement to separate the development from the Verdi Club could assist in noise amelioration.

## **POLICY 3.2.7**

*Strengthen the pedestrian network by extending alleyways to adjacent streets or alleyways wherever possible, or by providing new publicly accessible mid-block rights of way.*

C. Developments on properties with 100 feet or more, but less than 200 feet of street frontage in the middle one-third of a block face longer than 400 feet where the adjacent property has the potential to do likewise, should be encouraged to provide a minimum 10-foot-wide publicly accessible mid-block right of way and access easement for the entire depth of the property, connecting to existing streets or alleys.



Maintaining a pleasurable pedestrian environment along the street is an important element of the plan.

# Green Building

*Since this project will serve as a benchmark for future projects, what forward thinking features will be provided to add to sustainability, minimize strain on energy grids, and reduce pressure on existing systems? I see no mention of solar panels, space to garden/grow food, area to workout. To be honest, it's poor planning to add a horde of people to an already dense area without providing for their needs. They all will use power, cars, and need services and food to an already saturated area.*

*- MUNA member*

## **OBJECTIVE 3.3**

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

### *Policy 3.3.3*

*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.*

### *Policy 3.3.4*

*Compliance with strict environmental efficiency standards for new buildings is strongly encouraged.*



# Recommendations

- We recommend reduction in height and changes in open space and streetscape design to harmonize with the existing neighborhood.
- We feel that a building higher than four stories is not appropriate for our neighborhood. This would mean not building up to 58 feet.
- We recommend no more than four stories.
- We recommend 4 stories, 56 units for the 50 planned parking spaces.
- Please provide a landscape plan that beautifies the neighborhood and strengthens the environment.
- Please provide an open space plan that is environmentally sound.
- Providing a 10 ft easement to separate the development from the Verdi Club could assist in noise amelioration.
- Accurate and updated shadow fans of the latest design plan are requested.
- We would like to see:
  - The Analysis of the ground for asbestos or other harmful chemicals
  - The plan for guaranteeing that harm does not come to neighbors during construction