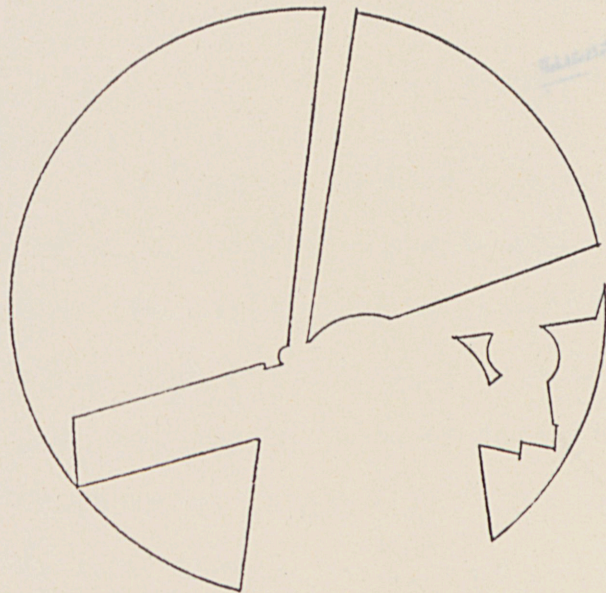




GREAT HIGHWAY

# CONTEXTURALISM

A SENSITIZING PROCESS

P378  
.F6147



MONTANA STATE UNIVERSITY  
BOZEMAN



CONTEXTURALISM

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Approved: David Mathews

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Date

Picky David Flousburg

4 April 1983

Montana State University  
Bozeman, Montana



P378  
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CONTEXTURALISM

A Sensitizing Process

by

Rick David Flansburg

A professional paper submitted in partial fulfillment  
of the requirements for the degree

of

BACHELOR OF ARCHITECTURE

Approved:

Daniel Matthews  
Advisor

Thesis Coordinator

Barbara W. W. W.  
Director, School of Architecture

Montana State University  
Bozeman, Montana



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M76  
~~ELH~~

P378  
F6147

This work is dedicated to:

my parents, who are the foundations for my existence,

and to my educators, without whose guidance and  
assistance, I might have remained a brash and  
unconcerned youth.



"All men in their native powers are craftsmen, whose destiny it is to create . . . a fit abiding place, a sane and beautiful world."<sup>1</sup>



"The process of environmental cognition can be seen as a developing creative interchange between the person, the intimate social group, and their spatial environment."<sup>2</sup>

"There is a quality even meaner than outright ugliness or disorder, and this meaner quality is the dishonest mask of pretended order, achieved by ignoring or suppressing the real order that is struggling

"...People mentally structure their physical surrounds. These impressions affect their response to the environment and their behavior in it. Knowledge of these interactions can be beneficial used by those shaping human habitation at any scale: a room or a region."<sup>3</sup>



The cognition of a contextual area  
is developed from an individual's  
perceptions of location and activities.

"There is a quality even meaner than outright ugliness or disorder,  
and this meaner quality is the dishonest mask of pretended order,  
achieved by ignoring or suppressing the real order that is struggling  
to exist and to be served."<sup>4</sup>

STATEMENT



I. Introduction ----- page 1

II. Definition of terms ----- page 7

The cognition of a contextural area ----- page 20

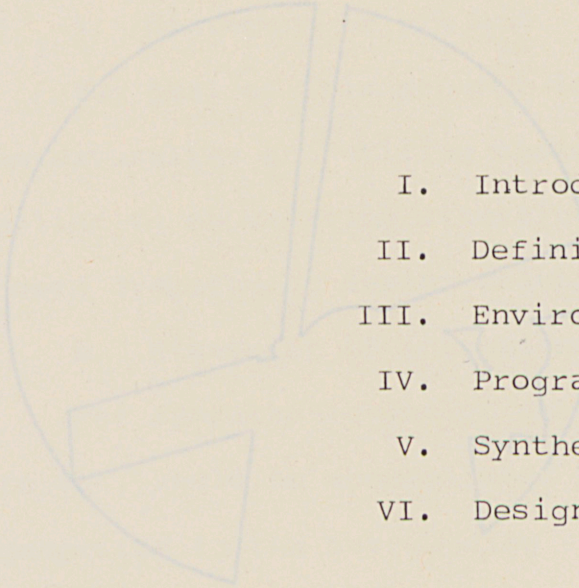
is developed from an individual's ----- page 105

perceptions of location and activities. ----- page 124

VI. Design development ----- page 149

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| STATEMENT |  |  |
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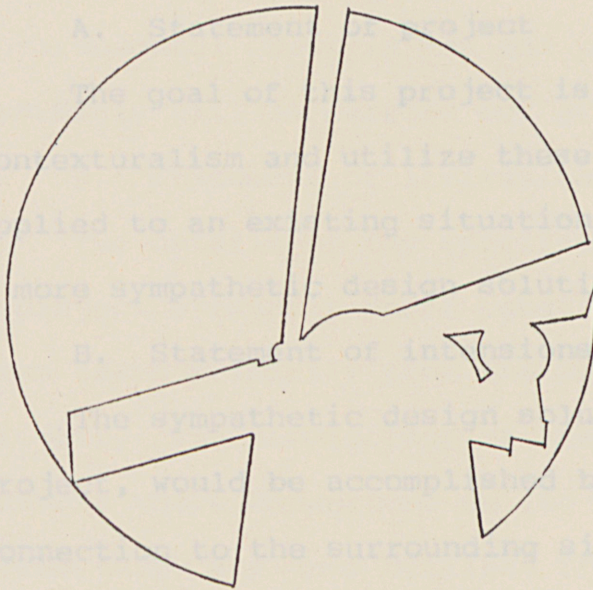
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| I.   | Introduction -----           | page 1   |
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GREAT HIGHWAY

INTRODUCTION

|         |  |  |
|---------|--|--|
| CONTENT |  |  |
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- A. Statement of project
- B. Statement of intentions
- C. Statement of process
- D. Statement of limitations

## GREAT HIGHWAY

# INTRODUCTION



A. Statement of project

The goal of this project is to define the terms associated with contexturalism and utilize these terms to form a process of analysis to be applied to an existing situation (site and program), in order to develop a more sympathetic design solution.

B. Statement of intensions

The sympathetic design solution in the case of the Great Highway project, would be accomplished by the development of the visual and physical connection to the surrounding site amenities (the beach, Golden Gate Park, and Sutro Heights Park). Therefore, it is the intent of this project to utilize the contextural process to maximize the visual and physical connection to the site amenities while maintaining other user needs such as: privacy, territory, etc.

C. Statement of process

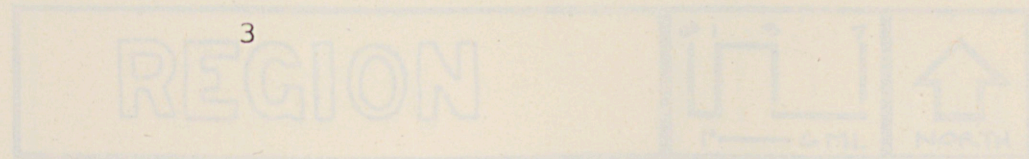
The contextural process includes the analysis of environmental criteria based on the elements of location and activities, the program analysis, and the synthesis of these two elements in the design. The exploration of the



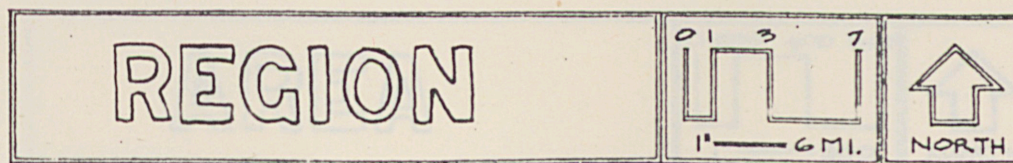
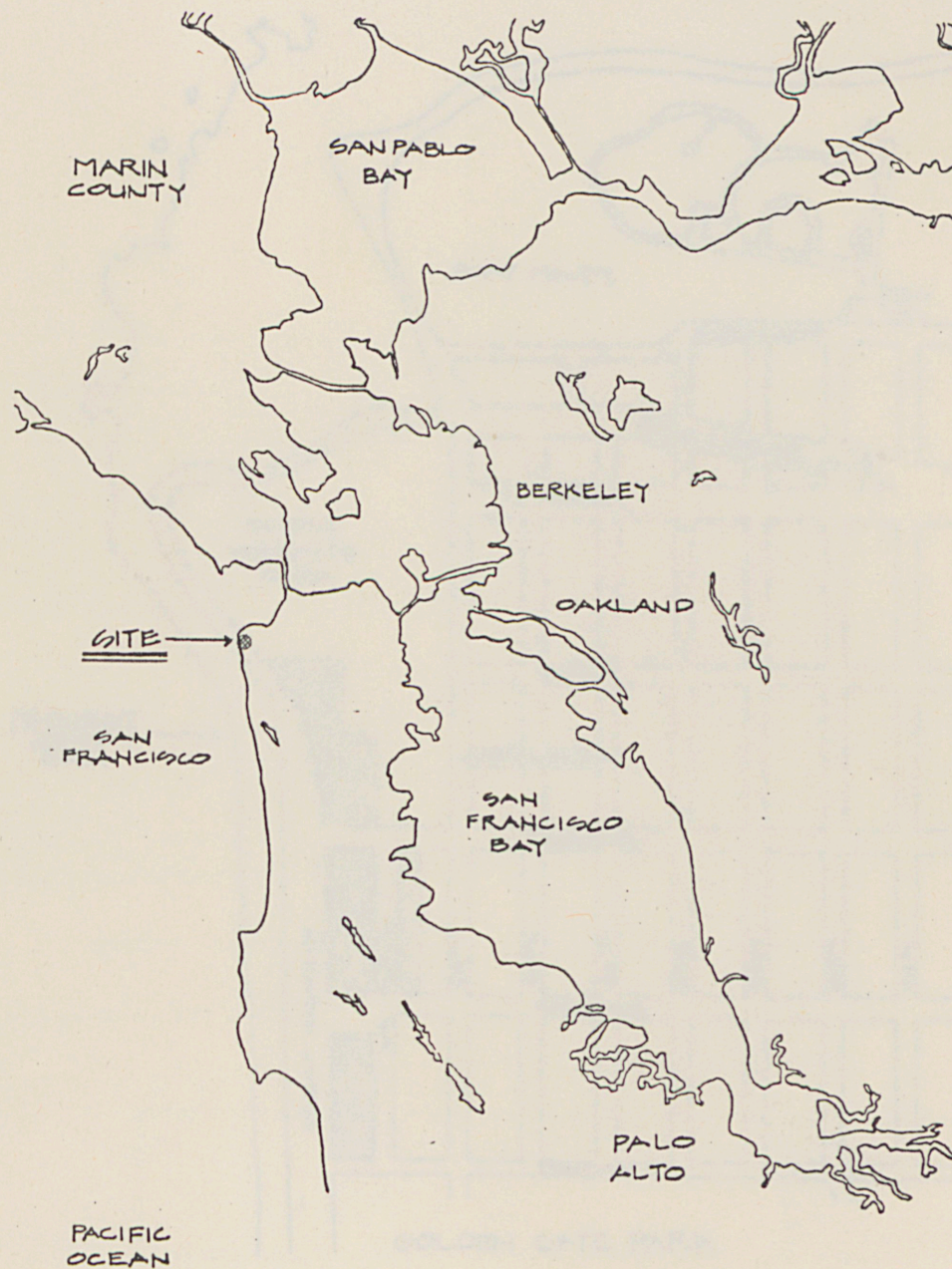
environmental criteria and the program analysis will be verbal, while the synthesis will be carried out graphic, verbal, and in model form.

#### D. Statement of limitations

The details of the specific situation (site and program) are from a project presently under construction on the site. This information has been taken primarily from the Environmental Impact Report issued on the project. The terminology of the contextural elements have been taken from authors whose background on the subject is far more extensive than my own. These terms are then utilized to discuss the elements of the contextural area.









PROJECT  
SITE →

SUTRO  
HEIGHTS  
PARK

FORT MILEY

CLEMENT

POINT LOBOS AVE

GEARY

ANZA

SUTRO HTS. AVE

BALBOA

GREAT HIGHWAY

PLAYA

48TH

47TH

46TH

45TH

44TH

43TH

42TH

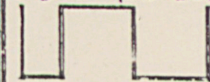
CABRILLO

FULTON

GOLDEN GATE PARK

AREA

0 200 400 800

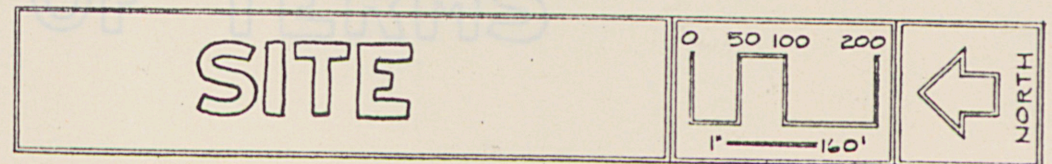
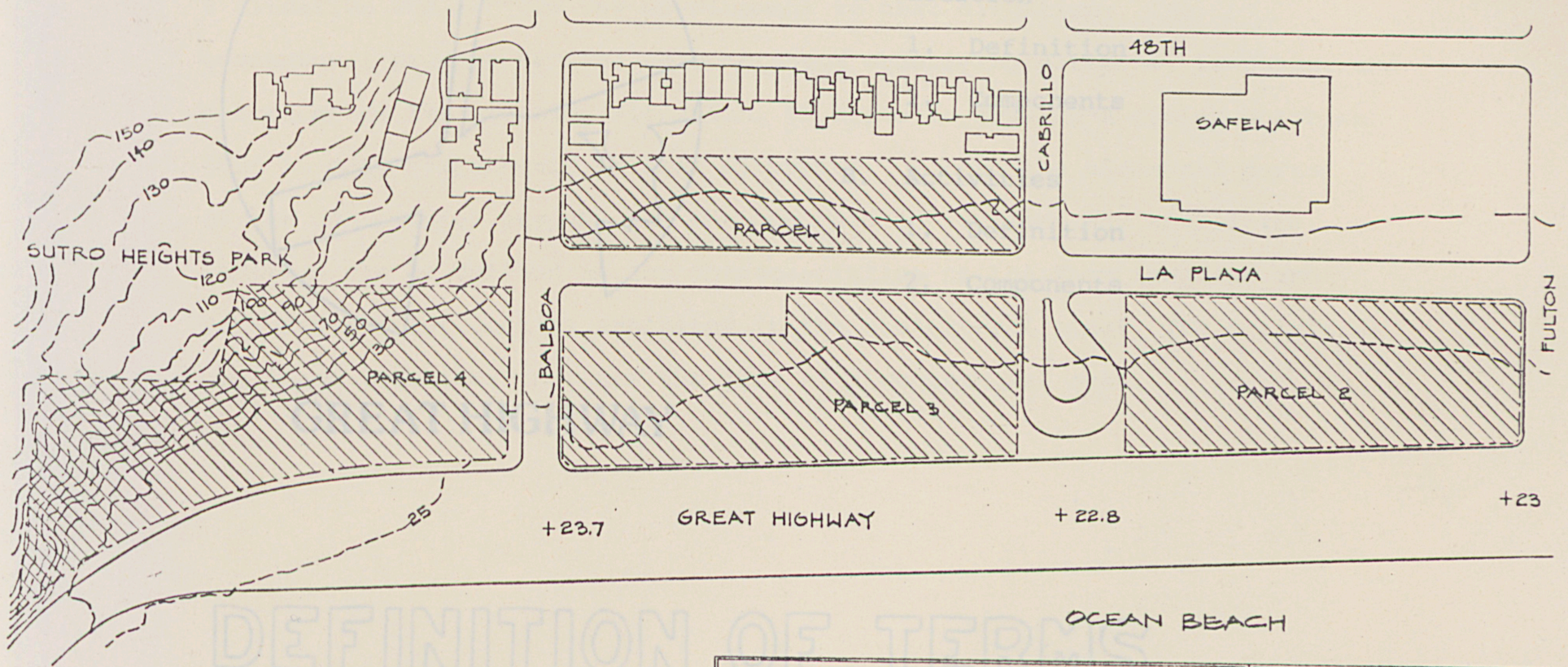


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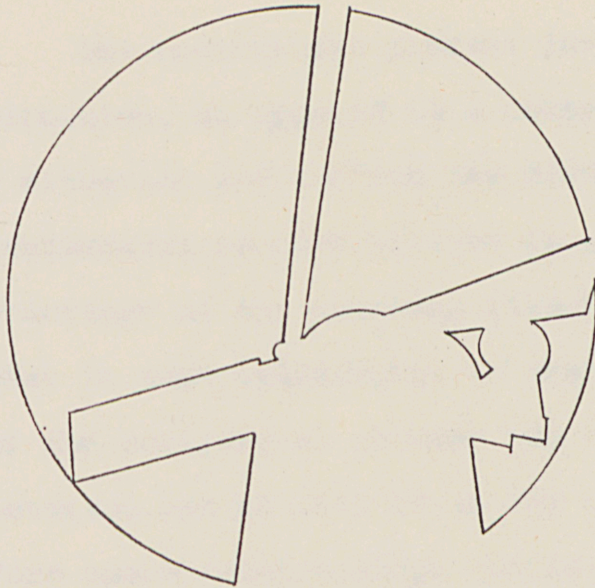


NORTH









**GREAT HIGHWAY**

A. Location

1. Definition

2. Components

B. Activities

1. Definition

2. Components

# DEFINITION OF TERMS



The contextural process involves an interpretation of an existing situation, as opposed to a contextual process which endeavors to identify a situation and conform new development to that situation. The contextural process strives to comprehend underlying patterns, language, and practices of the existing situation, in order to develop a design solution that is more sympathetic to that situation. I feel the elemental parts of the contextural process are the concepts of location and activities. Location can be defined as the characteristics of the form language and form space relationships exhibited in the contextural area. The activities are those functions that are the life of a contextural area.



## 1. Definition

Location can be defined as the characteristics of the form language and the form/space relationships exhibited in the contextural area.

## 2. Components

Form Language: "visual form, color, light, texture, rhythm."

Form/Space Relationships: "serial vision, enclosure, closure, anticipation, the floor, change of level."



## 1. Form language

The elements of form language are the physical characteristics of built form. In terms developed by Hesselgren in The Language of Architecture these elements may consist of "visual form, color, light, texture, and rhythm."<sup>5</sup>

### a. Visual form

Visual form refers to the perception of height, breadth, and depth of an object. The shape of the object, or silhouette, as well as the figure/ground relationship, are the concepts of visual form.

### b. Color

The color of an object is often affected by the immediate situation. Visual prominence of a color in a situation can be influenced by placement in the context, varying lighting situations, and the qualities of the color itself, such as tone, hue, etc.

### c. Light

The effects of variations in light are substantial. The intensity of light can determine the efficiency of functions of an area (fog,



glare) and the interpretation of that area. The effects of shadows are as dramatic as the form manipulation itself. Shadows may add depth, form, and contour to an object.

#### d. Texture

Texture may be separated into two categories; tactile surface and visual texture. Tactile surface is perceived through the sense of touch and is applicable to any surface through the variety in surface materials. Visual texture is perceived through the sense of sight. Two types of visual texture can be identified. Depth texture is exhibited by patterns of light and shadow. Plane texture is exhibited through the patterns of colors. The effects of texture perception are substantial. The gradation of texture and the juxtaposition of textures can indicate edges and corners of objects.

#### e. Rhythm

The rhythm associated with an object can be as simple as the cadence of footsteps as one passes by an object. In built form, the rhythm of that form stems from the manipulation of structural elements, patterns of windows,



materials, or even subtle gestures that can create rhythm in that form.

## 2. Form/Space Relationships

The form/space relationships of a situation are the manipulation of forms in order to define and enhance space. Gordon Cullen defines the elements of form/space relationships, which he labels "townscape" as: "serial vision, enclosure, closure, anticipation, the floor, and changes of level."<sup>6</sup>

### a. Serial vision

Serial vision is perceived through movement within a contextural area and the sequences of events that occur along lines of movement. The relationship between the existing view and the emerging view is one of contrast. No two situations are alike, and it is the perception of contrast in the sequence that provides for interest and variety in the visual experience.

### b. Enclosure

To enclose a space is to divide, define, and yet offer visual escape from that enclosure. To visually enclose a space would be to isolate it, and therefore, the visual connection between spaces becomes a strong influence



on the amount of solitude, or privacy of a space. *ic function it serves as*

*a surface whi* c. Closure *connection between the perceiver and the*

*sur* Closure is the process of visually containing a space yet allowing physical access through the space. This is accomplished through the *area*

manipulation of circulation systems and configuration of forms. Certain

elements become prominent in their placement, giving identification to a

space as well as acting as an orienting device. The sense of closure

somewhat heightens the experience of serial vision in that there is a *related*

gradual revealing of a situation. *and command of a situation that are*

*experienced in* d. Anticipation *so experienced are the feelings of super-*

*ior* Anticipation of the developing sequence develops a curiosity that draws the perceiver on until the sequence has reached its conclusion. The feeling

of anticipation can also be induced through the utilization of the unknown.

A darkened alleyway, or a vista with no reference objects can cause an

individual to anticipate a situation. *regions of an area can act as orienting*

*devices for the* e. The floor

The floor, or the ground surface is important to the perception of the



form/space relationships in that in its most basic function it serves as a surface which provides a connection between the perceiver and the surrounding forms. The floor, in its manipulation can designate paths, boundaries, and territories. It provides textures and pattern to an area and is essential to the interpretation of a space as the base that contrasts to the vertical definition of that space.

f. Change of level

The psychological implications of a change of level can be associated with the feelings of exhilaration and command of a situation that are experienced in high places. Also experienced are the feelings of superiority and, to some extent, the feeling of exposure. Progressing downhill gives the impression of descending into known areas. Intimacy and enclosure are associated with low areas, as is the impression of inferiority. When proceeding uphill, higher areas are often unclear to the perceiver, yet focal points existing on the higher regions of an area can act as orienting devices for the lower regions.



It is important to distinguish between the term function, and the concept of activities. Function has been viewed as the use of a space as in say residential, commercial. The concept of activities goes beyond

1. Definition  
The activities are those functions that are the life of a contextual area.

Adopting some of the important aspects of activities are: "density, rhythm, mix, flows, localized activities, and territory."

2. Components  
"Density, rhythm, mix, flows, localized activities, territory."  
In ascertaining the density of an area, the actual density of that area as opposed to the apparent density must be realized. These two types of density can be varied due to rhythm of use and also other variables. Unless a space has continuous use by all of its possible inhabitants, then it is functioning at a density that varies from the actual density of residents.

1. Rhythm  
According to the types of activities occurring there, areas have a specific rhythm associated to them. Residential areas develop a different



It is important to distinguish between the term; function, and the concept of activities. Function has been viewed as the use of a space as in say residential or commercial. The concept of activities goes beyond this to define the actual events associated with the functions of a space. Adopting some of the terms expressed by Kevin Lynch in Managing the Sense of a Region; the important aspects of activities are: "density, rhythm, mix, flows, localized activity, and territory."<sup>7</sup>

1. Density In ascertaining the density of an area, the actual density of that area as opposed to the apparent density must be realized. These two types of density can be varied due to rhythm of use and also other variables. Unless a space has continuous use by all of its possible inhabitants, then it is functioning at a density that varies from the actual density of residents.

2. Rhythm According to the types of activities occurring there, areas have a specific rhythm associated to them. Residential areas develop a different



rhythm of use than a store, or a bustop. Some places promote activities only during the day (some commercial), while others are active during the night (residential for commuters). The activities can shift with the time of day (farmers market, flea market, outdoor concerts), while other functions (all night teller) are active continuously, though sometimes quite sporadically.

### 3. Mix

The mix of user groups in a space, as well as the mix of activities in an area can determine the amount of control experienced by the individual of that area. The types of activities and the participants involved with those activities, if too numerous, can cause confusion due to a loss of order and clarity. If there are too few activities and participants, or the mix of those types is minimal, the situation will lack interest. This may be appropriate if the emphasis in the development of a particular space is one for contemplation, or relaxation. The contrast (or grain) of the mix in a space must be controlled in order to avoid conflicts in the use of that space. The adjacency of activities with widely differing densities, rhythm, or levels of activity should be avoided. A design solution should be



encouraged that would place adjacent those activities which can function together harmoniously. Variation in function is possible and is beneficial in controlled amounts. The user needs (privacy, view, and noise levels, etc.) should direct the amount of diversification allowable.

#### 4. Flows

The flows of people, whether on foot, in an automobile, or traveling by other means of transportation; should be given attention in the density, rhythm, and mix of use. The density of flows are those persons utilizing a particular space for any of a number of reasons. People flow when window shopping, but they flow at a much different pace to catch a bus. Some spaces promote flows of people only at specific times of the days; like bus stops. Others are overrun on weekends or nice days; like the beach. When considering the mix of flows, the interaction of these flows must be coordinated in an orderly manner. Each type of flow has specific needs, and has specific limitations. When dealing with motorized vehicles, many considerations must be given attention. The operation and storage of the automobile and the transition between these elements must be given attention.



Each deals with the interaction of individuals, which must be orderly in execution and clear in intention.

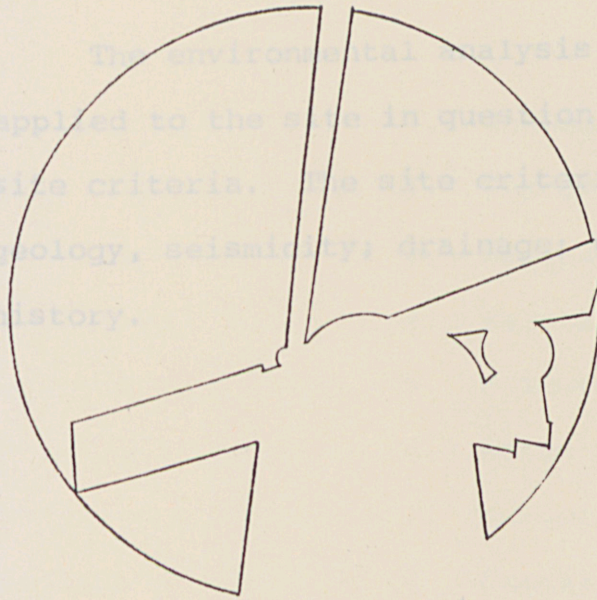
#### 5. Localized activity

The concept of localized activity involves the concentration of activities in specific portions of an area. The active portions of the area, also called activity generators, can be used as anchors or nodes of circulation systems. This idea is widely used in shopping malls to promote flows adjacent to subordinate shops. Spaces, in their manipulation, can promote areas where people tend to congregate as a response to the sympathy of the forms and the enclosed space.

#### 6. Territory

The territorial aspects of a space refers to the amount of control that an individual has over a situation. In a private yard the control that the user has is substantially more than the businessman on a crowded city street. The territorial control is somewhat related to the amount of enclosure of a space. The transparency of that enclosure is a strong influence on the sense of ownership or territorialism.





- A. Site Analysis
- B. Location
- C. Activities

**GREAT HIGHWAY**

# ENVIRONMENTAL ANALYSIS



The environmental analysis is composed of the contextural criteria applied to the site in question, in combination with an analysis of various site criteria. The site criteria to be considered are: zoning; topology, geology, seismicity; drainage; vegetation; climate; noise; services; and history.

4. Vegetation

5. Climate

6. Noise

7. History

8. Summary

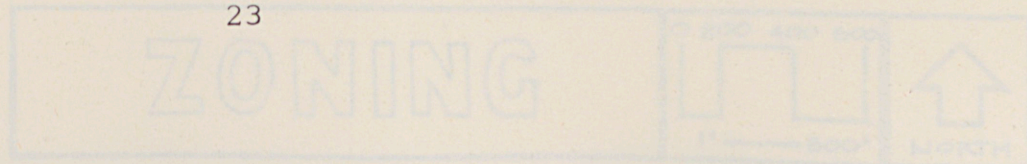
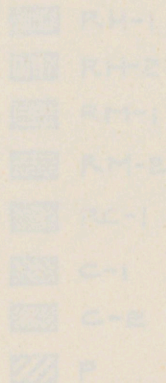


1. Zoning
2. Topography, Geology, Seismicity
3. Drainage
4. Vegetation
5. Climate
6. Noise
7. History
8. Summary

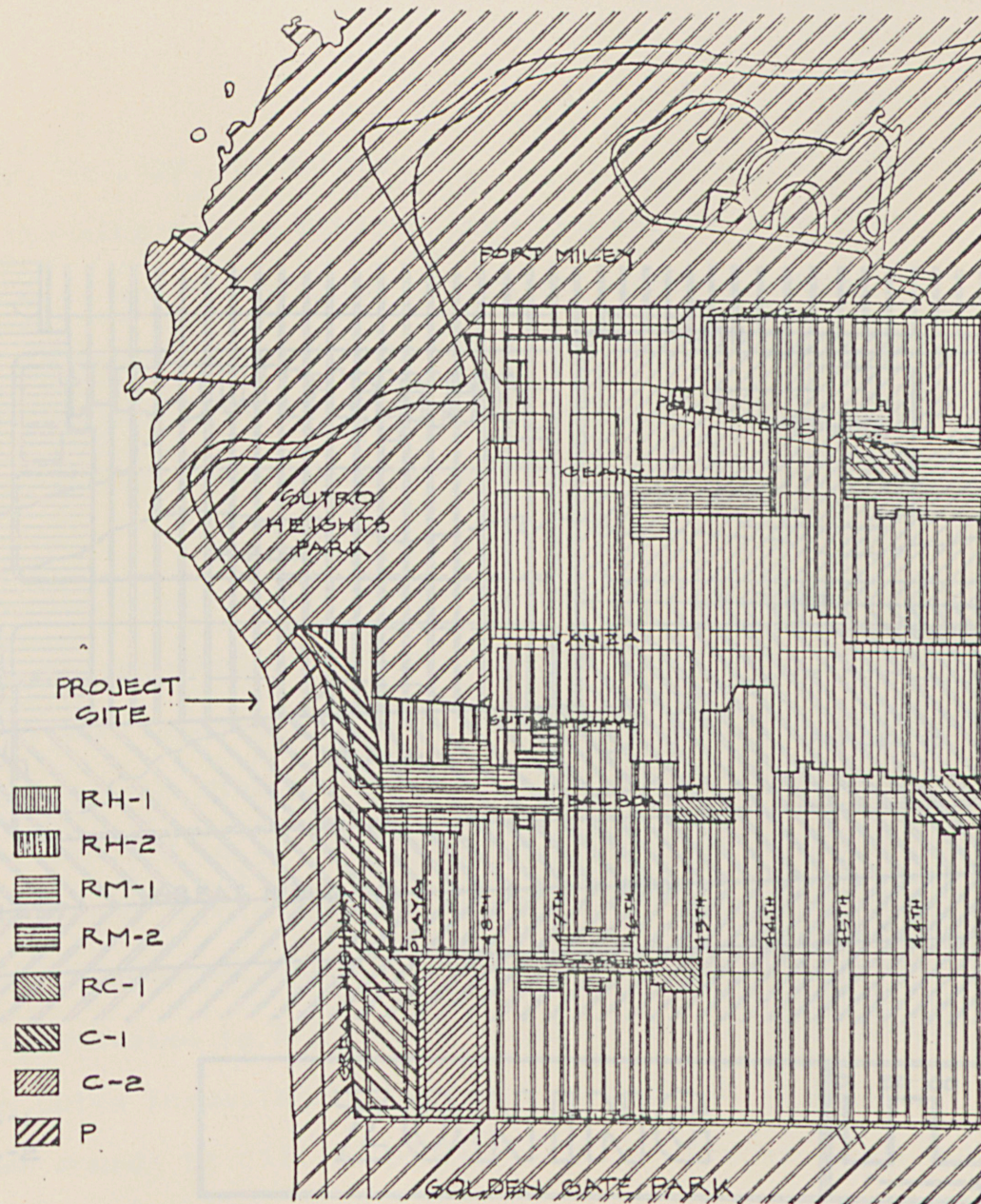


## 1. Zoning

The site is zoned RM-1 (Residential Mixed Low Density) district, RH-2 (Residential, Two Family) district and C-1 (Neighborhood Shopping) district. Parcels adjacent to the site are also zoned RM-1 and RH-2; the Safeway site is zoned C-2 (Community Business), Golden Gate Park, Sutro Heights Park, and Ocean Beach are all zoned P (Public) district. There is a uniform height limitation on all parcels of 40' - 0". The project sponser applied for, and was granted, a rezoning of the RH-2 portions of the site to allow for the distribution, type, and number of units that are proposed.





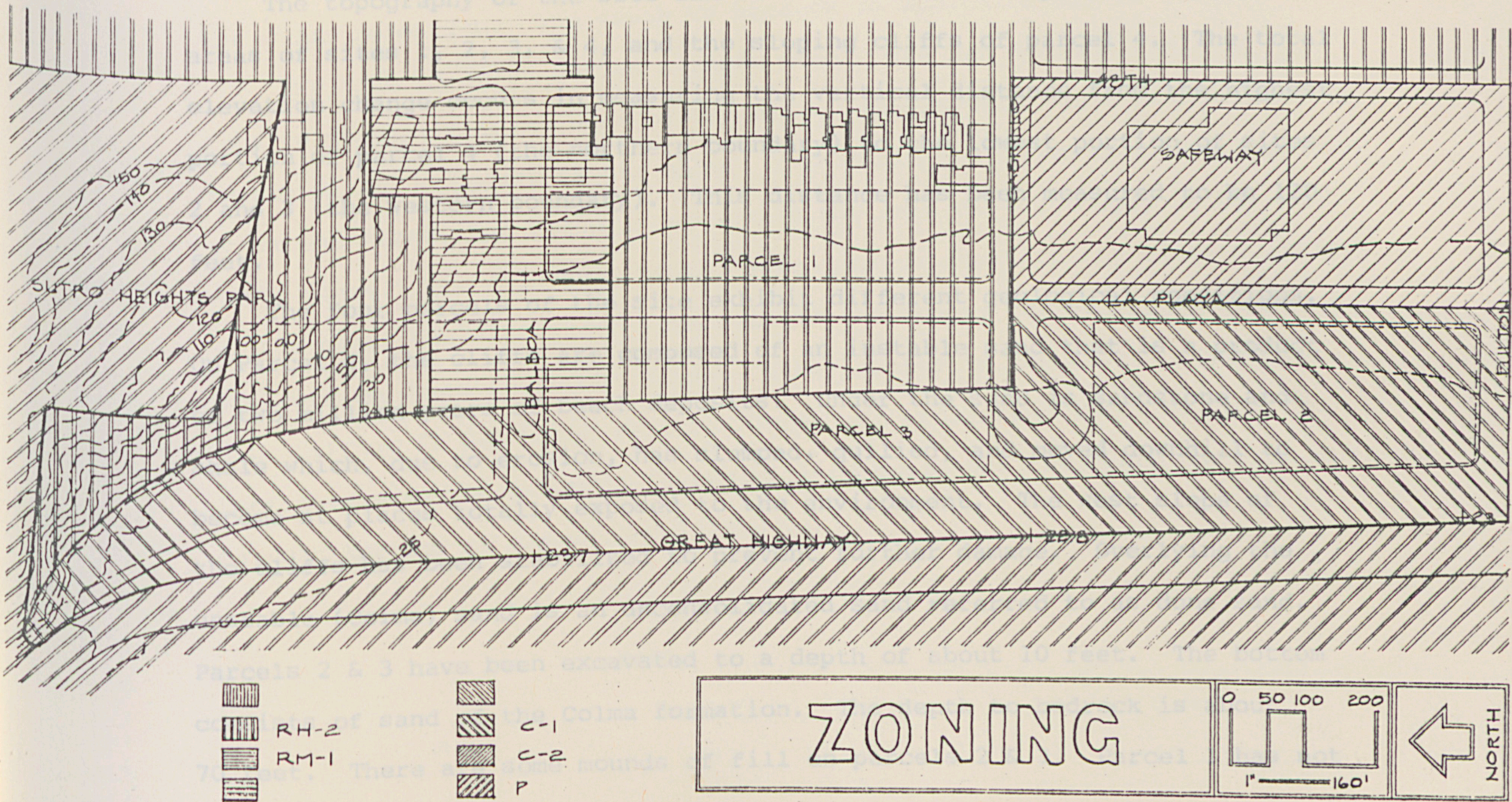


# ZONING



## 2. Topography, Geology, Seismicity

The topography of the site can be divided into two parts: the flat





## 2. Topography, Geology, Seismicity

The topography of the site can be divided into two parts: the flat areas of sites 1, 2, 3, & 4, and the sloping cliffs of parcel 4. The total elevation change occurs in measuring the vertical distance from the highest portion of parcel 4 (the northern boundary) to the lowest portion of sites 2 and 3 (the western boundary). This distance has been measured to be 120 feet.

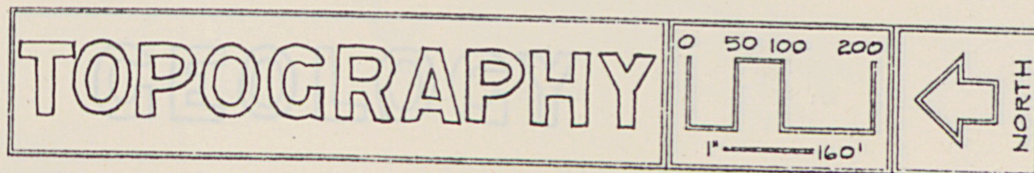
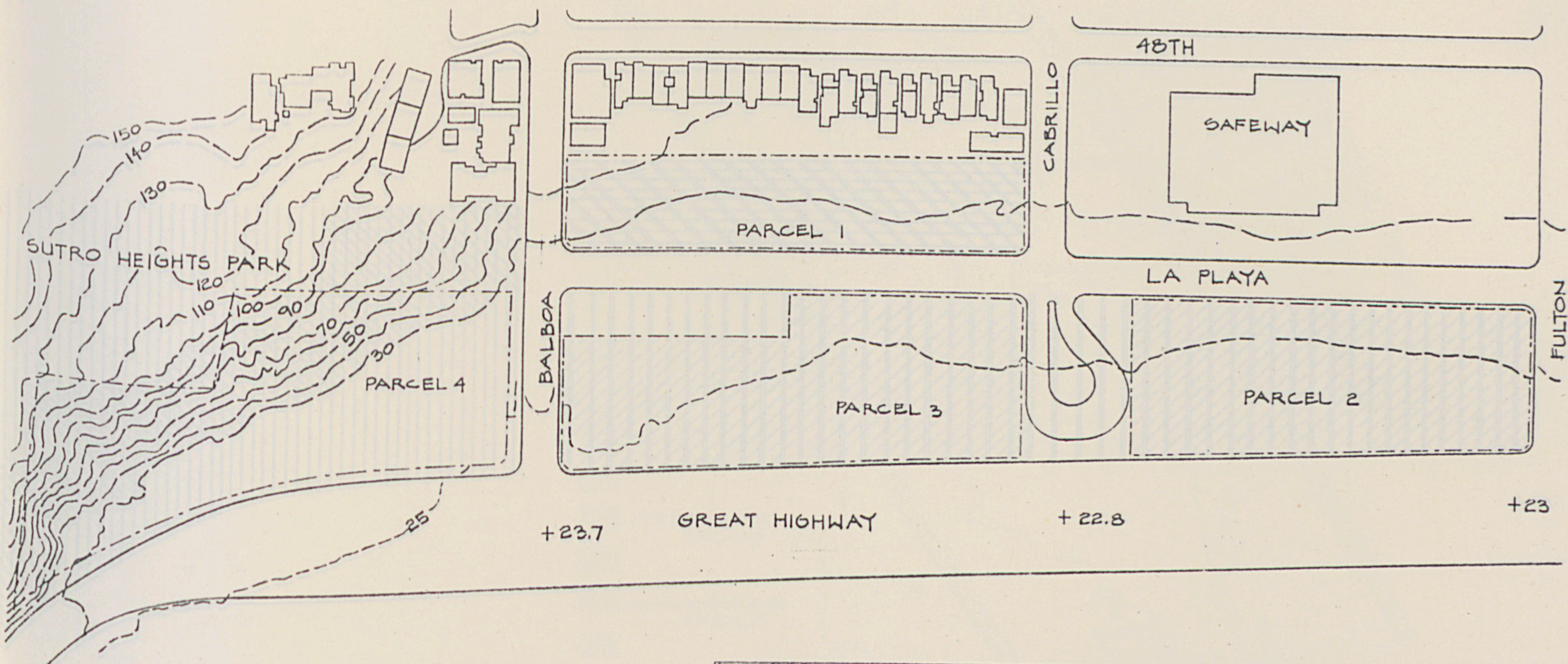
The four parcels of the site exhibit different geological conditions. On Parcel 4, the cliffs are composed of an instable sand that is a product of two million years of beach deposits. Under the sand is sandstone and shale which, due to erosion, has slumped, gullied, and moved downhill to become at places totally exposed to the environment. The west slope of the cliffs has been stabilized to prevent further damage. Overlying the unstable (Colma) sand is an unconsolidated sand referred to as dune sand. Parcels 2 & 3 have been excavated to a depth of about 10 feet. The bottom consists of sand of the Colma formation. The depth to bedrock is about 70 feet. There are some mounds of fill on parcels 2 & 3. Parcel 1 has not



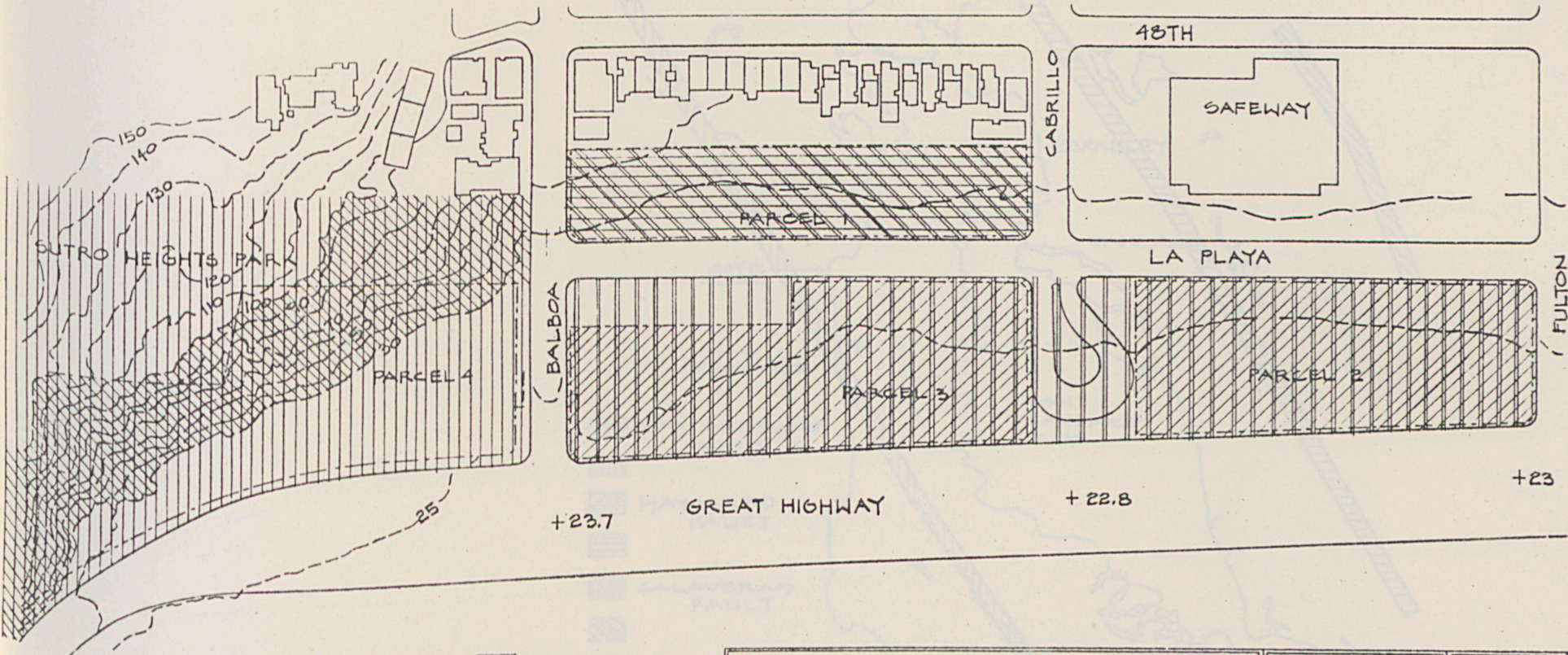
been excavated, and several mounds of fill have been placed on the surface. The surface material is approximately 10 feet of artificial fill overlaying the Colma Formation. The depth to bedrock is approximately 80 feet.

The site is in an active seismic area. The San Andreas Fault is located about two miles west of the site. The Hayward Fault passes about twenty miles northeast of the site. This fault has shown no linear movement in recent times, but creep is steady at the rate of six inches in the last fifty years. The Calaveras Fault, which passes about thirty miles northeast of the site, has also shown some evidence of creep, but no linear movement has been observed in recent times. Other faults in the area include the City College in San Bruno Faults. These are considered inactive in that they have shown no movement in two million years and therefore pose no apparent seismic hazards to the project area.









- |  |                |  |                 |
|--|----------------|--|-----------------|
|  | 10' TO BEDROCK |  | CLIFFS          |
|  | 70' TO BEDROCK |  | FILL (10')      |
|  | 80' TO BEDROCK |  | EXCAVATED (10') |
|  | 10' TO BEDROCK |  |                 |

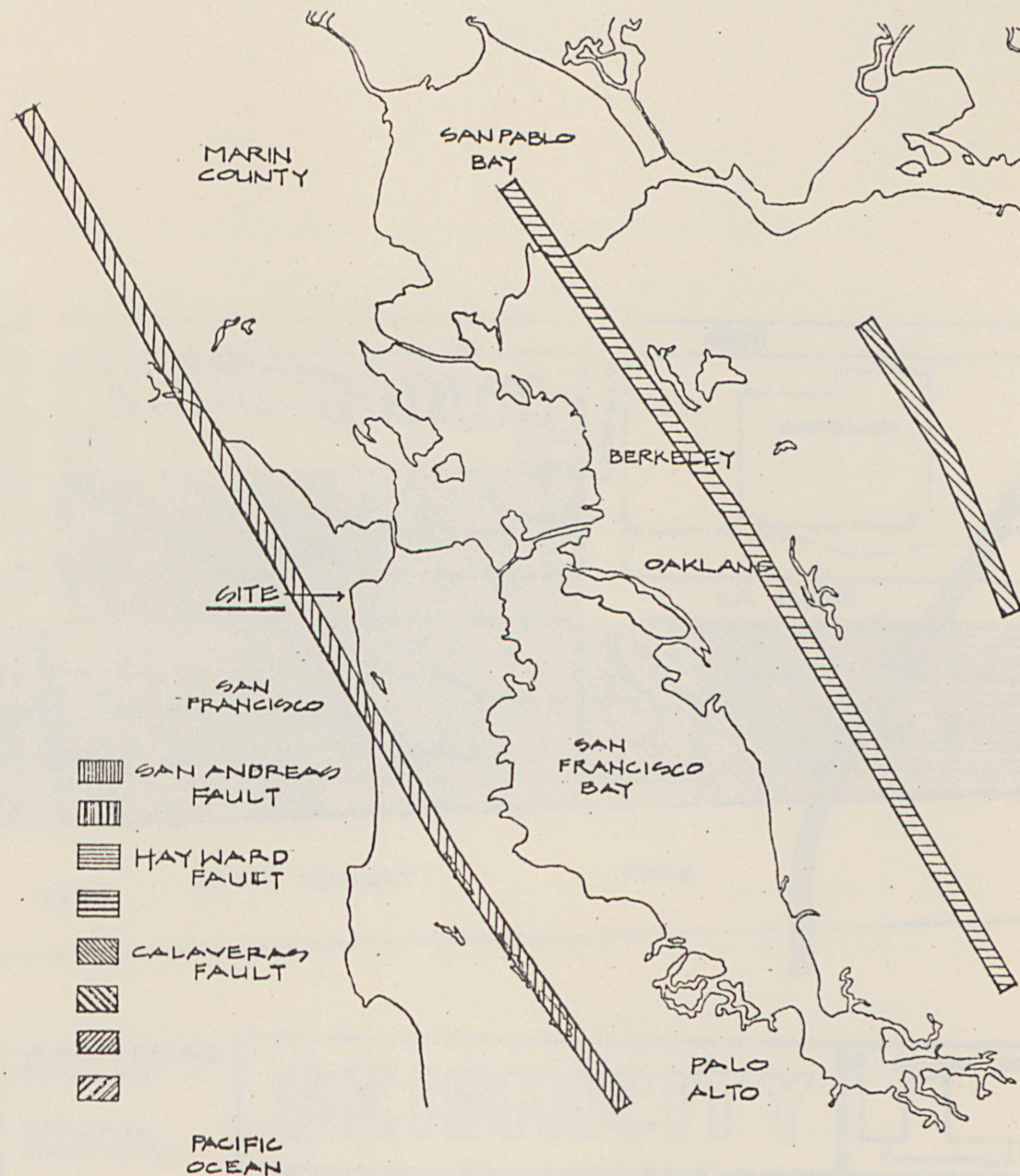
# GEOLOGY

0 50 100 200

1" = 160'

NORTH

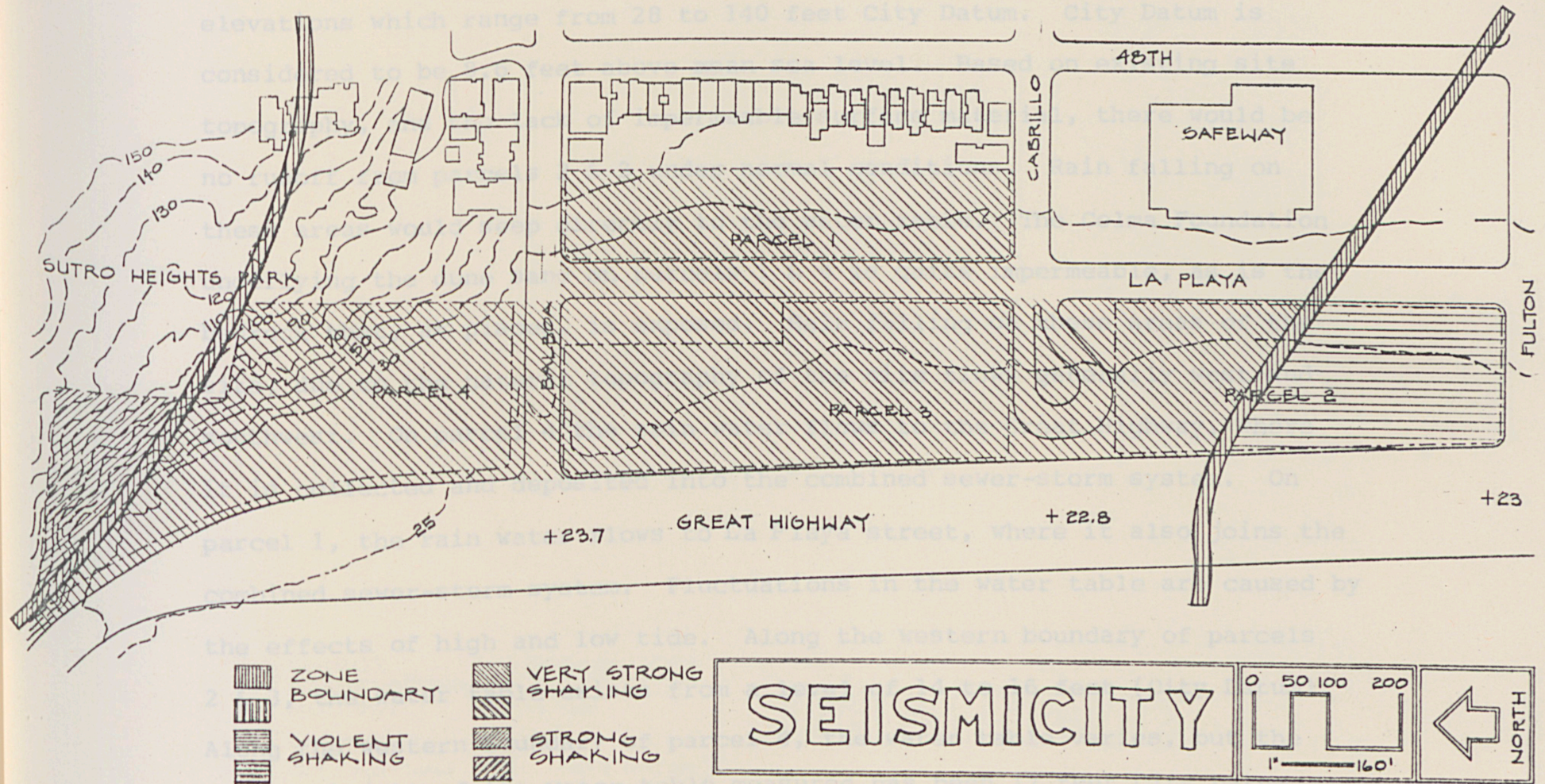






### 3. Drainage

The site is approximately 400 feet east of the Pacific Ocean, at elevations which range from 20 to 140 feet City Datum. City Datum is considered to be the same as the National Mean Sea Level.

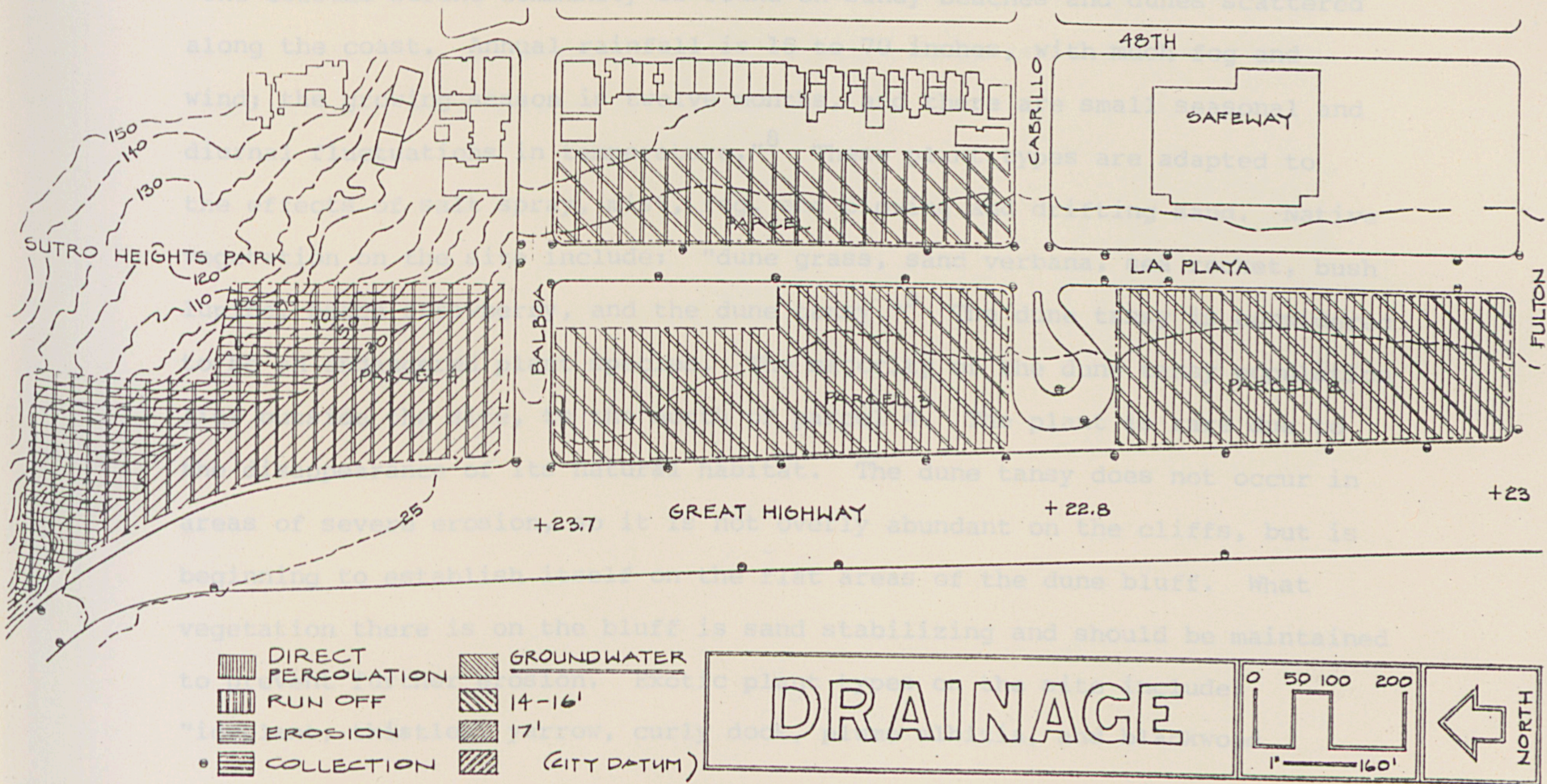




### 3. Drainage

The site is approximately 400 feet east of the Pacific Ocean, at elevations which range from 28 to 140 feet City Datum. City Datum is considered to be 8.6 feet above mean sea level. Based on existing site topography, and the lack of impermeable surface material, there would be no runoff from parcels 2 & 3 under normal conditions. Rain falling on these areas would seep directly to the water table. The Colma Foundation underlying the dune sand on parcels 1 & 4 is quite impermeable, as is the bedrock that, at places, is exposed. Rain falling on these areas of the site, due to the natural topography of the site flows generally west and southwest. On parcel 4 the rain water flows to the Great Highway, where it is collected and deposited into the combined sewer-storm system. On parcel 1, the rain water flows to La Playa street, where it also joins the combined sewer-storm system. Fluctuations in the water table are caused by the effects of high and low tide. Along the western boundary of parcels 2 & 3, the water table exists from a level of 14 to 16 feet (City Datum). Along the western boundary of parcel 4, the water table varies, but the maximum height of the water table measured has been 17 feet City Datum.







#### 4. Vegetation

The major plant types of the site are classified as coastal strand.

"The coastal strand community is found on sandy beaches and dunes scattered along the coast. Annual rainfall is 15 to 70 inches, with much fog and wind; the growing season is twelve months, and there are small seasonal and diurnal fluctuations in temperature."<sup>8</sup> These plant types are adapted to the effects of salt spray, mist, fog, and blowing and drifting sand. Native vegetation on the site include: "dune grass, sand verbena, sea rocket, bush lupine, beach strawberry, and the dune tansy."<sup>9</sup> The dune tansy is considered to be an endangered plant species. The majority of the dune tansy population lies outside the site, to the north of parcel 4. The plant is rare due to the disappearance of its natural habitat. The dune tansy does not occur in areas of severe erosion, so it is not overly abundant on the cliffs, but is beginning to establish itself on the flat areas of the dune bluff. What vegetation there is on the bluff is sand stabilizing and should be maintained to prevent further erosion. Exotic plant types on the site include: "iceplant, thistles, yarrow, curly dock, plume albizia, and blackwood



acacia."<sup>10</sup> The areas adjacent to the site (the two parks) are lush in their growths of bush lupine, Monterey cypress, and albizia.

On November 10, 1978 President Carter signed the Omnibus parks bill which authorizes the acquisition of 1.9 acres of Parcel 4 for the Golden Gate National Recreational Area (GGNRA)



EXISTING  
RESIDENTIAL

DUNE  
MEADOW

DUNE  
BLUFF

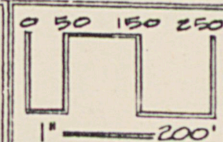
FLAT  
PORTION

BALBOA

GREAT HIGHWAY

 DUNE TANSY CONCENTRATIONS  
 FULL DEVELOPMENT  
 PARTIAL DEVELOPMENT

VEGETATION





## 5. Climate

The Mediterranean climate experienced by the site is typical of central California coastal cities. Climatic conditions of the site, when compared to the downtown, are somewhat more severe. The temperature at the site is usually  $5^{\circ}$  -  $8^{\circ}$  cooler than the downtown area. 90% of the annual rainfall occurs between November and April. Although there is little rain in the summer months, moisture is still available, due to the abundance of foggy conditions. As the fog is blown over the site by prevailing westerly winds, moisture is deposited on otherwise dry plant leaves. Average wind speeds are quite high, with gusts in the afternoon reaching 20 miles per hour and higher. "Wind plays an important role in the comfort of this site."<sup>11</sup> The site receives about the same amount of sunshine as the downtown area in the fall, winter, and spring. During the summer months, a definite local fog condition occurs, and the coastal areas receive about 25% less sunshine than downtown San Francisco.



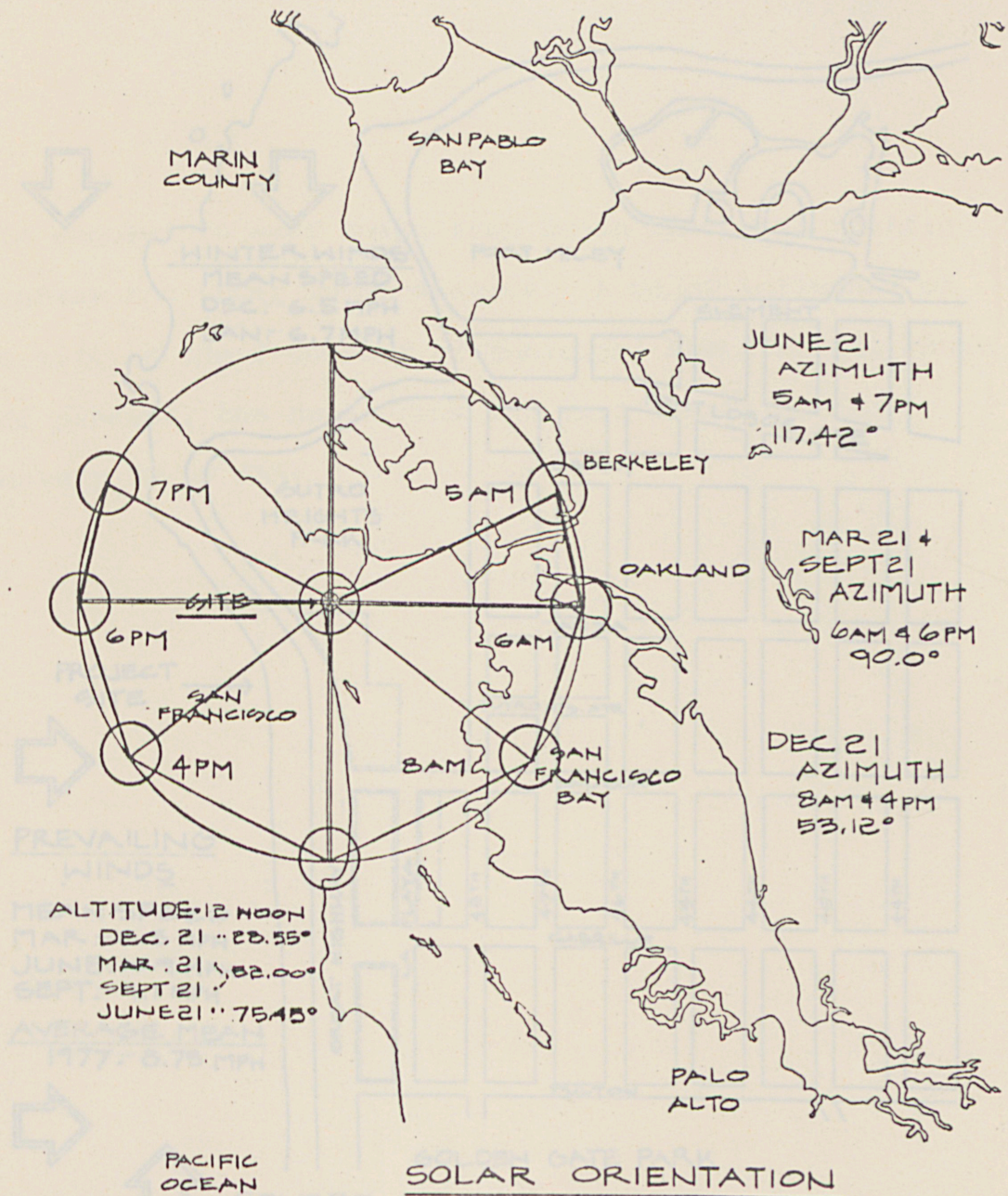
# San Francisco Climatological Summary

| Month | Ave. Temp (°F)<br>Max. Min. | Rainfall<br>(inches) | Prevailing<br>Direction | Wind<br>Mean Speed (mph) | % Possible<br>sunshine |
|-------|-----------------------------|----------------------|-------------------------|--------------------------|------------------------|
| JAN   | 55.8 45.5                   | 4.55                 | N                       | 6.7                      | 56                     |
| FEB   | 58.6 47.3                   | 3.66                 | W                       | 7.5                      | 62                     |
| MAR   | 60.7 48.6                   | 2.93                 | W                       | 8.5                      | 69                     |
| APR   | 61.9 49.5                   | 1.44                 | W                       | 9.5                      | 73                     |
| MAY   | 63.4 51.3                   | 0.63                 | W                       | 10.4                     | 72                     |
| JUN   | 65.0 53.1                   | 0.14                 | W                       | 10.9                     | 72                     |
| JUL   | 64.3 53.3                   | 0.01                 | W                       | 11.2                     | 66                     |
| AUG   | 64.9 53.9                   | 0.04                 | W                       | 10.5                     | 65                     |
| SEP   | 68.9 55.1                   | 0.22                 | W                       | 9.1                      | 72                     |
| OCT   | 68.3 54.4                   | 0.89                 | W                       | 7.6                      | 71                     |
| NOV   | 63.7 51.0                   | 2.00                 | W                       | 6.3                      | 63                     |
| DEC   | 57.5 47.4                   | 4.27                 | N                       | 6.5                      | 53                     |

U.S. Department of Commerce, Local Climatological Data, San Francisco Federal Office Building, 1977.

CLIMATE

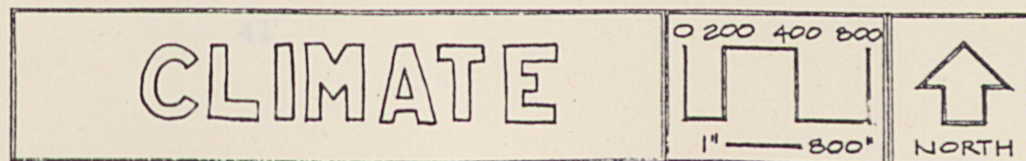
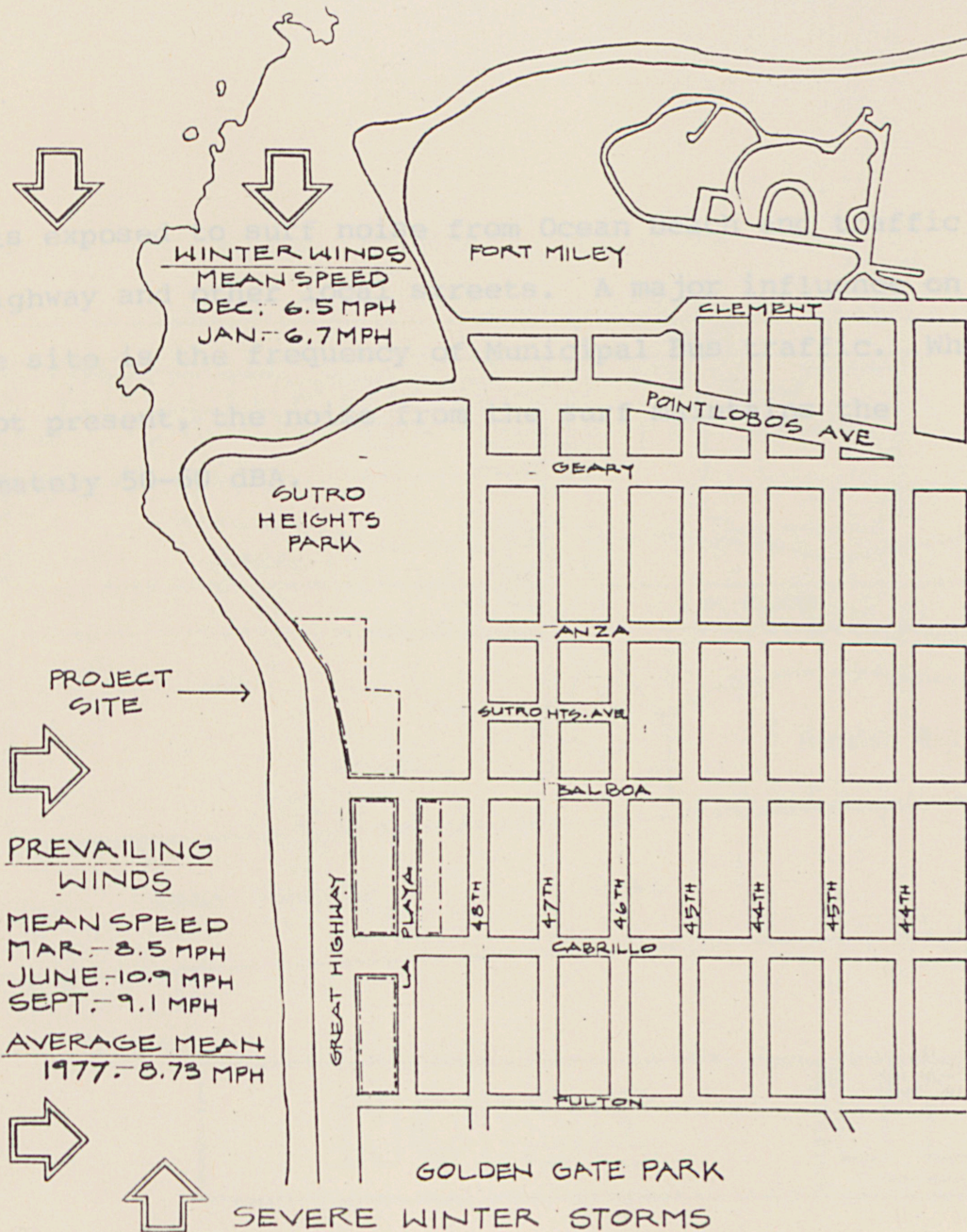






## 6. Noise

The project site is exposed to noise from The Great Highway and the noise levels of the site. The traffic noise is not present. The noise level at approximately 500 feet.

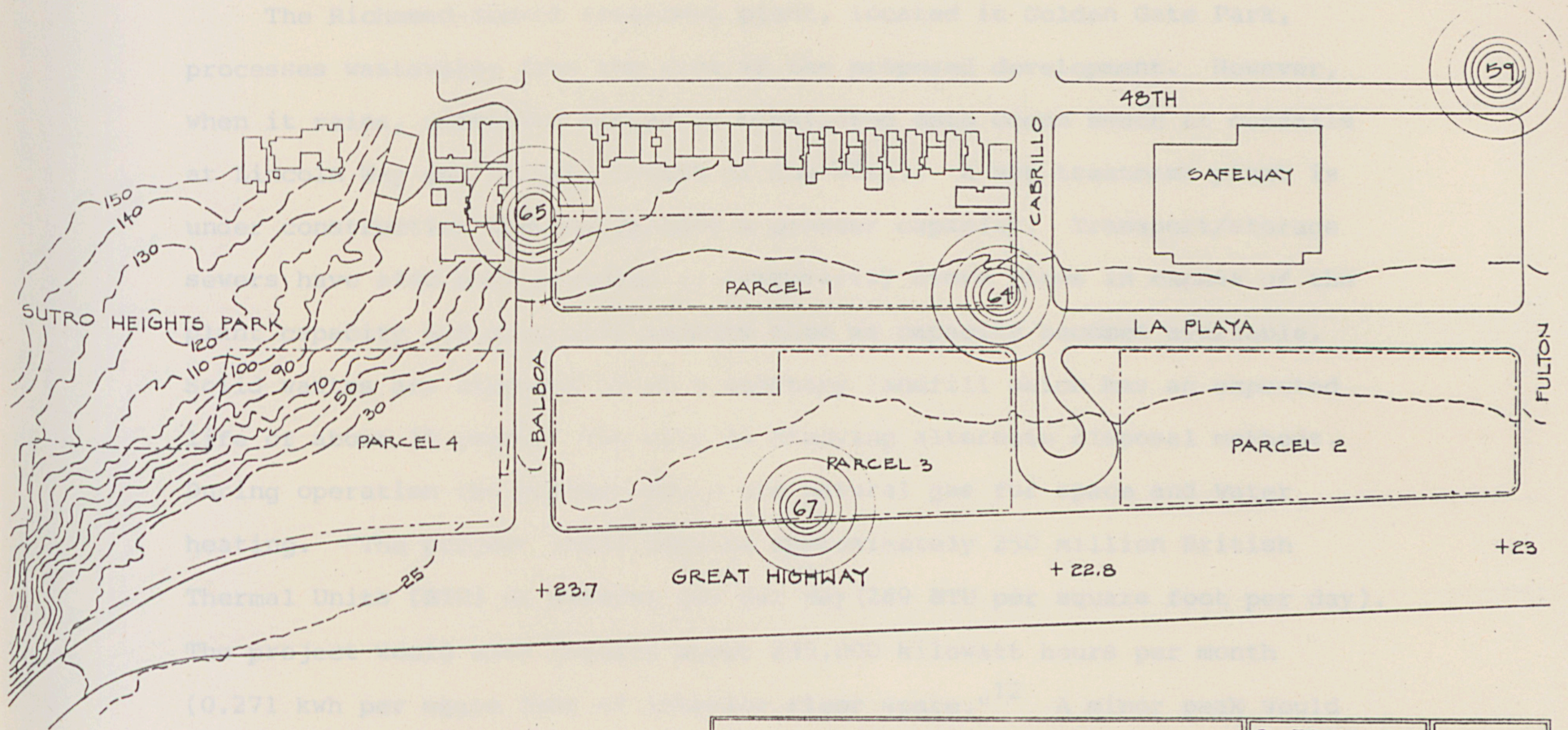




## 6. Noise

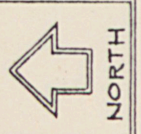
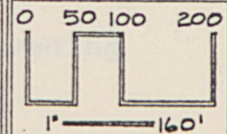
The project site is exposed to surf noise from Ocean Beach and traffic noise from The Great Highway and other local streets. A major influence on the noise levels of the site is the frequency of Municipal Bus traffic. When the traffic noise is not present, the noise from the surf maintains the noise level at approximately 50-60 dBA.





EQUIVALENT  
SOUND LEVEL  
IN dBA

NOISE

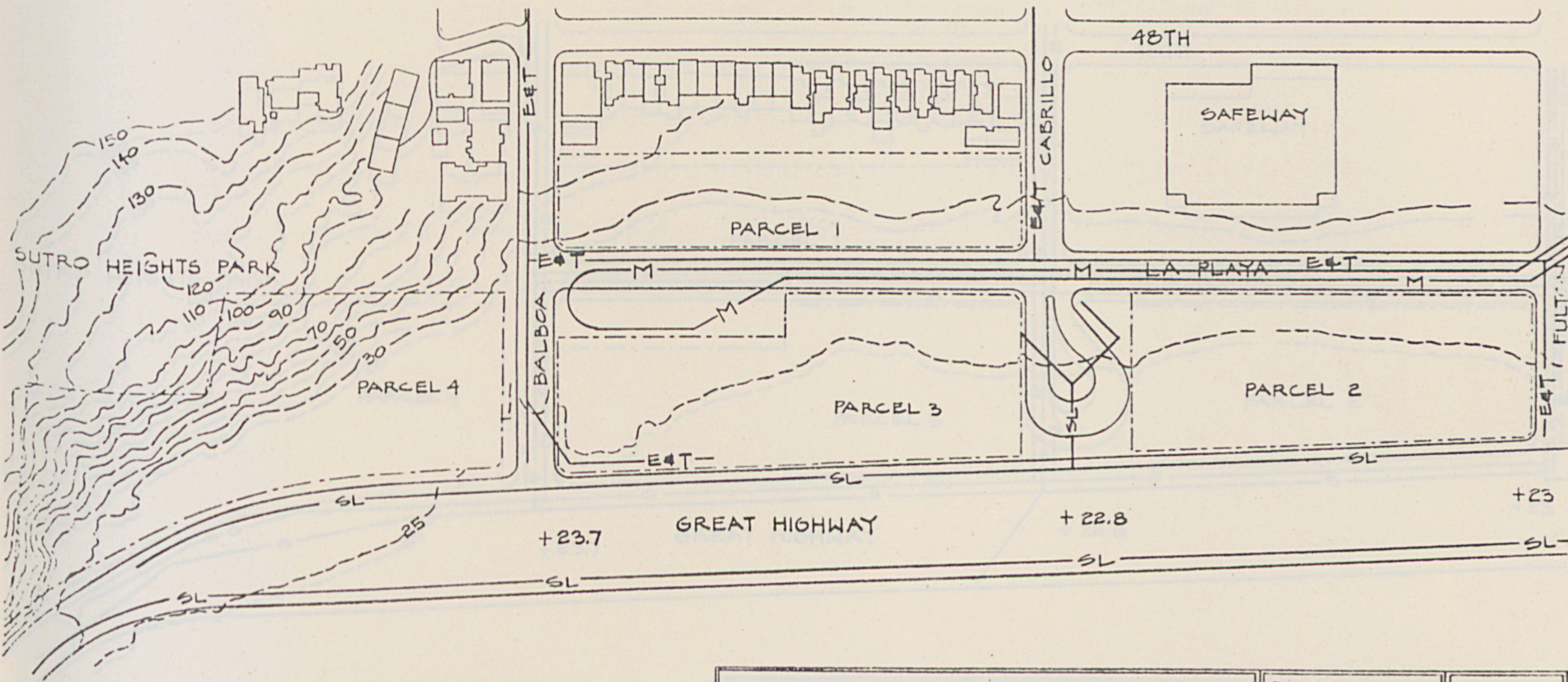




## 7. Services

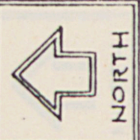
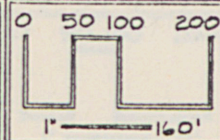
The Richmond-Sunset treatment plant, located in Golden Gate Park, processes wastewater from the area of the proposed development. However, when it rains, untreated sewage is overflowed onto Ocean Beach at outfalls at Lincoln Way and Vicente (south of the site). A new treatment plant is under construction that would have a greater capacity. Transport/storage sewers have also been proposed to temporarily store flows in excess of the plant capacity and gradually release them as capacity becomes available. Solid wastes are disposed of at a sanitary landfill which has an expected life of about 10 years. The city is studying alternate disposal methods. During operation the project would use natural gas for space and water heating. "The project would require approximately 250 million British Thermal Units (BTU) of natural gas per day (289 BTU per square foot per day). The project would also require about 235,000 kilowatt hours per month (0.271 kwh per square foot of interior floor space."<sup>12</sup> A minor peak would occur during the early morning hours, and a major peak during the evening hours between 5 p.m. and 11 p.m.





- M - MUNICIPAL RAILWAY LINES
- E+T - ELECTRIC & TELEPHONE LINES
- SL - STREET LIGHT WIRES

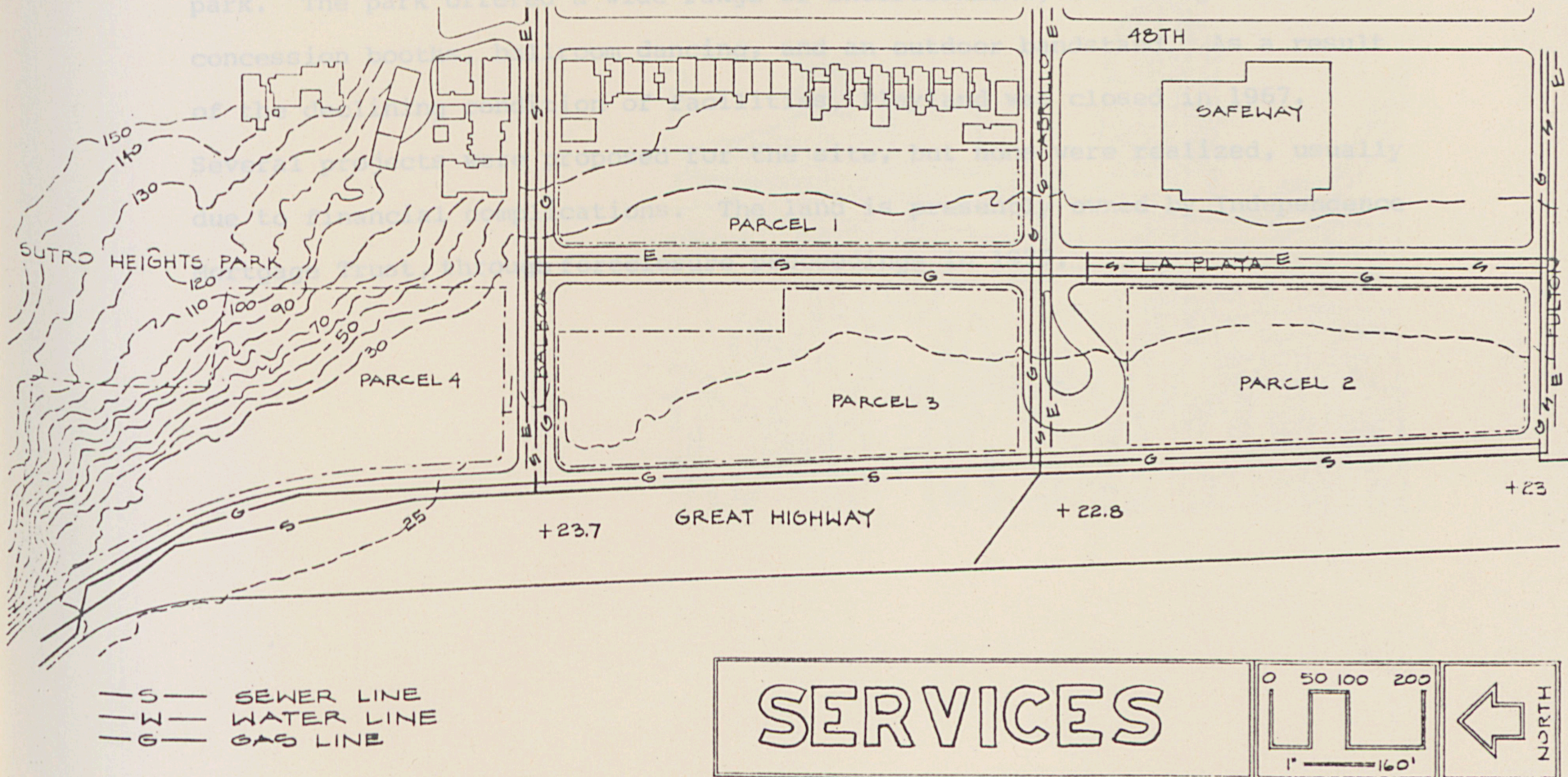
# SERVICES





### 3. History

The site was formerly occupied by the Playland-at-the-Beach amusement park. The park offered a wide range of entertainment, including rides, concessions, and other amusements.

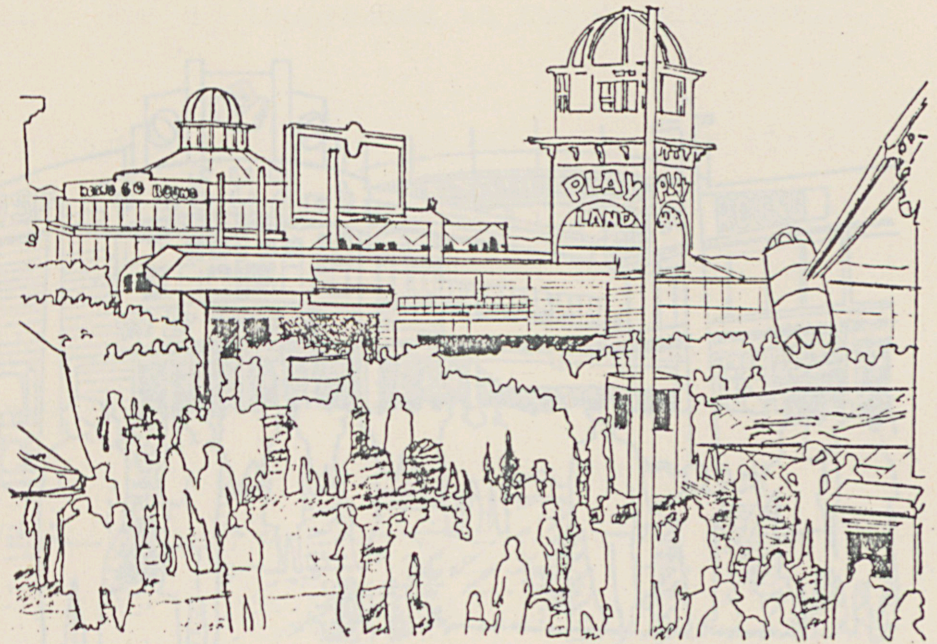




## 8. History

The site was formerly occupied by the Playland-at-the-Beach amusement park. The park offered a wide range of entertainment, including rides, concession booths, ballroom dancing, and an outdoor bandstand. As a result of the declining condition of facilities, Playland was closed in 1967. Several projects were proposed for the site, but none were realized, usually due to financial complications. The land is presently owned by Independence Mortgage Trust, through foreclosure proceedings in 1977.







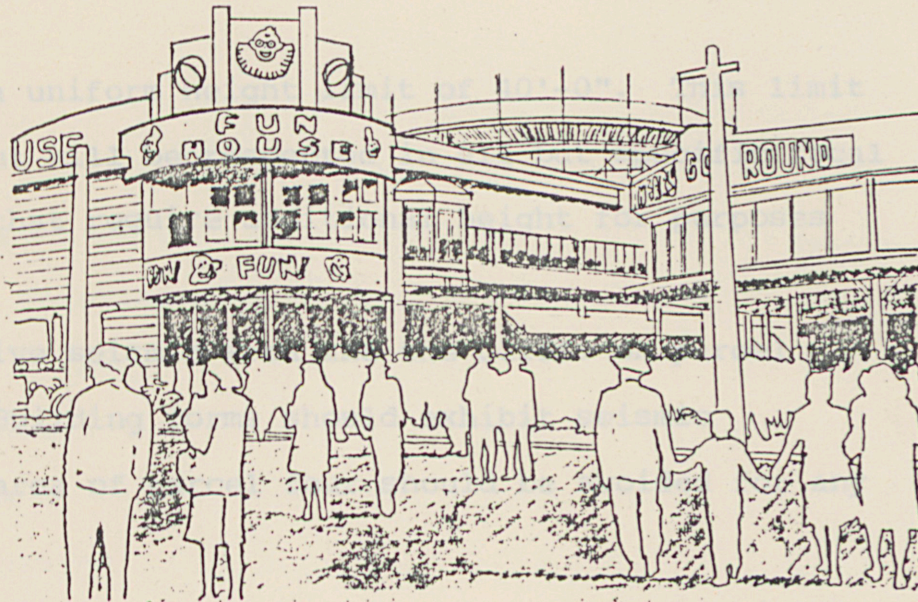
## 9. Summary

It becomes important in establishing design priorities to determine criteria from each section that, due to importance to the development, require special attention.

The project site has a uniform, but somewhat restricting, building height limit. Points in the development of orientation.

The site is in an active area. The four are quite unstable. Consideration. The cliff is a major construction.

The wind plays an important role in the development of the site. The amounts of fog and rain are also influential. Some outdoor shelter for pedestrians should be considered in addition to wind control screens, vegetation, etc.





## 9. Summary

It becomes important in establishing design priorities to determine criteria from each section that, due to importance to the development, require special attention.

The project site has a uniform height limit of 40'-0". This limit is somewhat restricting, but will be respected in all but specific focal points in the development that require additional height for purposes of orientation.

The site is in an active seismic area and the cliffs on parcel four are quite unstable. Building forms should exhibit seismic consideration. The cliff area of parcel four should be avoided for any major construction.

The wind plays an important role in the development of the site. The amounts of fog and rain are also influential. Some outdoor shelter for pedestrians should be considered in addition to wind control screens, vegetation, etc.



1. 1. Form Language

a. Visual form

The project is an undeveloped expanse of land, characterized by crumbling foundations, sounds of earth, and scattered clumps of vegetation. It is visually contrasting with the ordered development of the District. The District consists mostly of rectangular, wood-frame, one-story single-family structures. There are several apartment buildings, six stories. Sideyards do not exist, except in a few cases, and the setbacks from the roadways are uniform. The project is one of a series of row-type houses. Each building mass is composed of several individual units, which provides for a variety in appearance. The exception is the Safeway supermarket. The store's low profile seems out of character with the general massing of the structures.

g. Summary



1. Form language

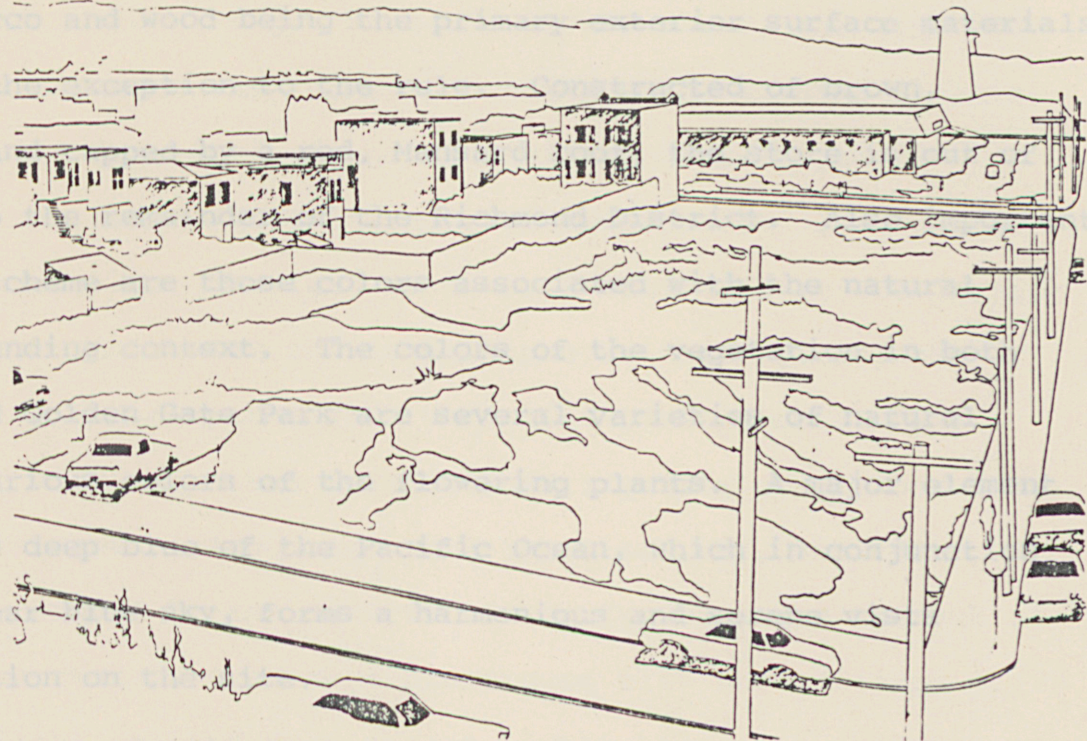
- a. Visual form

The project site at present is an undeveloped expanse of land, characterized by rubble, crumbling foundations, mounds of earth, and scattered clumps of grass. It is visually contrasting with the ordered development of the Richmond District. The District consists mostly of rectangular, wood-frame, two-story single-family structures. There are several apartment buildings extending to six stories. Sideyards do not exist, except in isolated locations, and the setbacks from the roadways are uniform. Therefore, the effect is one of a series of row-type houses. Each building mass is formed by several individual units, which provides for a variety in form manipulation. The exception is the Safeway supermarket. The store's low monolithic appearance seems out of character with the general massing & scale of other area structures.



## b. Color

The color of the existing structures surrounding the site are primarily light tones, with stucco and concrete block walls and surfaces. The Safeway is again the concrete block walls in context in relation to the overall color of the elements of the surrounding context. The color of the Sutro Heights Park and greens, browns, and various in the visual field is deep with the sometimes deep visible from any position on the





b. Color

The color of the existing structures surrounding the site are primarily light tones, with stucco and wood being the primary exterior surface materials. The Safeway is again the exception to the rule. Constructed of brown, concrete block walls and capped by a red, Mansard roof, the store is out of context in relation to the remainder of the Richmond District. Also important to the overall color scheme are those colors associated with the natural elements of the surrounding context. The colors of the vegetation in both Sutro Heights Park and Golden Gate Park are several varieties of natural greens, browns, and various colors of the flowering plants. A major element in the visual field is deep blue of the Pacific Ocean, which in conjunction with the sometimes clear blue sky, forms a harmonious and serene vista visible from any position on the site.



### c. Light

Briefly discussed under the site aspects, the light is seen to vary depending on the amount of local fog. When the sky is clear, the light is highly directional and enhances the forms with shadows and shading effects. When the fog rolls in the character of the site alters dramatically. First, the clarity of the forms is diminished and the accuracy of the color rendering is severely hampered. The lack of natural sunlight, in combination with the cool air of the fog causes the temperature to drop, giving the site an aura of coldness and dampness with very flat (multidirectional) light. Therefore, the site expresses a variety of lighting conditions during the day. The crispness associated with the clear sky, and the mystery and discomfort caused by the effects of the fog are also present at night. The effects are perhaps even more pronounced with the addition of the point sources of light emitted from street lights along the roadways.



#### d. Texture

The texture of the walls surfaces consist primarily of stucco and wood siding. The exception is the Safeway, where the concrete block and Mansard roof are the major elements. The visual texture of the contextural area is substantially more varied than the tactile surfaces. The manipulation of the forms, associated with the row-house configuration, presents an informal and seemingly random textural effect. Another random textural effect is that offered by the natural elements in the contextural area. The vegetation and the ocean are highly textured elements, both visually and tactilly. Also associated with textural surfaces are the elements of plane texture. Although a variety in the colors of any singular object in the field is limited, an effect can be observed in the window openings of the residential units. Though sizes and positions of these openings vary somewhat, a regularity can be seen in the general manipulation.



e. Rhythm

The elements of the residential units previously mentioned in the section on texture can also be associated with rhythm. The seeming randomness on the form manipulation when viewed as a texture, takes on a further ordered effect when viewed as a rhythmic element. A rhythm need not be as regular as a simple one-two, one-two statement. A progressive rhythm can be exhibited in a series of forms, possibly quite different from one another, yet grouped together through a progressive relationship in size, materials, or even architectural style. An irregular rhythm is formed by the juxtaposition of elements in a seemingly random pattern, that, in its manifestation offers a cadence of solid/void relationships in either form/space or opening/wall surface. To speak of natural rhythm is essential when observing a situation involving a large body of water. The rhythmic pattern of the surf is supplemented by the effects of the tidal variations. A natural rhythm is also present in the vegetation of the area.

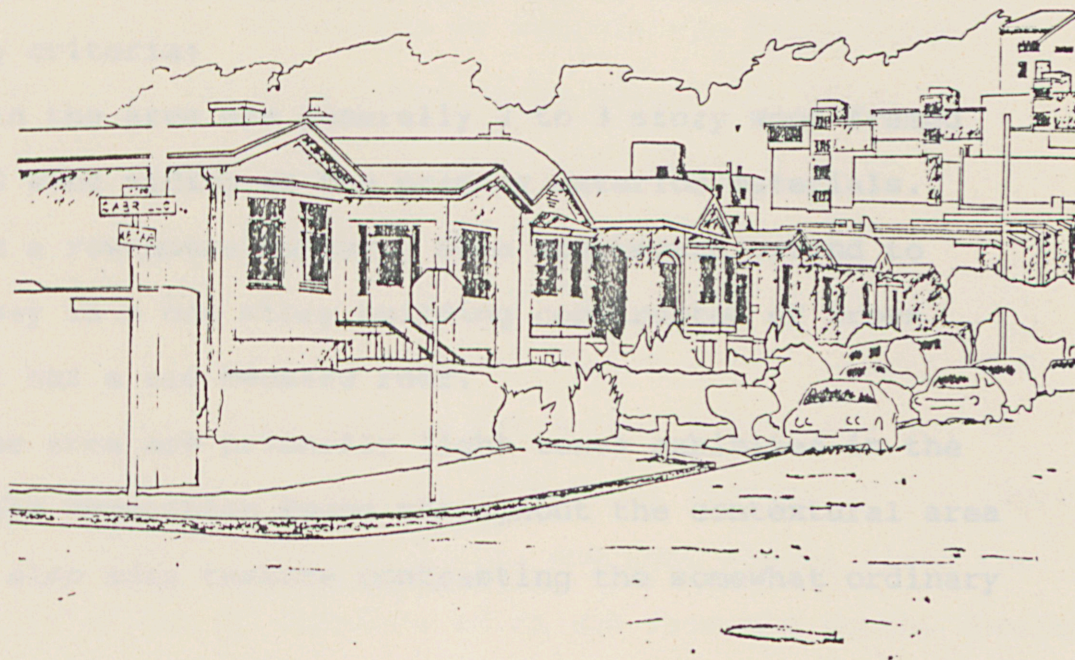


The fore language of the structures was not be considered to contain the following information:

The structures are units with stairs. These are arranged 6 stories. The concrete block and

The colors of the residential units is very colorful and is very contrasting the surrounding structures.

The variation in the intensity can cause the color rendition to vary. The effect of shading of this variation of light due to the of the structures.





## 2. Form/space relationships

### f. Summary

The form language of the contextural area can be summarized to contain the following criteria:

The structures in the area are generally 2 to 3 story wood framed units with stucco and wood siding as the primary exterior materials. These are arranged in a row-house manner. Some apartments extend to 6 stories. The Safeway is a one story building constructed of brown concrete block and it has a red Mansard roof.

The colors of the area are primarily light tones exhibited in the residential units. The vegetation found throughout the contextural area is very colorful and also adds texture contrasting the somewhat ordinary structures.

The variation in light direction and intensity can cause the color rendition to vary. The effect on shadows and shading of this variation of light due to fog is also substantial.



## 2. Form/Space relationships

### a. Serial vision

From the north, the site is accessible by vehicle via Point Lobos Avenue. Proceeding past what was once Sutro Baths toward the Great Highway; Louis' Restaurant, Pronto Pup, and the Cliff House compete for visual attention against the background of the Pacific Ocean. The steep topography of Sutro Heights Park is an imposing presence on the left. Continuing downhill, the entire length and width of the Great Highway come into view. Because the project site encompasses a four block area and is in a barren and roughly graded condition, it is a major feature in the field of vision. To approach the site from the south, one must travel along the Great Highway. The site is not as apparent as it was from the north, because it is on the same level as the highway. The western edge of Golden Gate Park is a major element in the field of vision to the south of the project area. The northernmost block (Parcel 4) is the most visible portion of the site when viewed from the Great Highway. When approaching the site from the east, one can proceed along either Balboa, Cabrillo, or Fulton Street.

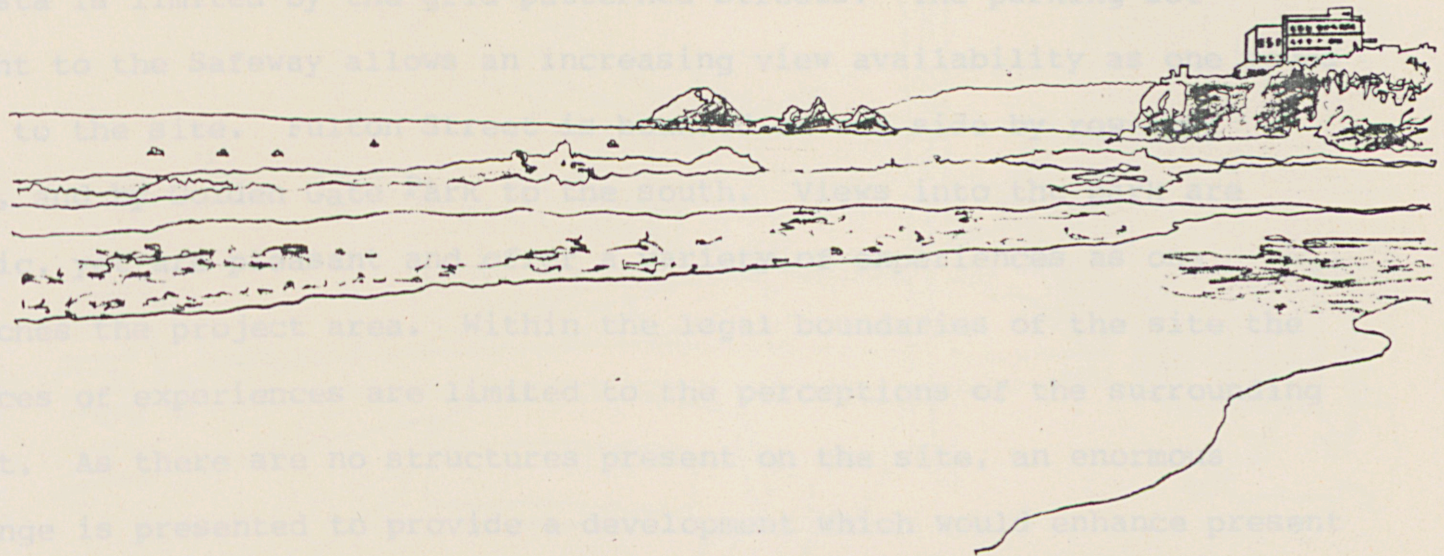


Both Balboa and Cabrillo have residential units to either side. Balboa is higher in elevation, and therefore has a more extensive vista. Balboa is bounded to the north by larger apartment-type structures, and as approaching the site area, the topography of Sutro Heights Park becomes increasingly apparent. Cabrillo is specially defined by a series of row-type units.

The vista is limited by the grid patterned streets. The parking lot adjacent to the Safeway allows an increasing view availability as

closer to the site. The view from the site is of the ocean, with houses sporadically visible on the shore. The view from the site is of the ocean, with houses sporadically visible on the shore. The view from the site is of the ocean, with houses sporadically visible on the shore.

approach the project area. Within the legal boundaries of the site the sequences of experiences are limited to the perceptions of the surrounding context. As there are no structures present on the site, an enormous challenge is presented to provide a development which will enhance present experiences and develop new experiences.



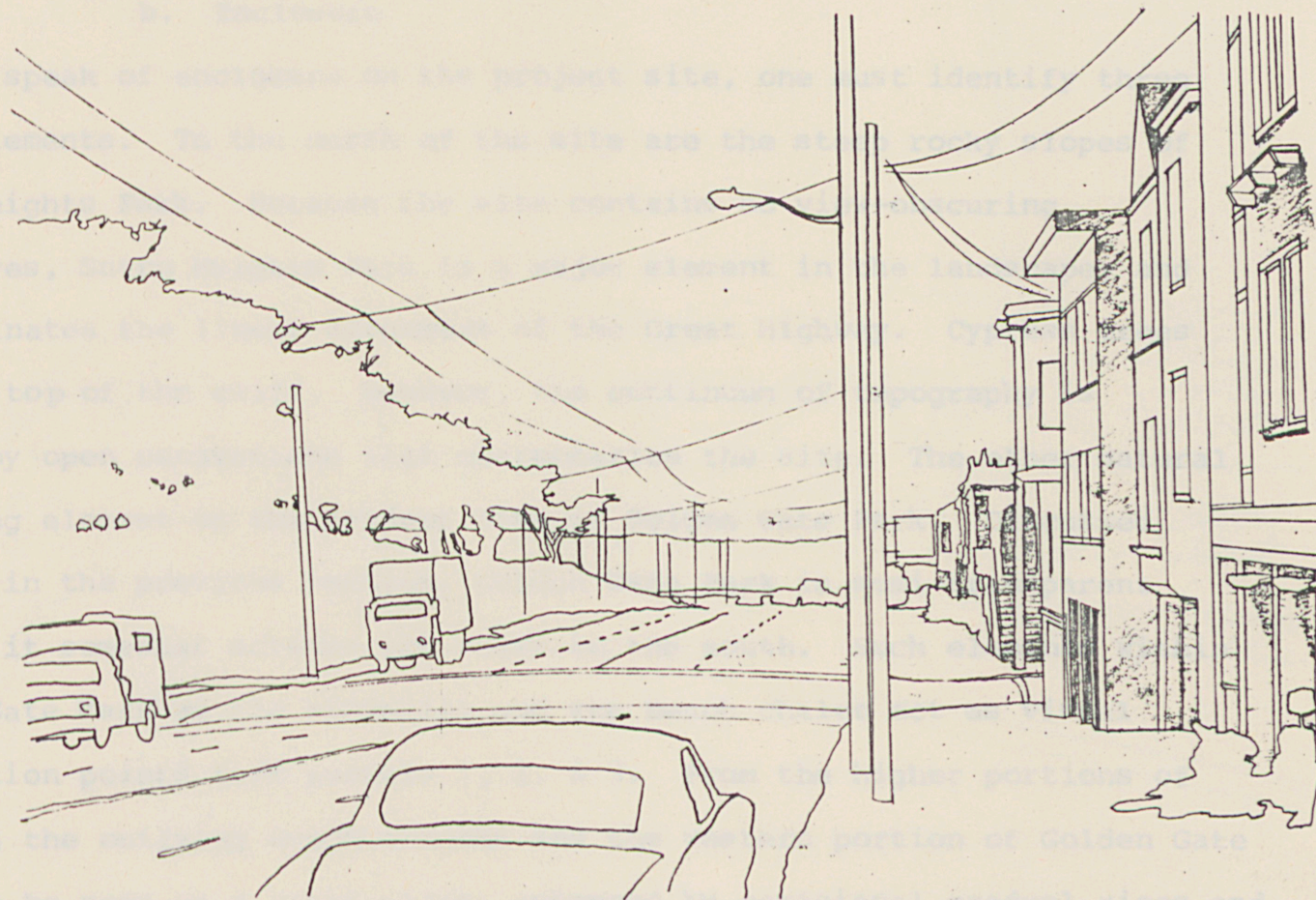
# LOCATION

CLIFF HOUSE  
FROM  
OCEAN BEACH



Both Balboa and Cabrillo have residential units to either side. Balboa is higher in elevation, and therefore has a more extensive vista. Balboa is bounded to the north by larger apartment-type structures, and as approaching the site area, the topography of Sutro Heights Park becomes increasingly apparent. Cabrillo is spacially defined by a series of row-type units. The vista is limited by the grid patterned streets. The parking lot adjacent to the Safeway allows an increasing view availability as one moves closer to the site. Fulton Street is bounded on one side by row-type houses, and by Golden Gate Park to the south. Views into the park are sporadic, yet are pleasant and offer a variety of experiences as one approaches the project area. Within the legal boundaries of the site the sequences of experiences are limited to the perceptions of the surrounding context. As there are no structures present on the site, an enormous challenge is presented to provide a development which would enhance present experiences and develop new experiences sympathetic to the context.





LOCATION

GOLDEN GATE  
PARK: 48TH  
AT FULTON

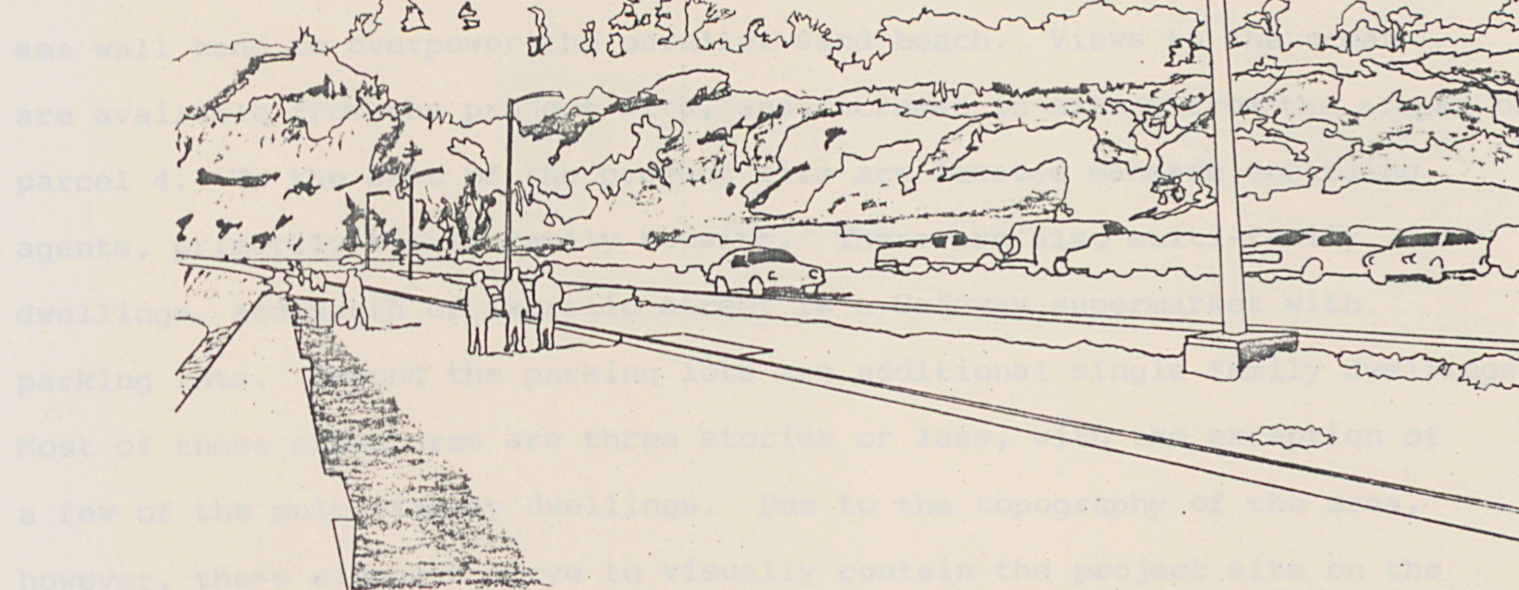


b. Enclosure

To speak of enclosure on the project site, one must identify three major elements. To the north of the site are the steep rocky slopes of Sutro Heights Park. Because the site contains no view-obscuring structures, Sutro Heights Park is a major element in the landscape, and it terminates the linear alignment of the Great Highway. Cypress trees grow on top of the cliff. However, the continuum of topography is broken by open excavations that characterize the site. The other natural enclosing element on the project site is Golden Gate Park. Discussed briefly in the previous section, Golden Gate Park is semi-transparent in that it somewhat screens the views to the south. Such elements within Golden Gate Park as the windmills and the beach chalet act as visual termination points from parcels 1, 2, & 3. From the higher portions of parcel 4 the outlying neighborhoods and the western portion of Golden Gate Park can be seen as a broad plain, enhanced by occasional gradual rises and dips in the landforms. The park's western portion is pastoral in its quality. There is open space and enclosure provided by extensive plantings



of trees, shrubs, and lawn areas. Vistas across the rolling landscape provide light and shadow, as well as color and texture that vary with the seasons. Visible are ridgelines of coastal hills extending down the peninsula, where fog and haze penetrate lower elevations, emphasizing ridgetops. In contrast, the Great Highway and the adjacent



Most of these are three stories or less. a few of the new dwellings. Due to the topography of however, these are able to visually contain the project site on the east boundary. Any vistas in this direction are confined to the streets, and even these are contained due to west of the site is the Pacific

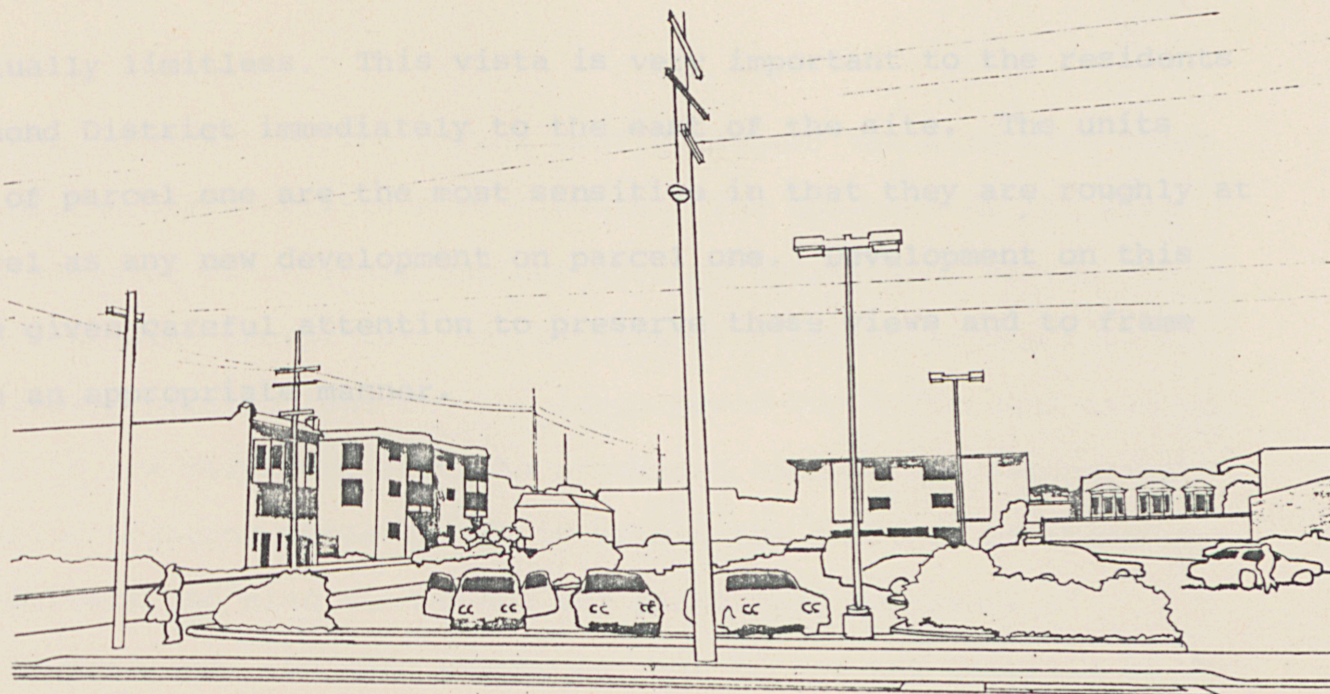
|          |                               |  |
|----------|-------------------------------|--|
| LOCATION | ESPLANADE<br>LOOKING<br>NORTH |  |
|----------|-------------------------------|--|



of trees, shrubs, and lawn areas. Vistas across the rolling landscape provide light and shadow, as well as color and texture that vary with the seasons. Visible are ridgelines of coastal hills extending down the peninsula, where fog and haze penetrate lower elevations, emphasizing ridgetops. In contrast, the width of the Great Highway and the adjacent sea wall tend to overpower the parallel sand beach. Views to the ocean are available from the project site, and increase in extent from the slopes of parcel 4. To the east of the project site are located manmade enclosing agents, primarily single family housing. There are also multi-family dwellings, and south of Cabrillo street is a Safeway supermarket with parking lots. Beyond the parking lots are additional single family dwellings. Most of these structures are three stories or less, with the exception of a few of the multi-family dwellings. Due to the topography of the area, however, these elements serve to visually contain the project site on the east boundary. Any vistas in this direction are confined to the streets, and even these are contained due to the topography of the area. To the west of the site is the Pacific Ocean, and on a clear day the view to the



west is virtually limitless. This vista is very important to the residents of the Michoud District immediately to the west of the site. The units to the east of parcel 200 are the most sensitive in that they are roughly at the same level as any new development on parcel 200. Development on this site must be given careful attention to preserve these views and to frame the views in an appropriate manner.



# LOCATION

SAFEWAY  
PARKING LOT  
CABRILLO  
AT LA PLAYA



west is virtually limitless. This vista is very important to the residents of the Richmond District immediately to the east of the site. The units to the east of parcel one are the most sensitive in that they are roughly at the same level as any new development on parcel one. Development on this site must be given careful attention to preserve these views and to frame the views in an appropriate manner.

the large paved bus turnaround area on the project site are different from the organized expanse of residential structure lining adjacent streets. It is within the confines of these residential streets and also within the two parks that any sense of closure can be observed. On 48th Avenue between Balboa and Cabrillo at approximately midblock there is a sense of closure in that to either side there are single-family dwellings and to either end one of the parks tend to act as a visual termination. Even this is stretching the definition of closure. This leaves only the parks to give any existing examples of closures. The vegetation closes the view, yet pedestrian circulation is allowed under, between, and around trees, shrubs and flowering plants. Similar to the impacts of enclosure manipulation, closure is a determinate

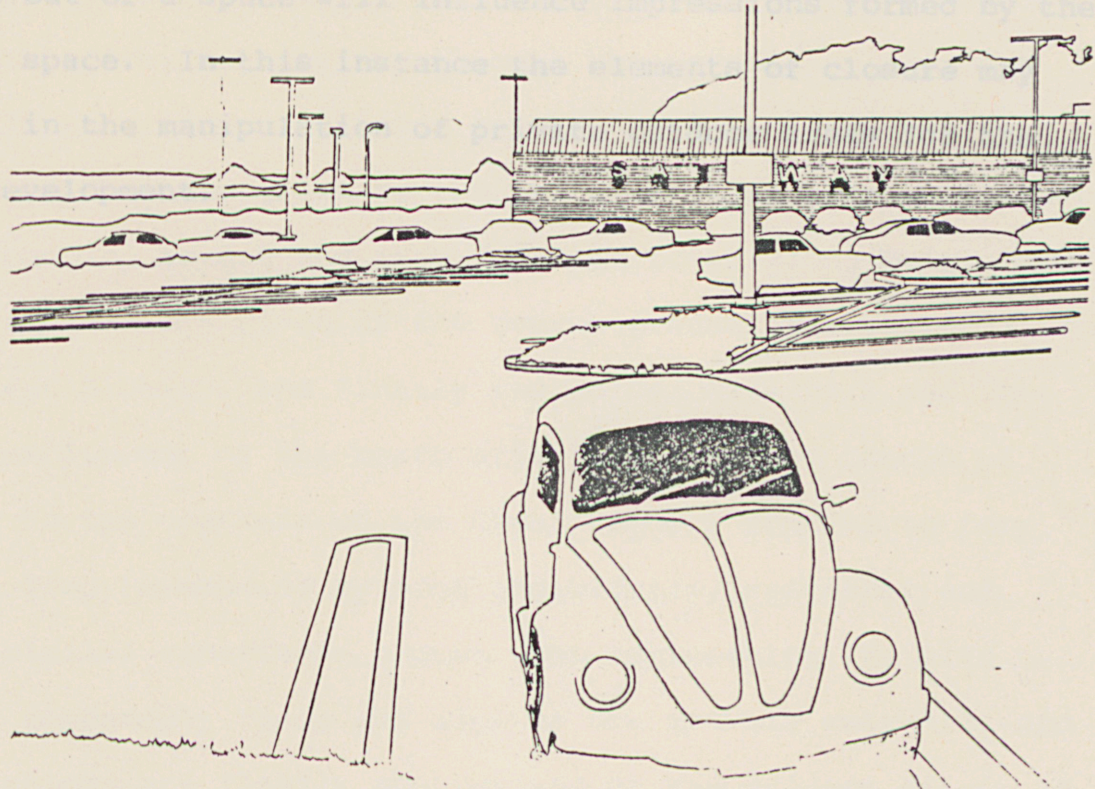


### c. Closure

Due to the linearity of the street configuration, the site area shows very little of the characteristics of closure. The openness of the site lacks both a sense of human scale and any kind of definitions of the boundaries of the site except for the contextural elements adjacent to the site. The Safeway parking lots and the large paved bus turnaround area on the project site are different from the organized expanse of residential structure lining adjacent streets. It is within the confines of these residential streets and also within the two parks that any sense of closure can be observed. On 48th avenue between Balboa and Cabrillo at approximately midblock there is a sense of closure in that to either side there are single-family dwellings and to either end one of the parks tend to act as a visual termination. Even this is stretching the definition of closure. This leaves only the parks to give any existing examples of closures. The vegetation closes the view, yet pedestrian circulation is allowed under, between, and around trees, shrubs and flowering plants. Similar to the impacts of enclosure manipulation, closure is a determinate



of the amount of privacy in a space. The amount of transparency or visibility into and out of a space will influence impressions formed by the inhabitants of that space. This instance, the amount of transparency become instrumental in the making of a space. The amount of transparency residents of this





of the amount of privacy in a space. The amount of transparency or visibility into and out of a space will influence impressions formed by the inhabitants of that space. In this instance the elements of closure may become instrumental in the manipulation of private outdoor areas for the residents of this development.

When approaching the site from the north along Point Lobos Avenue, fragments of views are glimpsed of the ocean, gradually revealed at the ocean beach, the Great Highway, and finally, the Golden Gate Park and the project site. The combination of the beach, the highway and the change of scale from confined to the openness of the Great Highway combine to form an experience to be long remembered by most individuals; residents and tourists alike. A similar experience occurs when approaching the site from the east. The topography rises and dips as one travels westward, and these partial revelations are finally crystallized at the project site. As the site is approached from the south, the linear termination of the Great Highway occurs at Sausalito Park. From here the road can be seen to continue around Point Lobos, but its destination beyond that point is unknown.



#### d. Anticipation

There are basically three types of anticipatory experiences present on the project site. The first is realized through the process of approach to the site area. In the sequences listed in the section under serial vision there are clues that are given to the perceiver that form anticipatory emotions. When proceeding toward the site from the north along Point Lobos Avenue, fragments of views are given of the ocean, gradually revealed at the ocean beach, the Great Highway, and finally the Golden Gate Park and the project site. The excitement of the beach activities and the change of scale from confined to the openness of the Great Highway combine to form an experience to be long remembered by most individuals; residents and tourists alike. A similar experience occurs when approaching the site from the east. The topography rises and dips as one travels westward, and these partial revelations are finally concretized at the project site. As the site is approached from the south, the linear termination of the Great Highway occurs at Sutro Heights Park. From here the road can be seen to continue around Point Lobos, but its destination beyond that point is unknown.

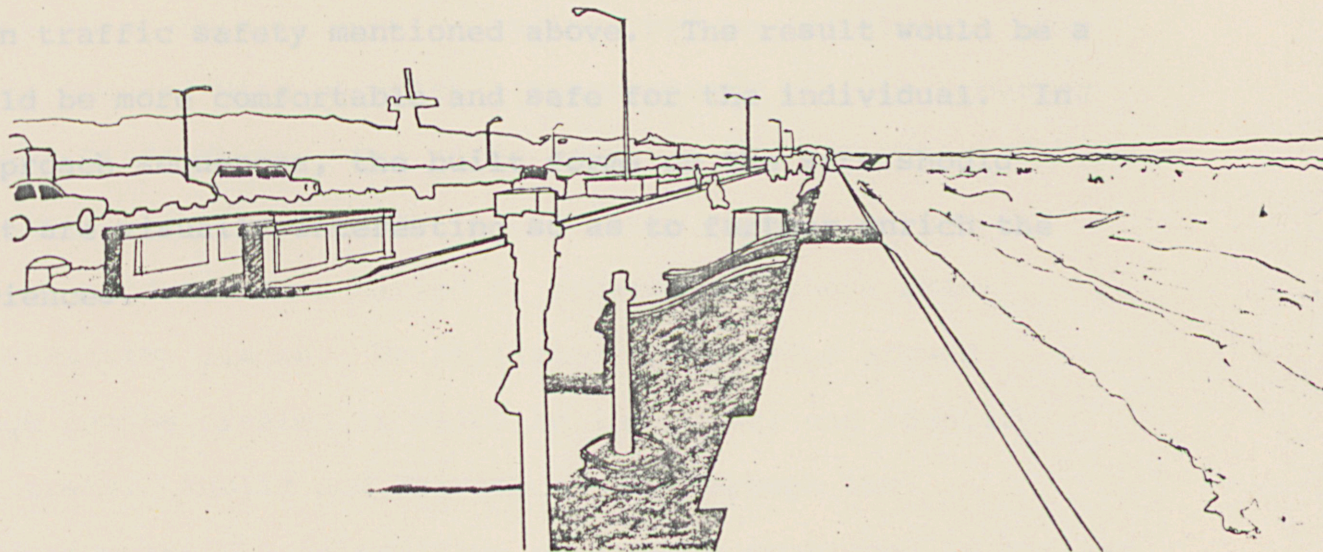


A second type of anticipation occurs when one attempts to utilize the public restrooms located at below grade levels along the esplanade. These restrooms are accessible through stairwells located across the Great Highway from parcel three and Golden Gate Park. The stairwells are usually pitch dark even during daylight hours, and are a haven for muggers, rapists, and other deviants. Anyone brave enough to utilize these restrooms certainly would feel some sense of anticipation.

The third of the anticipatory elements present on or adjacent to the site is that which occurs when a pedestrian attempts to cross the Great Highway. The Great Highway is a six lane roadway with parking facilities placed in between the two sets of three lanes. These parking facilities are not ordered in any way and it is possible to have vehicles driving down the parking area as if it were the road itself. There are also many instances of turning around, uncontrolled interaction between autos and pedestrians, and people either sitting in, on, or around their cars. At the intersections at Balboa and Fulton, there are no controls such as street lights, pedestrian crossings, and no enforcement of the many



violations occurring consistently by both autos and pedestrians. When proceeding south on the Great Highway, there is a sign at Fulton Street that declares that there is to be no left turn. As Fulton functions as one of the major traffic arteries to and from the city center, this rule is violated frequently. Controls should be introduced that would eliminate the inadequacies in traffic safety mentioned above. The result would be a situation that would be more safe and safe for the individual. In the case of the approach to the Esplanade, the controls should offer elements that anticipate the needs of the individual.



LOCATION

ESPLANADE  
LOOKING  
SOUTH



violations occurring consistantly by both autos and pedestrians. When proceeding south on the Great Highway, there is a sign at Fulton Street that declares that there is to be no left turn. As Fulton functions as one of the major traffic arteries to and from the city center, this rule is violated frequently. Controls should be introduced that would eliminate the inadequacies in traffic safety mentioned above. The result would be a situation that would be more comfortable and safe for the individual. In the case of the approach sequences, the built forms on the site should offer elements that are visually interesting so as to further enrich the anticipatory experiences. and a myriad of others make these areas some of the most attractive places. By utilizing the various ground materials a language can be created in which an individual can identify various functional areas. Public and Private areas, through the articulation of ground materials in addition to factors mentioned in earlier sections can be discerned as separate.



e. The floor level.

On the existing site the only ground material suitable for any type of circulation would have to be the concrete sidewalks. As the bus turnaround is closed on the west boundary, it does not function for pedestrian circulation through the site. The esplanade is also concrete, and is in places eroded to the point that it must be avoided by the pedestrian. The beach is mostly sand covered with occasional outcroppings of rock occurring as one approaches the Cliff House. The parks offer by far the most variety in ground materials. From grass to concrete, asphalt pavement, bricks, cobblestones, pavers, and a myriad of others make these areas some of the most attractive places. By utilizing the various ground materials a language can be created in which an individual can identify various functional areas. Public and Private areas, through the articulation of ground materials in addition to factors mentioned in earlier sections can be discerned as separate.



f. Change of level

Two general types of level change are present on or near the project site. These types can be categorized as the natural topography and the man-made systems in which variations in the natural topography are addressed. The most dramatic or prominent change of level in conjunction with the site is the cliff area at the base of Sutro Heights Park. From the flat area of parcel four to the level area of Sutro Heights Park is approximately 150 feet. At present there is no direct man-made connection between the two areas. The second most prominent change of level occurs on the west side of the Great Highway at Ocean Beach. This change of level is entirely man-made as the stairways are an integral part of the sea wall that was constructed in order to keep the beach sands from drifting over the Great Highway. This connection, however, is very cold and unyielding. If any improvement were to be made in conjunction with the restrooms, it would be to provide some point(s) of interest along the sea wall. These points of interest would reinforce the ordering devices at the various intersections and also lend supporting functions to the beach







area. The third and subtle change of level occurs as a result of the natural topography as the land rises away from the ocean. Progressing from the Great Highway eastward, the land rises at different intervals for each parcel. Parcel 2 is virtually flat, with a total rise of approximately 5 feet. Parcel 3 is somewhat more steep than parcel 2, but its total rise is less than 10 feet. Parcel 1, being located uphill from parcel 3, has the advantage of being at a level in which the activities of the beach and the Great Highway are somewhat removed. The single-family dwellings to the east of parcel 1 also have the advantage of view and that of separation from public areas. Again, this view advantage must be maintained and enhanced. Parcel 4 has the greatest change of level of the project parcels and has the same advantages as the two previous examples, yet as the upper areas of the parcel are inhabited by the dune tansy, they are deemed sensitive.



g. Summary

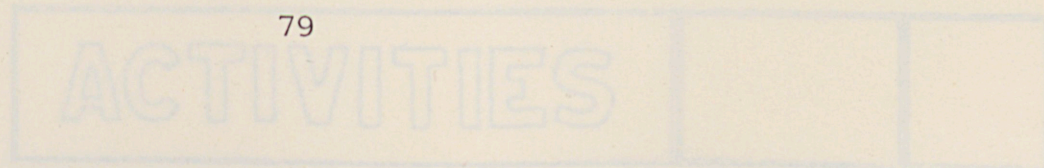
The site is visually enclosed by Golden Gate Park, Sutro Heights Park and by the residential and Safeway. The Pacific ocean is the major view amenity to the site and the adjacent context.

The site is a major feature in the field of vision from the Great Highway. Vistas from the east of the site are mostly confined to the grid-patterned streets. The residents adjacent to parcel one presently enjoy a view of the ocean across the site.

The best examples of closure occur in the two parks utilizing vegetation. The framing of views and public/private separation could also make use of vegetation. In addition, the utilization of various ground materials could further define this separation.

To provide interest in the visual field and in approach sequences, fragments of views allow partial revelation of the situation. These "clues" tend to draw the curious pedestrian through the development.

The factor of safety in crossing the Great Highway needs to be addressed. The inadequate restrooms below the esplanade are also in need of improvement. It is possible that these two elements could be somewhat combined to form nodes of activity on the beach.





## 1. Density

The proposed project site is in the westernmost part of Richmond District, Census Tract (CT) 479. The census tract boundaries are Golden Gate Park on the south, Lincoln Avenue and Fort Miley on the north, 38th Avenue to the east, and the Pacific Ocean to the west. "In 1970, the area population totaled 8500. 6,600 (77%) were white middle class residents."<sup>13</sup> The community has less ethnic diversification than the City according to the 1970 Census data. The population is slightly more mobile, and better educated; a greater percentage of the residents are married compared to total City Statistics. "In 1970 Census counts there were about 3,600 units in CT 479, of which 2,000 were one-unit structures."<sup>14</sup> Approximately 370 buildings in the area had ten or more units. Some variation occurs in that there are numerous neighborhood commercial ventures located on lower floors of residences. The density at times also varies in the influx of people utilizing the facilities of the Safeway and the Beach.

1. Density

2. Rhythm

3. Mix

4. Flows

5. Localized activity

6. Territory

7. Summary



## 1. Density

The proposed project site is in the westernmost part of Richmond District, Census Tract (CT) 479. The Census tract boundaries are Golden Gate Park on the south, Lincoln Park and Fort Miley on the north, 38th avenue to the east, and the Pacific Ocean to the west. "In 1970, the area population totaled 8500, of which 6,600 (77%) were white middle class residents."<sup>13</sup> The community surrounding the project area has less ethnic diversification than the City as a whole according to the 1970 Census data. The population is slightly older, less mobile, and better educated; a greater percentage of the residents are married compared to total City Statistics. "In 1970 Census counts there were about 3,600 units in CT 479, of which 2,000 were one-unit structures."<sup>14</sup> Approximately 370 buildings in the area had ten or more units. Some variation occurs in that there are numerous neighborhood commercial ventures located on lower floors of residences. The density at times also varies in the influx of people utilizing the facilities of the Safeway and the beach.

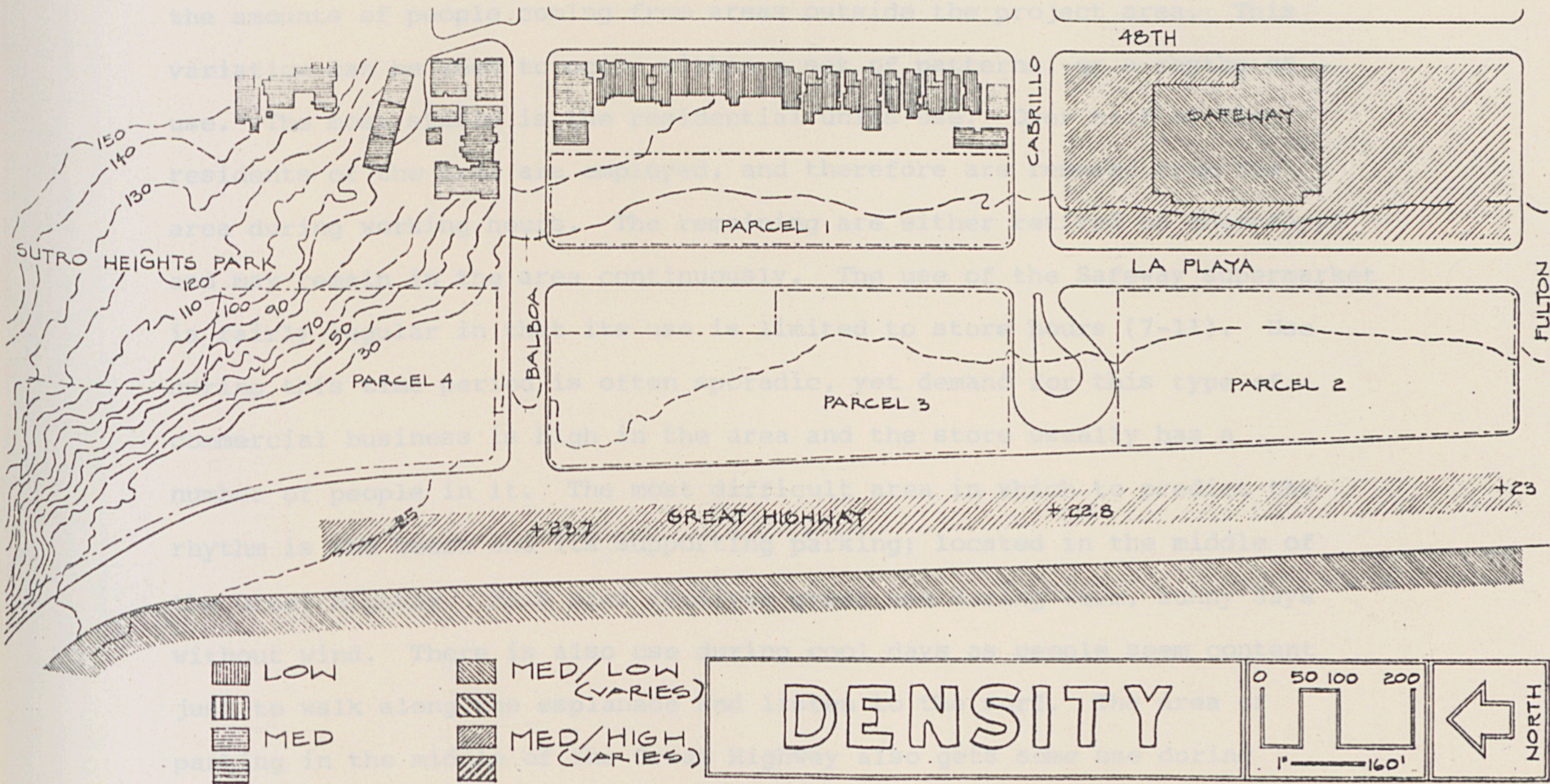


## 2. Density

As mentioned above, the use of the project area varies in terms of

the amount of people who live there.

Various



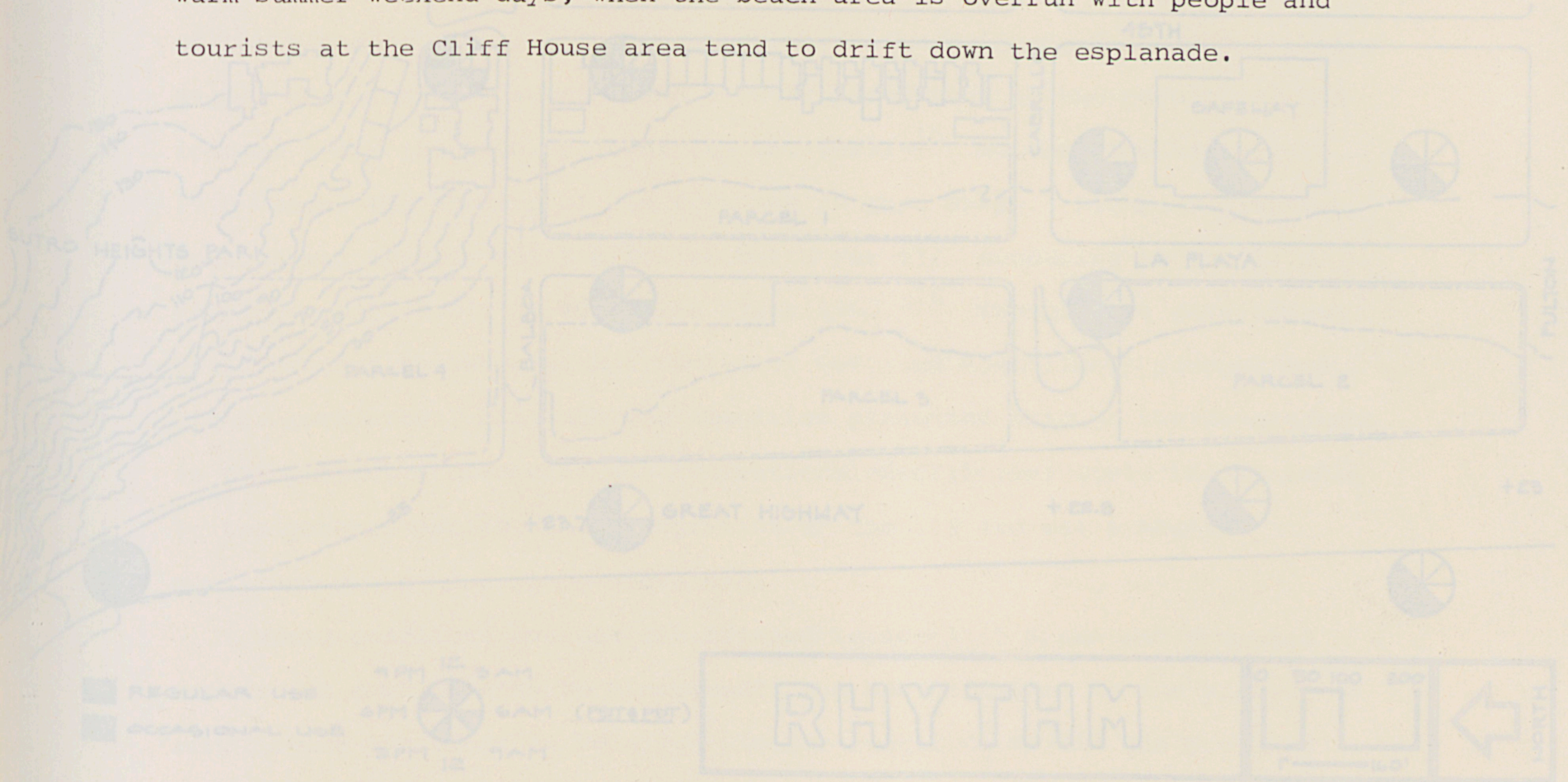


weekend = 2. Rhythm youths tend to park here to carouse and consume liquor.

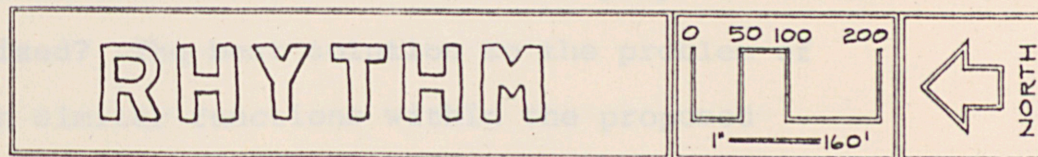
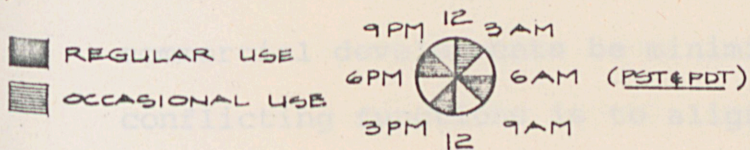
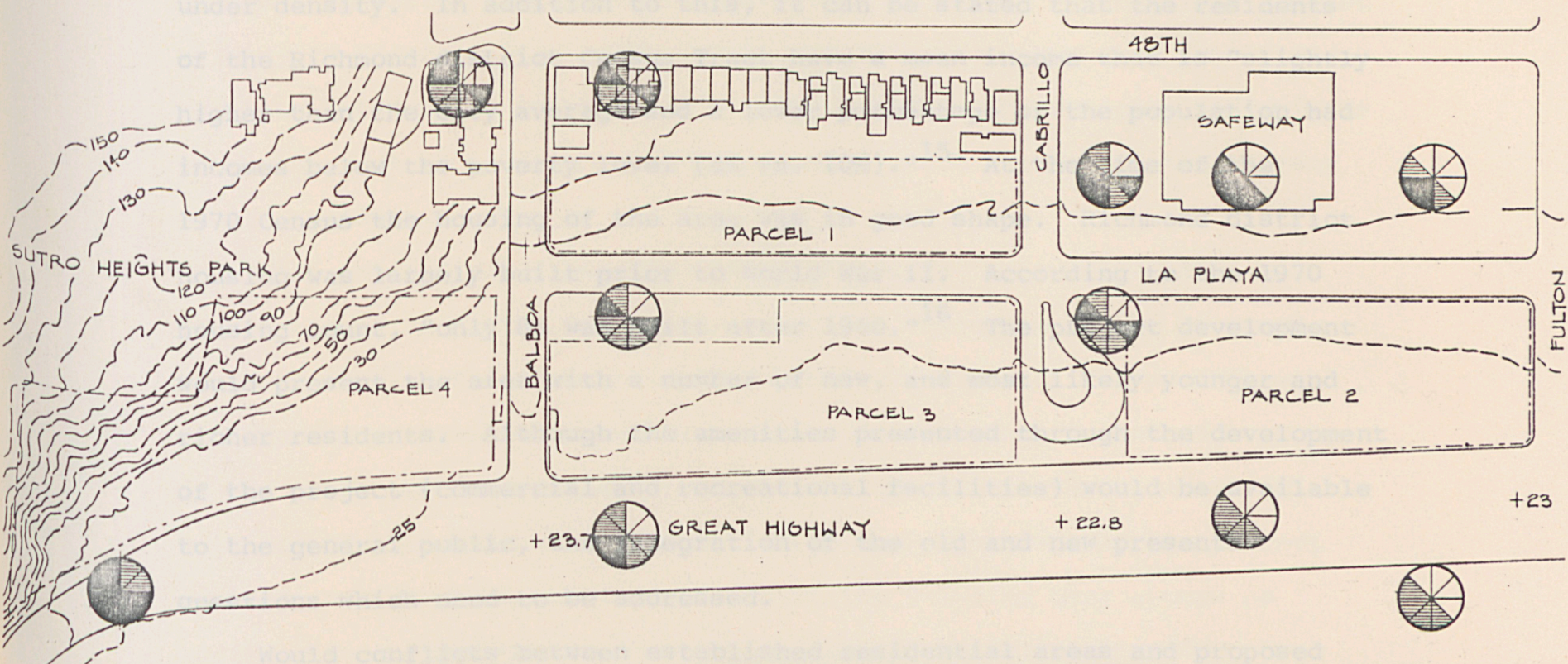
The As mentioned above, the use of the project area varies in terms of the amounts of people coming from areas outside the project area. This variation can be seen to occur within a set of patterns, or a rhythm of use. The most stable is the residential units use. Over half of the residents of the area are employed, and therefore are removed from the area during working hours. The remaining are either retired or unemployed and may remain in the area continuously. The use of the Safeway supermarket is fairly regular in that its use is limited to store hours (7-11). Use during this time period is often sporadic, yet demand for this type of commercial business is high in the area and the store usually has a number of people in it. The most difficult area in which to predict the rhythm is the beach and its supporting parking; located in the middle of the Great Highway. This area receives great use during warm, sunny days without wind. There is also use during cool days as people seem content just to walk along the esplanade and listen to the surf. The area of parking in the middle of the Great Highway also gets some use during



weekend evenings as youths tend to park here to carouse and consume liquor. The greatest use of the areas surrounding the project site is during warm summer weekend days, when the beach area is overrun with people and tourists at the Cliff House area tend to drift down the esplanade.









### 3. Mix the existing community.

The user groups concerned with the project area were briefly discussed under density. In addition to this, it can be stated that the residents of the Richmond district Census Tract have a mean income that is "slightly higher than the City average and a lower percentage of the population had incomes below the poverty level (6% vs. 10%)." <sup>15</sup> At the time of the 1970 Census the housing of the area was in good shape. Richmond district housing was largely built prior to World War II. According to the 1970 housing count, "only 8% was built after 1960." <sup>16</sup> The project development would present the area with a number of new, and most likely younger and richer residents. Although the amenities presented through the development of the project (commercial and recreational facilities) would be available to the general public, the integration of the old and new presents questions which need to be addressed.

Would conflicts between established residential areas and proposed commercial developments be minimized? The best solution to the problem of conflicting functions is to align similar functions within the proposed



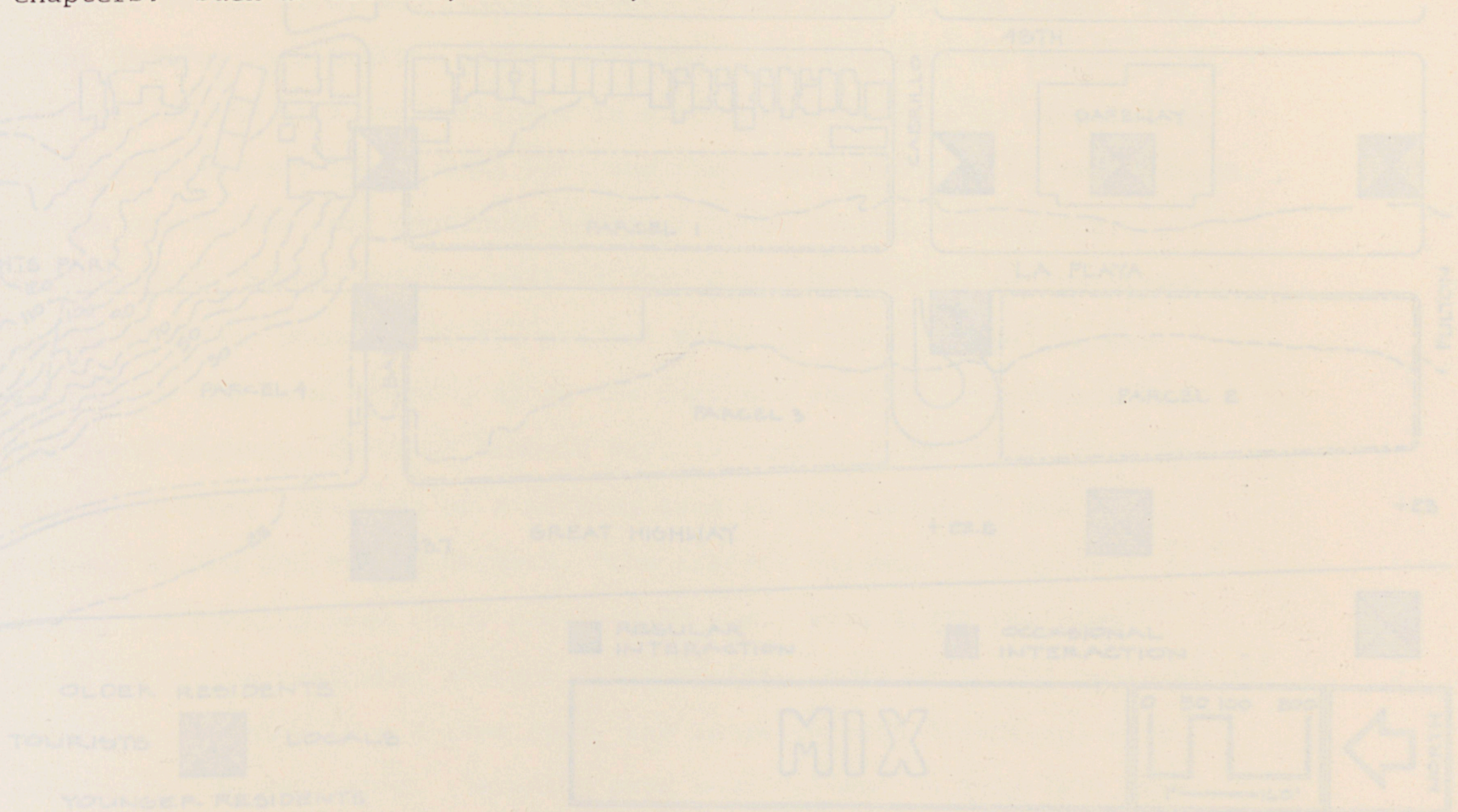
development with the existing community.

Would views be maintained from the residential units immediately adjacent to parcel 1, and would these 'view corridors' result in a loss of privacy to the units (existing and proposed)? The views from the existing residential units are a high priority to the designer and efforts are being made to allow the views to remain while preserving the privacy of all residents.

Will the influx of beach-oriented commercial activities cause an excess mix of tourists, beach users, and the residents of the proposed project? Additional user groups being allowed to enter the project site for whatever reason must somehow be controlled to insure that each group is can carry out its particular function without interfering substantially with any of the other user groups. The mix of users within the project area can and should be an integration of the existing user groups in addition to any new groups that result from the development. The sensitive area in this integration is the amount of interaction that occurs between the permanent residents and the temporary users that are



on the site. This interaction can be controlled by the clear separation of public and private spaces utilizing the elements discussed in previous chapters: such as closure, enclosure, etc.

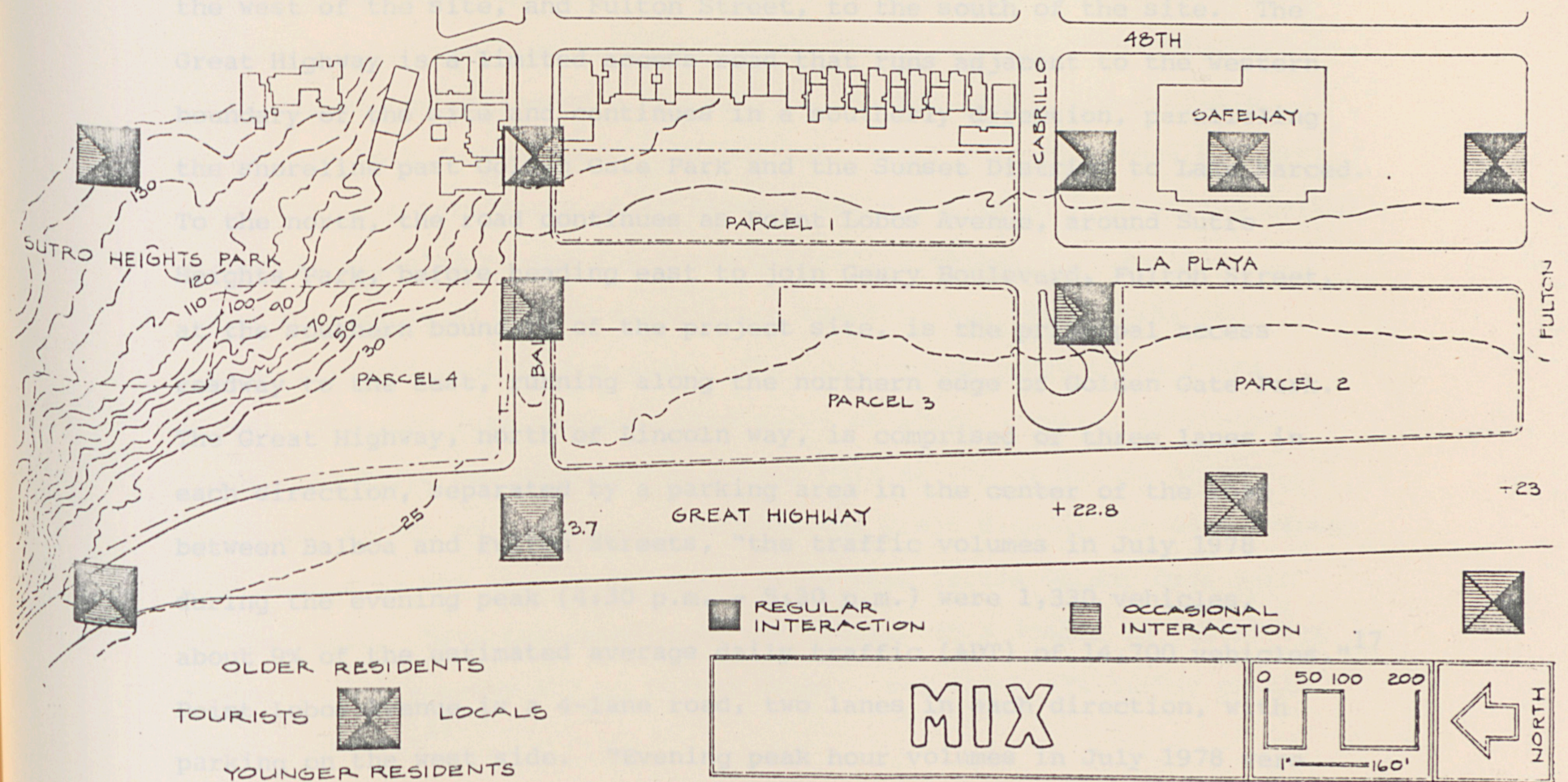




# 4. Flows

The principle roadway access is provided by the Great Highway, to

the west of the site, at Fulton Street, to the south of the site.





#### 4. Flows

The principle roadway access is provided by the Great Highway, to the west of the site, and Fulton Street, to the south of the site. The Great Highway is a limited access road that runs adjacent to the western boundary of the site and continues in a southerly direction, paralleling the shoreline past Golden Gate Park and the Sunset District to Lake Marced. To the north, the road continues as Point Lobos Avenue, around Sutro Heights Park, before heading east to join Geary Boulevard. Fulton Street, at the southern boundary of the project site, is the principal access roadway to the east, running along the northern edge of Golden Gate Park. The Great Highway, north of Lincoln way, is comprised of three lanes in each direction, separated by a parking area in the center of the road between Balboa and Fulton Streets, "the traffic volumes in July 1978 during the evening peak (4:30 p.m. - 5:30 p.m.) were 1,330 vehicles, about 9% of the estimated average daily traffic (ADT) of 14,700 vehicles."<sup>17</sup> Point Lobos Avenue is a 4-lane road, two lanes in each direction, with parking on the west side. "Evening peak hour volumes in July 1978 were



1345 vehicles, or about 9% of the estimated 14,900 ADT."<sup>18</sup>

Fulton Street is an undivided thoroughfare and "transit preferential" street of two lanes in each direction. "Evening peak hour in July 1978 was about 1,130 vehicles between La Playa Street and the Great Highway, about 13% of the estimated 8,700 ADT."<sup>20</sup> Balboa street and Cabrillo street are both 2-lane roads. Balboa intersects with the Great Highway, while Cabrillo terminates at La Playa. While the Great Highway and Fulton Street function as routes for through traffic, Balboa and Cabrillo serve more as local access distributor roads to the residential and commercial land uses in the area. The north-south roads of La Playa Street, 47th and 48th avenues, also serve as local access/distributor roads. La Playa and 48th Avenue extend only as far as Balboa on the north and Fulton on the south. Between the Great Highway and 43rd Avenue, 47th Avenue is the only north south connection across Golden Gate Park to the south. Data indicates that the traffic on a Sunday is "about 24% higher than a weekday ADT on Fulton Street, and about 47% higher on the Great Highway."<sup>21</sup>



Transit access is provided by MUNI (Municipal Railway of San Francisco), which operates three bus routes (the 5 Fulton, the 18 Sloat, and 38 Geary) in the area, two of which (the 5 and 38) terminate at La Playa Street. Bicycle and pedestrian activity in the area is low and there are no special bicycle facilities. Pedestrian activity is principally in the Great Highway as people walk from parked cars to the beach and along the promenade, and in the vicinity of the Safeway supermarket at La Playa and Cabrillo. Pedestrian and bicycle activity on the Great Highway is also dependant on weather conditions due to its predominately recreational nature. Pedestrian crosswalks are provided on the Great Highway at Fulton, Balboa, and opposite the Cabrillo Street MUNI turnaround. Crosswalks are also provided at the intersections of Cabrillo and La Playa, Cabrillo and 48th Avenue, across Fulton Street at the Great Highway, La Playa Street and 48th Avenue, and across Balboa Street at the Great Highway.

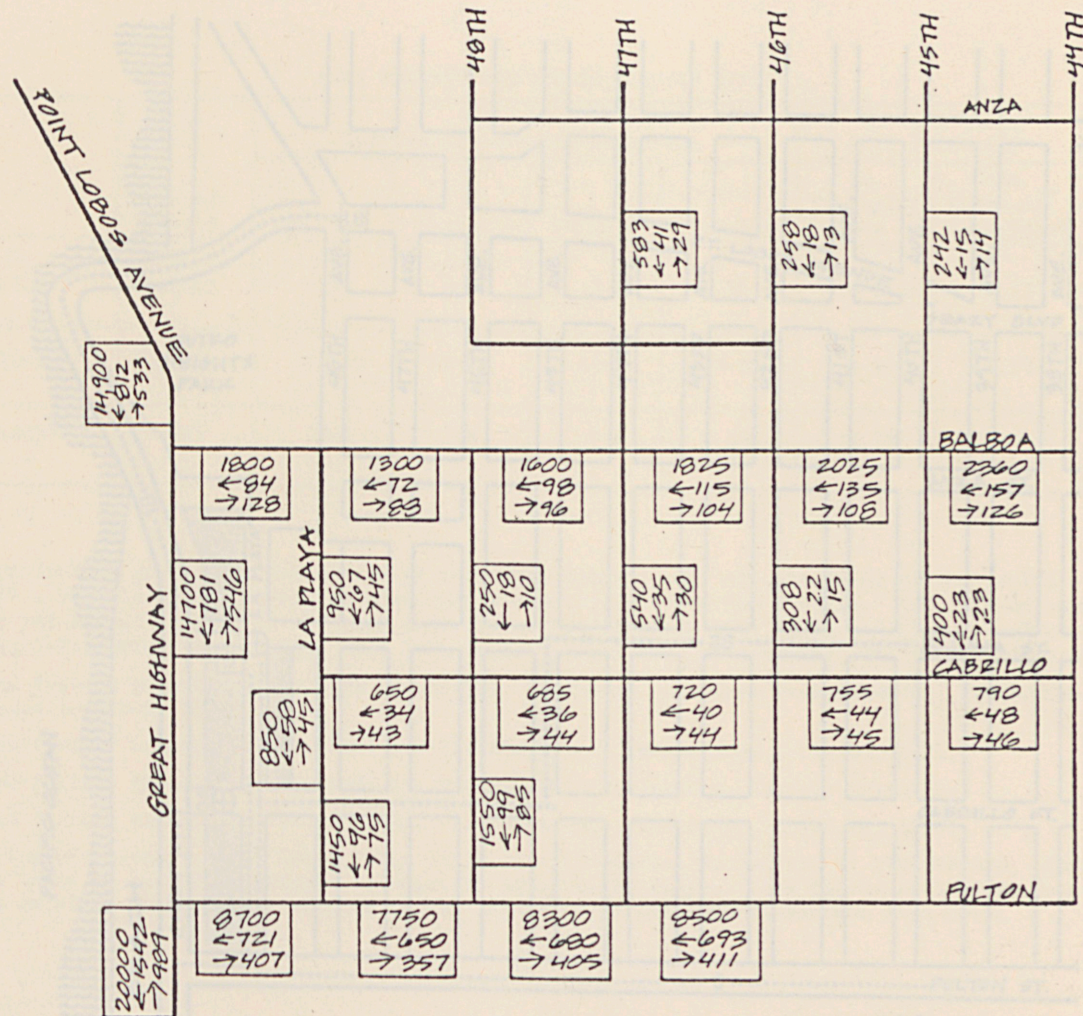


Means of Transportation to/from Work and Place of Work:  
Census Tract 479 Compared with City, 1970.

| <u>Mode of Transit</u> | <u>CT 479 %</u> | <u>City-wide %</u> |
|------------------------|-----------------|--------------------|
| Auto: Driver           | 46%             | 42%                |
| Passenger              | 7%              | 7%                 |
| Transit                | 41%             | 35%                |
| Walk                   | 3%              | 11%                |
| Other                  | 3%              | 5%                 |
|                        | <u>100%</u>     | <u>100%</u>        |
| <u>Place of Work</u>   |                 |                    |
| SF: CBD                | 22%             | 26%                |
| Rest of City           | 58%             | 55%                |
| Oakland                | 1%              | 1%                 |
| Rest of Alameda County | 1%              | 1%                 |
| San Mateo County       | 6%              | 5%                 |
| Contra Costa County    | 1%              | -                  |
| Marin County           | 1%              | -                  |
| Other                  | 10%             | 12%                |
|                        | <u>100%</u>     | <u>100%</u>        |

Source: 1970 Census of Population and Housing, San Francisco-Oakland Standard Metropolitan Statistical Area.





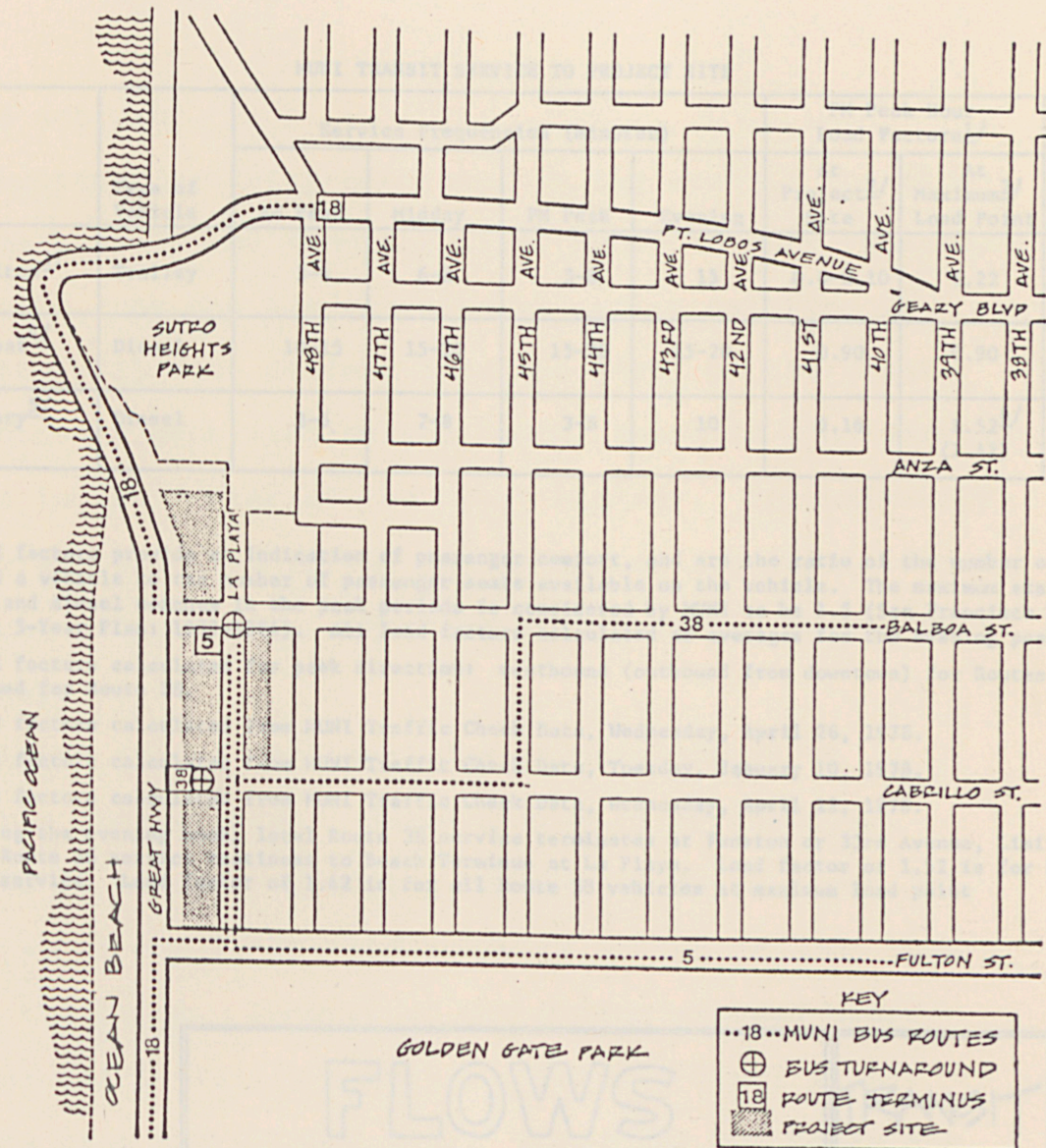
SOURCES: CITY OF SAN FRANCISCO TRAFFIC COUNTS, JANUARY 1977 (ADJUSTED ON BASIS OF RECENT PEAK PERIOD COUNTS.)  
 ALAN M. VOORHEES TRAFFIC COUNTS, JANUARY 1977 (ADJUSTED ON BASIS OF RECENT PEAK PERIOD COUNTS.)  
 ALAN M. VOORHEES TRAFFIC COUNTS, JULY 1978. (ESTIMATES BY AMV)

ADT ON LOCAL ROADS ESTIMATED FROM PEAK TOTALS

FLOWS

TRAFFIC





FLOWS

TRANSIT



# MUNI TRANSIT SERVICE TO PROJECT SITE

| Route                    | Type of Vehicle | Service Frequencies (minutes) |        |         |         | PM Peak Hour Load Factors <sup>1/</sup> |                                     | Location of Maximum Load Point |
|--------------------------|-----------------|-------------------------------|--------|---------|---------|-----------------------------------------|-------------------------------------|--------------------------------|
|                          |                 | AM Peak                       | Midday | PM Peak | Evening | At Project <sup>2/</sup> Site           | At Maximum <sup>2/</sup> Load Point |                                |
| 5 - Fulton <sup>3/</sup> | Trolley         | 3-4                           | 6-8    | 3-8     | 15      | 0.0-0.10                                | 1.22                                | MacAlister/VanNess             |
| 18 - Sloat <sup>4/</sup> | Diesel          | 10-15                         | 15-20  | 15-20   | 15-20   | 0.90                                    | 0.90                                | La Playa/Cabrillo              |
| 38 - Geary <sup>5/</sup> | Diesel          | 3-5                           | 7-8    | 3-5     | 10      | 0.16                                    | 1.52 <sup>6/</sup><br>(1.42)        | Geary/Powell                   |

<sup>1/</sup> Load factors provide an indication of passenger comfort, and are the ratio of the number of passengers on-board a vehicle to the number of passenger seats available on the vehicle. The maximum standard for trolley and diesel coaches in the peak periods is considered by MUNI to be 1.5 (San Francisco Municipal Railway, 5-Year Plan: 1979-1984). All load factors calculated as averages for the evening peak hour.

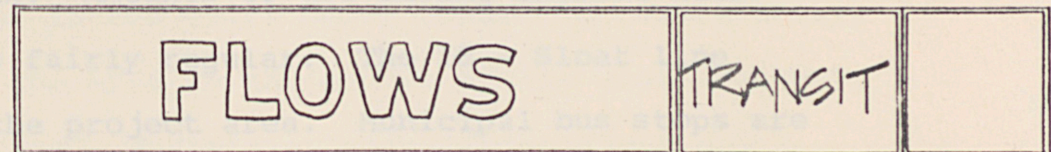
<sup>2/</sup> Load factors calculated for peak direction: westbound (outbound from downtown) for Routes 5 and 38, southbound for Route 18.

<sup>3/</sup> Load factors calculated from MUNI Traffic Check Data, Wednesday, April 26, 1978.

<sup>4/</sup> Load factors calculated from MUNI Traffic Check Data, Tuesday, January 10, 1978.

<sup>5/</sup> Load factors calculated from MUNI Traffic Check Data, Wednesday, April 12, 1978.

<sup>6/</sup> During the evening peak, local Route 38 service terminates at Funston or 33rd Avenue, Limited and Express Route 38 service continues to Beach Terminus at La Playa. Load factor of 1.52 is for Limited/Express service. Load factor of 1.42 is for all Route 38 vehicles at maximum load point





## 5. Localized activity

The single most important activity generator in the area of the site is the beach. Ocean Beach stretches from the Cliff House to Fort Funston, and is accessible opposite from the project site by stairs existing in the sea wall (approximately 15 foot descent from the level of the Great Highway. Due to the activity generated by the beach, there is considerable use of the parking area in the center of the Great Highway. Approximately 500 free parking spaces are provided in the center and on the east side of the road, adjacent to the project site. Parking is prohibited on the west side of the Great Highway.

The amount of activity at the Municipal Bus turnarounds is an influential factor to the project area. Buses arrive at frequencies varying from 3 minute to 20 minutes depending on time of day. Night Owl service is offered by two of the lines, and activity in the project area often continues around the clock. Amounts of use during extreme hours varies, yet the commuter use is fairly regular. The 18 - Sloat line receives its maximum use from the project area. Municipal bus stops are



currently located on La Playa at both Fulton and Cabrillo (in both directions), on Balboa west of La Playa (westbound only) and on Cabrillo between La Playa and 48th Avenue (eastbound only).

The activity generated by Golden Gate Park is significant in this area. The major types of activities range from pedestrians photographing the windmills or the Beach Chalet; to the automobile traffic occurring at the southern entrances to Golden Gate Park and the intersection at Fulton and 47th.

The Safeway supermarket is a generator of activity in the project area. Considerable pedestrian activity is present connecting the Safeway to the residences immediately adjacent to the project site, and residences located further away gain access to the Safeway parking lots through entrances located on La Playa, Cabrillo, and 48th avenue.

Cliff House, although remote from the project site, is also a generator of activity. Parking is limited in the Cliff House area, and consequently, tourists are forced to park in the area in the center of the Great Highway and walk uphill to the Cliff House. Pedestrian circulation along the



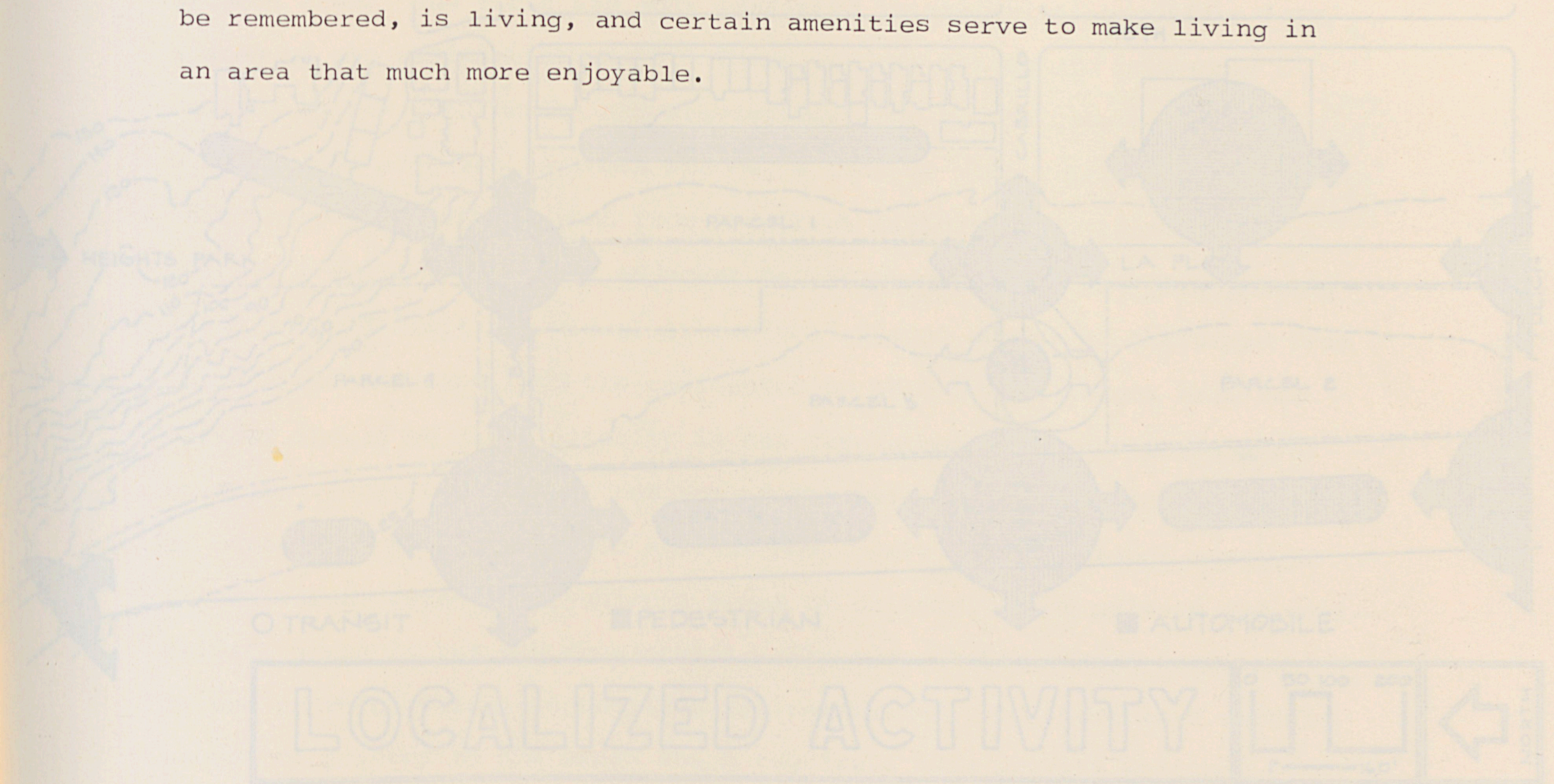
Esplande (a 36 foot wide sidewalk, located between the beach and the Great Highway) drifts down from the Cliff House, but it is a long walk and many tourists are content to just take pictures of the area from the vantage areas near the Cliff House. Some traffic may be produced by tourists that proceed from the Cliff House to the southern entrances to Golden Gate Park.

The activity that is generated by Sutro Heights Park is primarily on the upper areas of the dune meadow and has little impact on the project site as it exists.

The activities that are connected to the residential areas adjacent to parcels 1 and 4 are very important in respect to future development. In as much as the Proposed project is primarily residential, the existing residential can be seen to exhibit some qualities that should influence design decisions. a) Each residence is single entity, yet together the residences form a whole. b) Each residence has an outdoor space that is somewhat private in nature, yet it is the combination of the outdoor spaces that form the spaciousness of the neighborhood. c) Each residence



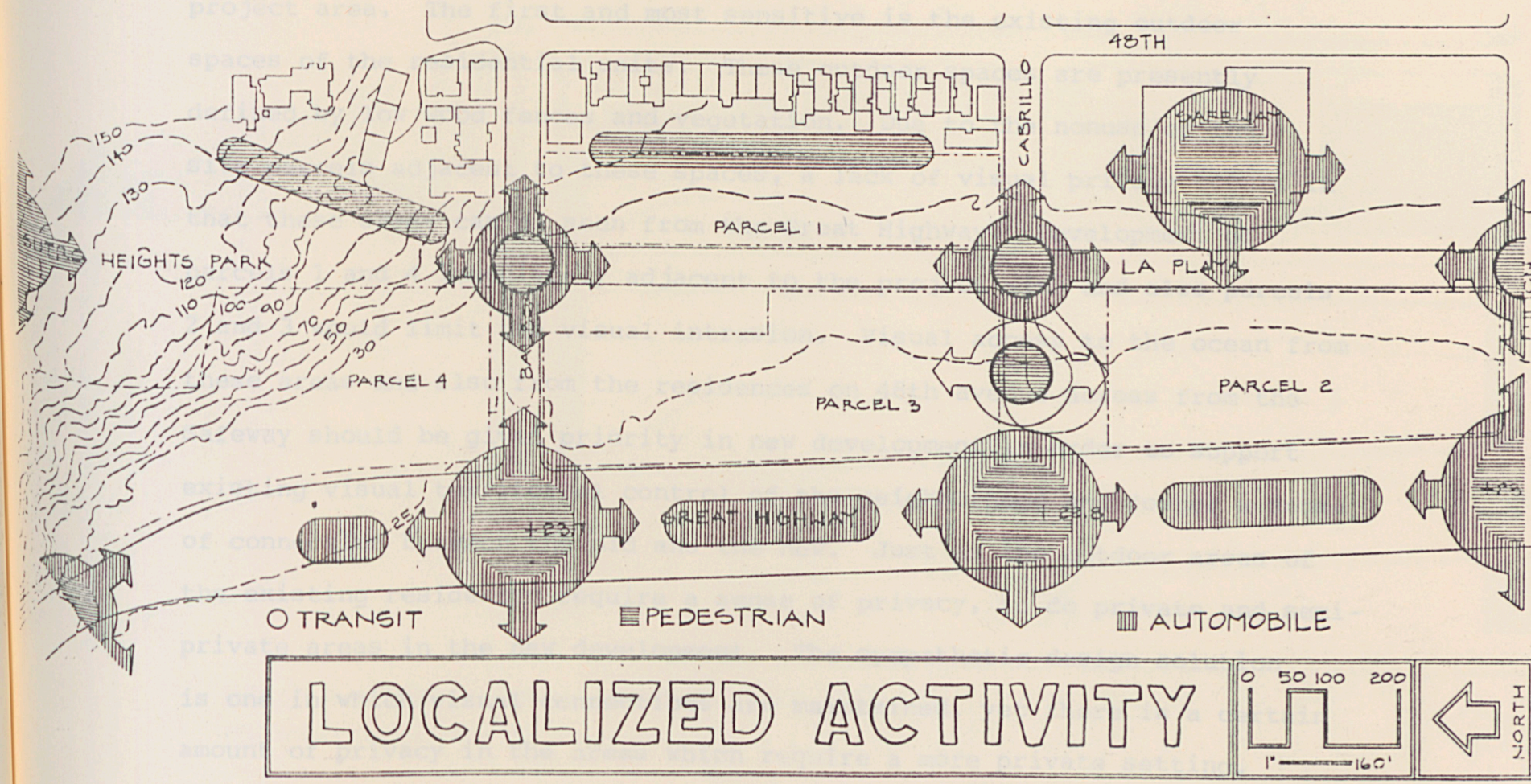
has a view to the ocean, and usually, a view to one or even both of the parks. d) The principal activity associated with the residences, it must be remembered, is living, and certain amenities serve to make living in an area that much more enjoyable.





# 5. Territory

Several types of territorial control can be seen to exist in the project area. The land was not available for use in the project area.

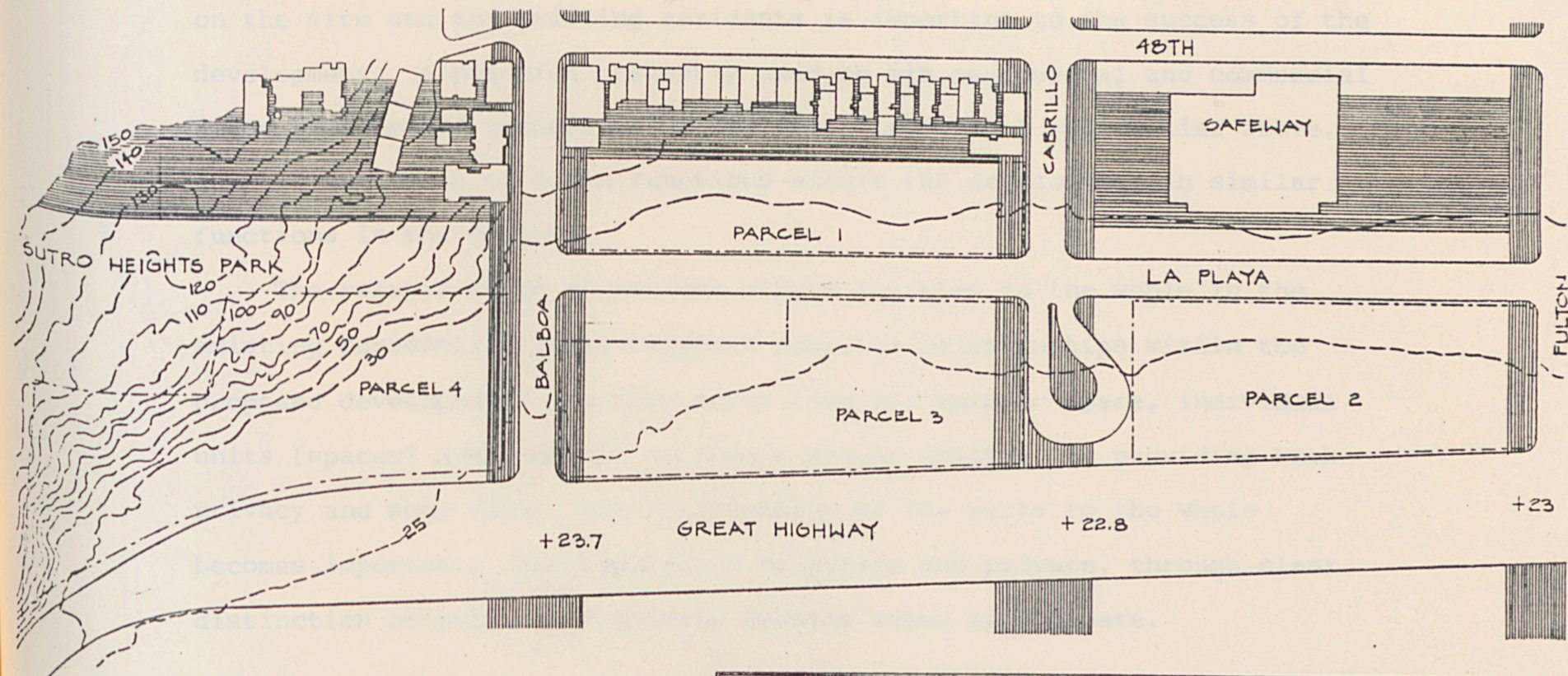




## 6. Territory

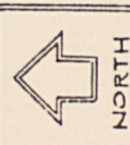
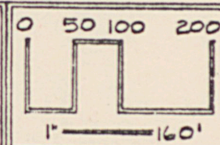
Several types of territorial control can be seen to exist in the project area. The first and most sensitive is the existing outdoor spaces of the residential units. These outdoor spaces are presently defined by low wood fences and vegetation. Due to the nonuse of the site parcels adjacent to these spaces, a lack of visual privacy occurs in that these areas can be seen from the Great Highway. Development of parcels 1 and 4 immediately adjacent to the project site and also parcels 2 and 3 would limit the visual intrusion. Visual access to the ocean from these areas and also from the residences on 48th avenue across from the Safeway should be given priority in new development in order to support existing visual territorial control of the neighborhood and foster a sense of connection between the old and the new. Just as the outdoor areas of the existing residences require a sense of privacy, so do private and semi-private areas in the new development. The sympathetic design solution is one in which visual connections are maintained, yet there is a certain amount of privacy in the areas which require a more private setting.





- OWNERSHIP (VISUAL CONTROL)
- VIEW CORRIDORS TO THE OCEAN

# TERRITORY



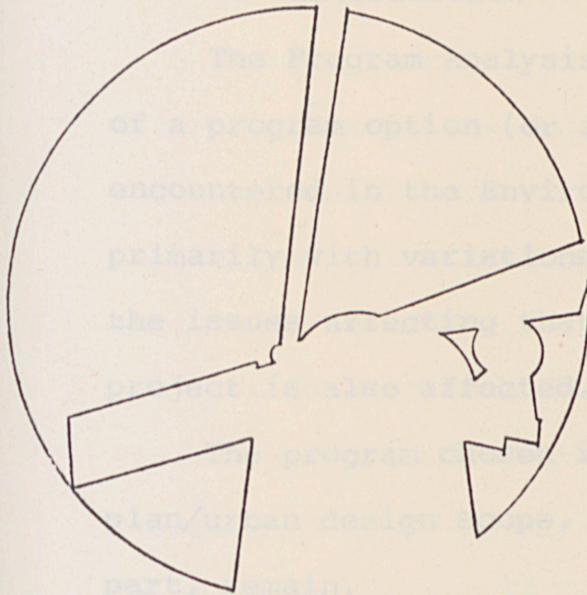


## 7. Summary

The integration of the new residents and additional user groups on the site and the existing residents is important to the success of the development. A practice presently used to mix residential and commercial is to allow mixed commercial on the first level with residential above. Another option is to align functions within the development to similar functions in the context.

The relationships of various single entities to the whole in the existing residential units suggests possible relationships within the proposed development. In both built form and outdoor space, individual units (spaces) are combined to form a single entity. In providing both privacy and some views, the relationship of the parts to the whole becomes important. The separation of public and private, through clear distinction of public and private domains seems appropriate.





- A. Introduction
- B. Program Options
- C. Program Selection
- D. Program Outline
- E. Building Codes

## GREAT HIGHWAY

# PROGRAM ANALYSIS



## A. Introduction

The Program Analysis section of this process is primarily a selection of a program option (or alternative) that is sensitive to the issues encountered in the Environmental analysis. Since the alternatives deal primarily with variations in the development of Parcel 4, it is primarily the issues affecting that parcel that are of concern although the entire project is also affected.

The program chosen is then further explained in terms of the "master plan/urban design scope, at which this project is to, for the greater part, remain.

Building codes are a great determinate upon residential and mixed-use development. For this reason the code search included in this section deals with the restrictions of the Uniform Building Code upon the various occupancy groups present in the development.



## B. Program Options

The Environmental Impact Report addresses two alternatives for Parcel 4 in addition to the full development proposed by that publication. These alternatives include partial development and no development on Parcel 4. The following tables show a comparison of the characteristics for the three alternatives.

The Planned Unit Development proposal for the approximately 10 acres (full development) would involve development of a maximum of 553 owner-occupied, middle-income residential units. Parcel 4 would have recreational facilities, and the majority of the commercial space would be located on Parcel 2. A total of 721 below-grade parking spaces would be distributed among the four parcels. Total project costs for construction and other direct expenses, excluding land, are estimated to be approximately \$40.7 million (1978 dollars).<sup>22</sup>

In November of 1978, President Carter signed the Omnibus Parks bill that would incorporate 1.9 acres of Parcel 4 into the Golden Gate National Recreational Area (GGNRA). This alternative provides for development of 127



condominium units on the flat portion of parcel 4 (without recreation), assuming the hillside portion remained open space (see vegetation). This alternative would reduce the number of condominium units of the full development to 480, a reduction of 73. There would be a reduction in the project population from an estimated 1,300 to 1,140. This alternative would avoid direct loss of a portion of the dune tansy population on the dune bluff.

No development on Parcel 4 would reduce the number of owner-occupied residential units of the full development to 353, a reduction of 200. Correspondingly, there would be a reduction of the overall density of the project area. There would be fewer dwelling units available within the city's housing stock. Parcel 4 would be available for partial or full acquisition of the GGNRA, or future commercial and residential development under current zoning or retention as open space by the project developer. If retained by the project sponsor as open space, present zoning would remain and the land area could be included in calculations of the number of dwelling units allowed in the PUD as a whole, with the total number proposed being allowable under the zoning. If Parcel 4 were not developed, a potential conflict with construction of the Richmond Transport sewer tunnel would be avoided.



Comparison of Proposed Project and Project Alternatives

| Alternatives                                           | Total Acres | Number of Condo Units | Number of Rental Units         | Maximum Commercial Area (Sq. Ft.) | Number of Parking Spaces | Project Cost (1978 \$) | Undeveloped Land on Parcel 4 (Acres) | Estimated Number of Occupants | Recreation Facilities Area (Sq. Ft.) |
|--------------------------------------------------------|-------------|-----------------------|--------------------------------|-----------------------------------|--------------------------|------------------------|--------------------------------------|-------------------------------|--------------------------------------|
| Proposed Project<br>(Full development on Parcel 4)     | 10          | 553                   | 20 Senior Citizen<br>63 Family | 68,000                            | 721                      | \$40.7M                | 0                                    | 1,300                         | 28,000                               |
| Project Alternative<br>Partial development on Parcel 4 | 8.1         | 480                   | 20 Senior Citizen<br>63 Family | 68,000                            | 648                      | \$33.0M                | 1.9                                  | 1,140                         | 28,000                               |
| Project Alternative<br>No development on Parcel 4      | 6.4         | 353                   | 20 Senior Citizen<br>63 Family | 68,000                            | 521                      | \$26.7M                | 3.6                                  | 870                           | 28,000                               |

OPTIONS

1



DWELLING UNIT CALCULATIONS FOR VARIOUS DEVELOPMENT ALTERNATIVES  
DEPARTMENT OF CITY PLANNING

AUGUST 1979

| EXISTING CLASSIFICATIONS                      | ZONING CLASSIFICATION | AREA<br>SQ. FT. | PERMITTED<br>D.U. (1) | MAX. D.U.<br>BY P.D. (1) | PROPOSED<br>D.U. (2) | PROPOSED VS. MAXIMUM<br>D.U. UNDER (1), (2) & (3) |
|-----------------------------------------------|-----------------------|-----------------|-----------------------|--------------------------|----------------------|---------------------------------------------------|
| FULL DEVELOPMENT<br>PARCELS 1 - 4             | • RH-2 FAMILY         | 188,200         | 125                   | 187                      | 232                  | (45)                                              |
|                                               | RH-1 AND C-1 FAMILY   | 244,038         | 305                   | 405                      | 384                  | 21                                                |
|                                               | RH-1 ELDERLY          | 12,000          | 30                    | 38                       | 20                   | 9                                                 |
|                                               |                       |                 |                       |                          |                      |                                                   |
|                                               | • TOTAL SITE          | 444,238         | 460                   | 630                      | 636                  | (15)                                              |
| PARCELS 1 - 3<br>FLATLAND PORTION<br>PARCEL 4 | • RH-2 FAMILY         | 133,680         | 89                    | 132                      | 187                  | (55)                                              |
|                                               | RH-1 AND C-1 FAMILY   | 229,178         | 286                   | 380                      | 356                  | 36                                                |
|                                               | RH-1 ELDERLY          | 12,000          | 30                    | 38                       | 20                   | 9                                                 |
|                                               |                       |                 |                       |                          |                      |                                                   |
|                                               | • TOTAL SITE          | 374,858         | 405                   | 550                      | 563                  | (10)                                              |
| PARCELS 1 - 3 ONLY                            | • RH-2 FAMILY         | 116,000         | 77                    | 115                      | 159                  | (44)                                              |
|                                               | RH-1 AND C-1 FAMILY   | 167,338         | 209                   | 277                      | 257                  | 20                                                |
|                                               | RH-1 ELDERLY          | 12,000          | 30                    | 38                       | 20                   | 9                                                 |
|                                               |                       |                 |                       |                          |                      |                                                   |
|                                               | • TOTAL SITE          | 295,338         | 316                   | 430                      | 436                  | (15)                                              |

NOTES:

- (1) THE CITY PLANNING COMMISSION MAY GRANT CONDITIONAL USE AUTHORIZATION OF A PLANNED UNIT DEVELOPMENT WITH A DENSITY GREATER THAN THE PERMITTED DENSITY OF THE APPLICABLE ZONING DISTRICT, PROVIDED THAT THE HIGHER DENSITY WOULD NOT BE EQUAL TO THAT OF THE NEXT LESS-RESTRICTIVE DISTRICT, I.E., THE APPROVED DENSITY MUST BE AT LEAST ONE DWELLING UNIT LESS THAN THAT PERMITTED IN THE NEXT DISTRICT. IN ADDITION, HOUSING FOR THE ELDERLY IS PERMITTED AT A DENSITY DOUBLE THE APPLICABLE DENSITY FOR ANY PARTICULAR DISTRICT. THE FOLLOWING DENSITY RATIOS OF DWELLING UNITS TO SITE SQUARE FOOTAGE HAVE BEEN USED IN THESE CALCULATIONS:

| DISTRICT            | PERMITTED | MAXIMUM POSSIBLE |
|---------------------|-----------|------------------|
| RH-2 FAMILY         | 1:1500    | (1:1000)-1       |
| RH-1 AND C-1 FAMILY | 1:800     | (1:600)-1        |
| RH-1 ELDERLY        | (1:800)x2 | (1:600)-1 x2     |

- (2) THE PROPOSED DWELLING UNITS ARE THE NUMBER OF UNITS IN EACH ZONING DISTRICT FOR THE PROPOSED PROJECT AND TWO DEVELOPMENT ALTERNATIVES DESCRIBED IN THE DRAFT ENVIRONMENTAL IMPACT REPORT (EE/8.1/3) PUBLISHED JUNE 8, 1979.
- (3) FOR PURPOSES OF COMPARISON, DWELLING UNITS FOR THE ELDERLY IN THIS COLUMN ARE CALCULATED AT THE RATE OF ONE DWELLING UNIT FOR EACH TWO ELDERLY UNITS.
- SYMBOL INDICATES CONTROLLING CALCULATIONS FOR EACH ALTERNATIVE. FOR RECLASSIFICATION ALTERNATIVES, THE DENSITY IS THE SAME THROUGHOUT THE SITE AND UNITS MAY BE LOCATED ANYWHERE AS LONG AS THE TOTAL NUMBER IS EQUAL TO, OR LESS THAN, THE TOTAL MAXIMUM. FOR EXISTING CLASSIFICATION ALTERNATIVES, UNITS FROM A LESS-RESTRICTIVE DISTRICT MAY NOT BE LOCATED IN A MORE-RESTRICTIVE DISTRICT. THEREFORE THE MAXIMUM UNITS IN THE RH-2 DISTRICT MUST BE MET AS WELL AS THE MAXIMUM TOTAL.

OPTIONS

2



### C. Program Selection

Construction of the full development on Parcel 4 would eliminate some vegetation in scattered locations on the dune bluff face. The direct loss of the dune tansy is contrary to the City of San Francisco's Environmental Protection Element Policy Number 3 (Policy for Flora and Fauna), which states: "protect rare and endangered species."<sup>23</sup> The proposed project would also increase the amount of activity in the project area. Greater use of the trail system between Balboa and Sutro Heights Park through the dune meadow could be expected. Increase in the use of the trail systems through the dune meadow would accelerate the amount of trampling in this area and could be detrimental to the dune tansy population and other plants. Limited disturbance of plants on the bluff face on Parcel 4 during construction would allow existing plants to continue to retard erosion.

Based on an estimate of 2.1 persons per condominium unit and 1.3 persons per senior citizen unit, the full development would bring approximately 1,300 new residents to the western Richmond district. It is not anticipated that the addition of the project would statistically change the demographic



characteristics of the community. However, the density on the project site would be greater than in the surrounding blocks, where the majority of the lots are zoned for two-family dwellings.

The slope stability of Parcel 4 is fair to good, except for the clay-free areas. According to borings taken on the site,<sup>24</sup> the Colma Formation on Parcel 4 is predominately of sandy material, which renders the slopes unstable.

Based upon the three issues outlined above: vegetation, density, and slope stability, it is recommended that the full development of Parcel 4 not be encouraged.

The absence of 200 units (no development of Parcel 4) would lower the project's projected population to about 275 people. The density averaged over the remaining area would more closely approximate the allowed density in the surrounding blocks. It is assumed that Parcel 4 would be acquired by a governmental agency and that the rest of the site would remain under the ownership of the project sponser.

If Parcel 4 is not developed, there would be no direct loss of the



dune tansy population. However, development of the other three parcels would still result in additional people in the area, increasing the potential for disturbance of dune bluff and dune meadow vegetation.<sup>25</sup> Concrete foundations and existing debris on Parcel 4 would remain unless removed by another agency (such as the National Park Service) although this is purely speculative.

The primary effect of the no-development on Parcel 4 alternative would be to hold open future options for development of the parcel under existing commercial and residential zoning. No development of Parcel 4 would mean less demand for City municipal services in terms of police and fire protection, water, and street maintenances and cleaning. Annual property tax revenues to the City would be less than either of the other two alternatives. Commercial sales and payroll taxes would remain the same as the other alternatives, bringing the total tax revenue to approximately \$453,000, about \$225,000 less than the full development.<sup>26</sup> Sales tax for the condominium units would also be considerably less than either of the other alternatives.



D. Based upon the economic factors of no development of Parcel 4, and the fact that the dune tansy would be somewhat affected due to the increased density; it is suggested that the partial development of Parcel 4 is the most sensitive and feasible alternative.

|                  |                           |                |
|------------------|---------------------------|----------------|
| 1. Senior units  | 30 units @ 750 sq. ft. =  | 15,000 sq. ft. |
| 2. Low/mod units |                           |                |
| (one bedroom)    | 7 units @ 650 sq. ft. =   | 4,550 sq. ft.  |
| (two bedroom)    | 53 units @ 1000 sq. ft. = | 53,000 sq. ft. |
| (three bedroom)  | 3 units @ 1350 sq. ft. =  | 4,050 sq. ft.  |
|                  | Total =                   | 76,600 sq. ft. |

|                      |                            |                 |
|----------------------|----------------------------|-----------------|
| B. Owned Units (480) |                            |                 |
| one bedroom          | 120 units @ 650 sq. ft. =  | 78,000 sq. ft.  |
| one bedroom & den    | 100 units @ 1000 sq. ft. = | 100,000 sq. ft. |
| two bedroom          | 120 units @ 1000 sq. ft. = | 120,000 sq. ft. |
| two bedroom & den    | 60 units @ 1350 sq. ft. =  | 81,000 sq. ft.  |
| three bedroom        | 80 units @ 1350 sq. ft. =  | 108,000 sq. ft. |
|                      | Total =                    | 487,000 sq. ft. |

TOTAL RESIDENTIAL: 563,600 Net sq. ft.



## D. Program Outline

### 1. Residential

#### a. Rental Units (83)

|                                   |                                          |
|-----------------------------------|------------------------------------------|
| 1. senior units<br>(one bedroom)  | 20 units @ 750 sq. ft. = 15,000 sq. ft.  |
| 2. low/mod units<br>(one bedroom) | 7 units @ 650 sq. ft. = 4,550 sq. ft.    |
| (two bedroom)                     | 53 units @ 1000 sq. ft. = 53,000 sq. ft. |
| (three bedroom)                   | 3 units @ 1350 sq. ft. = 4,050 sq. ft.   |
|                                   | Total = 76,600 sq. ft.                   |

#### b. Owned Units (480)

|                      |                                            |
|----------------------|--------------------------------------------|
| one bedroom          | 120 units @ 650 sq. ft. = 78,000 sq. ft.   |
| one bedroom &<br>den | 100 units @ 1000 sq. ft. = 100,000 sq. ft. |
| two bedroom          | 120 units @ 1000 sq. ft. = 120,000 sq. ft. |
| two bedroom &<br>den | 60 units @ 1350 sq. ft. = 81,000 sq. ft.   |
| three bedroom        | 80 units @ 1350 sq. ft. = 108,000 sq. ft.  |
|                      | Total = 487,000 sq. ft.                    |

TOTAL RESIDENTIAL: 563,600 Net sq. ft.



2. Recreational

|                                   |              |
|-----------------------------------|--------------|
| clubhouse                         | 4800 sq. ft. |
| tennis court                      | 7200 sq. ft. |
| platform tennis (2 courts @ 1800) | 3600 sq. ft. |
| pool                              | 4200 sq. ft. |
| racquetball(2 courts @ 800)       | 1600 sq. ft. |
| circulation, mechanical & storage | 6600 sq. ft. |

TOTAL RECREATIONAL: 28,000 Net sq. ft.

3. Commercial

|                       |                |
|-----------------------|----------------|
| neighborhood oriented | 60,000 sq. ft. |
| beach oriented        | 2,000 sq. ft.  |
| restaurant            | 6,000 sq. ft.  |
| kiosks                | 1,000 sq. ft.  |

TOTAL COMMERCIAL: 69,000 Net sq. ft.

4. Parking (Site maximums)

|              |            |
|--------------|------------|
| parcel one   | 133 spaces |
| parcel two   | 165 sapces |
| parcel three | 223 spaces |
| parcel four  | 127 spaces |

TOTAL PARKING: 648 below grade  
parking spaces



## E. Building Codes

The following codes are in appliance with those set forth in the Uniform Building Code (1976)

### 1. Occupancy

Recreation A-3

Restaurant A-3

(less than 300 oc.)

Retail B-2

Parking Garage B-1

Apartment R-1

Dwelling R-3

### 2. Fire Separation (hours)

B-1 B-2 R-1 R-3

A-3 3 N 1 1

B-1 1 2 1

B-2 1 N



### 3. Requirements based on Occupancy

#### A-3 - restaurant & recreation

- must front directly upon or have access to a public street.
- two exits, minimum floor, any occupancy of 10
- 15 square feet per occupant, maximum
- handicapped access required

#### B-2 - retail

- with 50 occupants or more two exits are required

#### R-1 - apartment

- with 10 occupants or more two exits are required

- no handicap access required

#### R-3 - dwellings

- with 10 occupants or more two exits are required
- 300 square feet per occupant maximum

#### B-1 & B-2 - parking garage and retail

- B-1 can be below B-2 and R-1 if;



Location on Property -- B-1 is type 1 construct  
 front directly upon or -- 3 hour fire separation  
 feet in width. -- B-1 is restricted to th

Light & Ventilation: vehicles of Group A occ  
 used by human beings ANY - Above the first floor,  
 or artificial light. or more must have at le

#### 4. Allowable Floor areas

Occupancy Types of Constr

|         | I    | II     | II     | II    | III    | III   |
|---------|------|--------|--------|-------|--------|-------|
|         | FR   | FR     | 1-HR   | N     | 1-HR   | N     |
| A-3     | UNLM | 22,500 | 10,100 | 6,800 | 10,100 | 7,900 |
| B-1&B-2 | UNLM | 30,000 | 13,500 | 9,000 | 13,500 | 9,000 |



Location on Property: All building housing Group A Occupancies shall front directly upon or have access to public streets, no less than 20 feet in width.

Light & Ventilation: A portion of Group A Occupancies customarily used by human beings and all dressing rooms shall be provided with natural or artificial light.

#### 6. Exits, Corridors, Stairs

If only two exits are used they shall be placed a distance apart equal to not less than one-half of the length of the maximum overall dimension of the building or area to be served measured in a straight line between exits. Where three or more exits are used, they shall be arranged a reasonable distance apart so that if one becomes blocked, the other will be available.

#### Occupant Load

Minimum Width of exits ( 50 )

Apartment  $(200/50 = 4'0"$

Dwelling  $(300/50) = 6'0"$



Exit Doors:

Width and Height: not less than 3'0" x 6'8"

Swing: 90° in direction of existing

Exit Corridors:

Width: 44"

Deadend: not to exceed 20'

Fire resistance: 1 hour

Stairways

Width: 44"

Rise: not less than 7 1/2"

Run: not less than 10"

Landings: 44" x 88"

Exit Enclosure: 1 hour



## G. Summary

Three program alternatives were issued in the Environmental Impact Report. These varied in the amount of development on Parcel 4; these included full development, partial development of 1.9 acres, and no development.

Full development of Parcel 4 presents some problems in three areas. The dune tansy population would be directly affected and this is contrary to city policies concerning endangered plant species. The density of the project is somewhat higher than the surrounding area which could cause poor integration of the project into the community. The slopes of Parcel 4 are unstable and subject to erosion and should be avoided for development.

No development of Parcel 4 causes economic strain upon the rest of the project and the possibility of a future project which may not be sensitive to the issues is possible. There is not a great amount of added protection for the dune tansy population as the increased density and lack of access control would cause additional use of the area.

It is therefore recommended that the alternative for partial development of Parcel 4 be utilized. This program will be further explained in the next section titled: D. Program Outline.



The project includes a variety of Occupancy Groups: A-3, B-2, B-1, R-1, and R-3 are present in the development. Above the first floor, any occupancy of 10 or more must have at least two exits.

#### C. Contextual Response

##### 1. Street

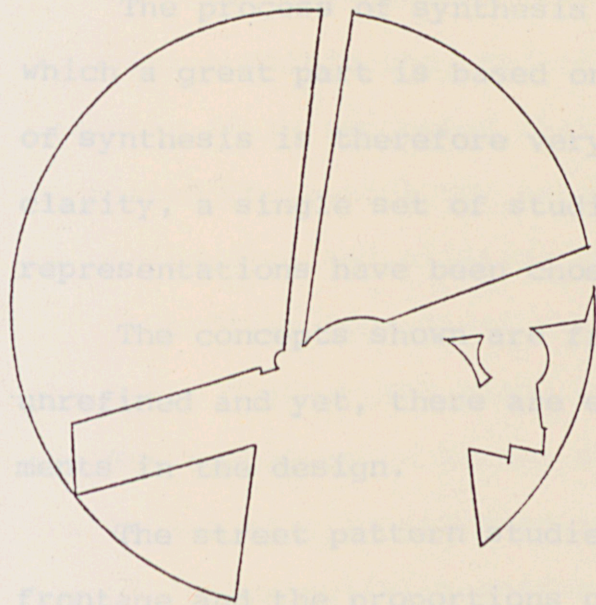
##### 2. Scale

#### D. Summary

GREAT HIGHWAY

SYNTHESIS





- A. Introduction
- B. Concepts
- C. Contextural Response
  - 1. Street
  - 2. Scale
- D. Summary

## GREAT HIGHWAY

# SYNTHESIS



## A. Introduction

The process of synthesis in design is a process of decision-making of which a great part is based on intuition. The explanation of the process of synthesis is therefore very difficult to document. In this case, for clarity, a single set of studies based upon plan and elevation representations have been chosen to exemplify the issues at hand.

The concepts shown are from thesis 1 studies. These concepts are unrefined and yet, there are elements in each which tie into later developments in the design.

The street pattern studies are based upon the theories of street frontage and the proportions of the parcels.

The studies in elevation are probably the most revealing as to the pattern of the city in this area. Corners, hills, and the establishment of city scale in relation to its context are dealt with.



## B. Concepts

The following conceptual sketches are based upon the location of activities within the project site. To avoid overconcentration of a single activity it is suggested that commercial and recreational activities should be placed throughout the project areas with exact positions to be determined by adjacencies and existing use patterns.

The first conceptual sketch depicts the commercial concentrated along the Great Highway and along Gabrillo Street. The visual termination of the Great Highway on Parcel 4 is provided by the recreational facility. The impact of this solution is that the commercial facilities form a separation or activity buffer between the residential and the Great Highway. The residential community would then become very inwardly oriented or focused back upon the Richmond District. Since the Pacific Ocean is a major view amenity and some aspects of the District, i.e. the Safeway, are not particularly amenable; the commercial wall should allow view penetration to the Pacific Ocean. The recreational could serve well as a visual terminus to the Great Highway, and yet it seems quite isolated from



the rest of the project and an effort should be made to draw it into the development so it becomes an integral element.

The second conceptual sketch shows the commercial grouped along the east-west streets and as a terminus to the Great Highway at Parcel 4. The recreational facility is located on Parcel 1 at Cabrillo. The intensity of activity at Cabrillo is similar to the previous solution, but the recreational facility again seems out of place in relation to the existing housing adjacent to Parcel 1. The commercial on Fulton seems appropriate in its adjacency to the Safeway and its potential draw from Golden Gate Park. It is important to recall the residential across the Safeway parking lot from Parcel 2 and that this particular portion of the project is particularly sensitive to issues of street definition and scale which will be dealt with further in subsequent sections. The commercial located along Balboa is the most questionable of these suggested in this solution. Balboa is primarily an access street whereas Fulton and the Great Highway serve as major arterials, and Cabrillo, due to the activity caused by the bus-turnaround suggest locations for commercial ventures.



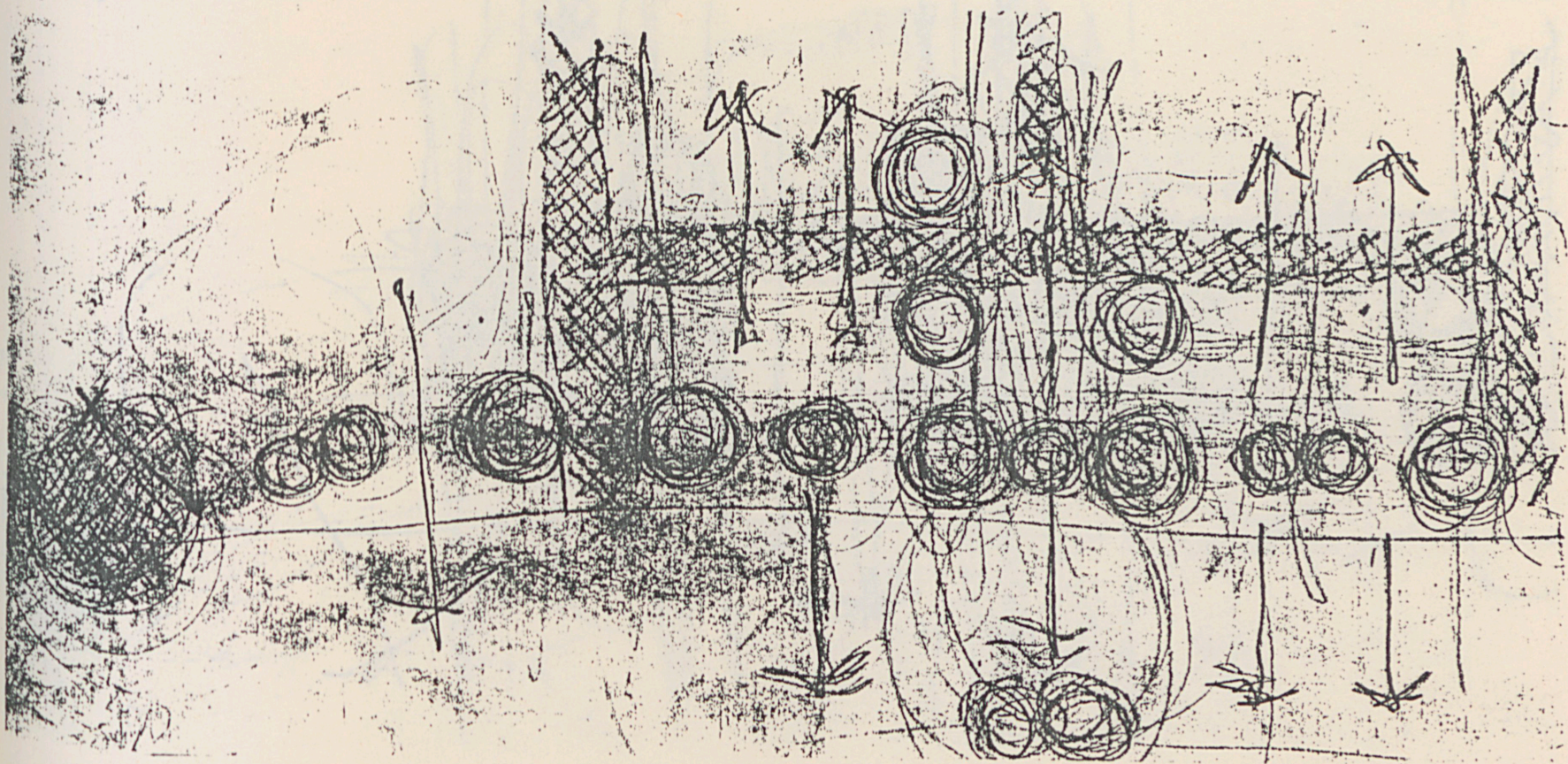
If any commercial activities are to be located along Balboa Street, they should be placed at the corners for Balboa and the Great Highway where the greatest activity is present.

The third conceptual sketch is based upon the practice of placing commercial activities along La Playa and again taking advantage of the bus-turnaround at Cabrillo as an activity generator. Some commercial is also located along Balboa as is the recreational facility which serves as a terminus to La Playa. This solution seems to segment the project into separate residential areas and may therefore lack the sense of community of the previous solutions. The location of the commercial adjacent to the Safeway again, as in the last solution, seems appropriate. The response to Golden Gate Park stated here is somewhat ill-defined. The location of the commercial along Balboa has already been discussed, but the introduction of the recreational facility at Balboa and La Playa on Parcel 4 is so far the best suggested. The recreational facility is an element without precedent in the area. In this position it does not detrimentally affect the adjacent apartment buildings and may also make some advantage



of the lower slopes of parcel 4. The commercial activities located on Parcel 1 are appropriate where located near the Safeway, but lose viability the further removed from major activity areas, i.e. the bus-turnaround and Safeway. The termination of the Great Highway by residential units may provide interest as the units also respond to the lower slopes of parcel 4.

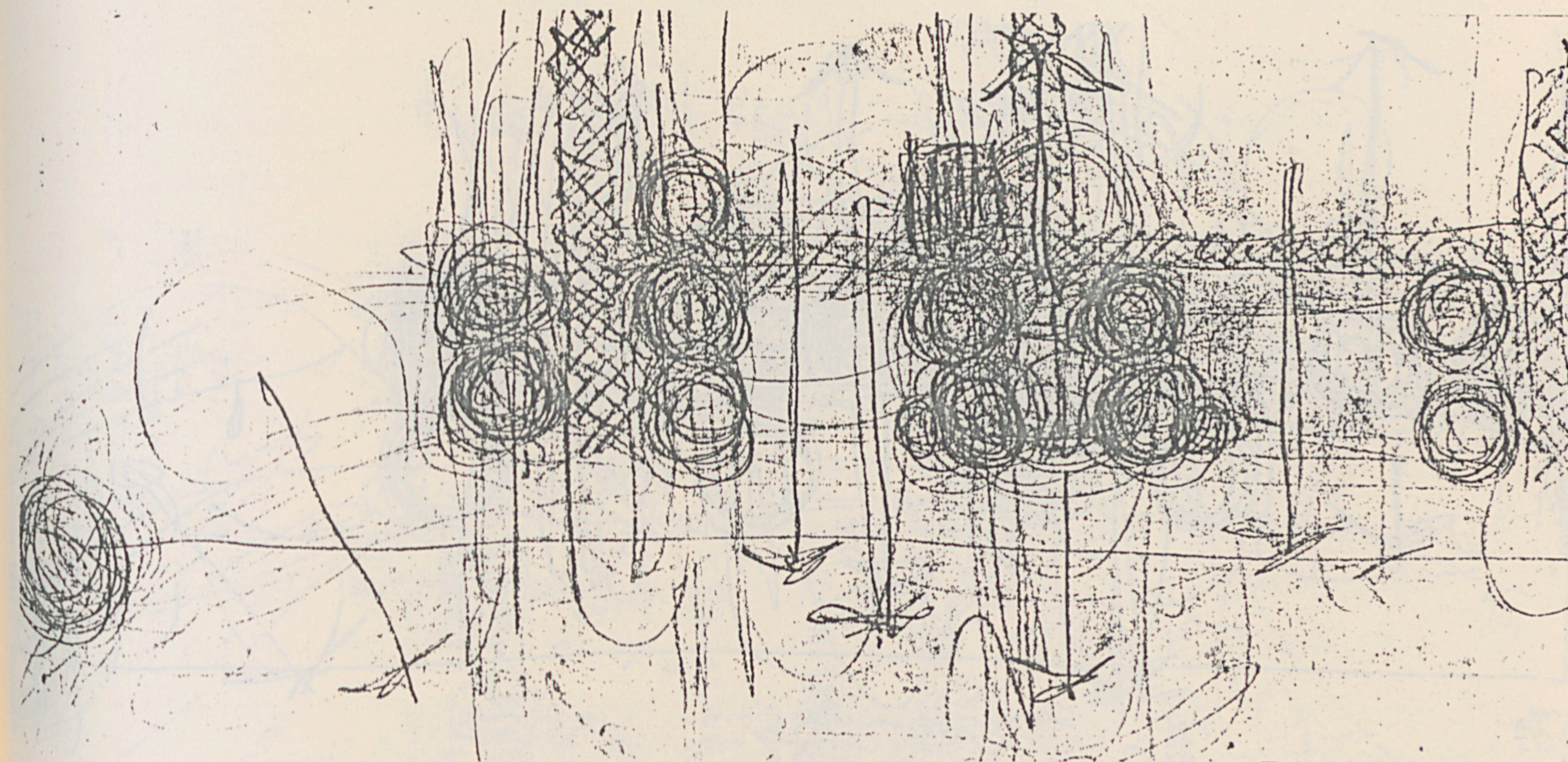




CONCEPTS

1





CONCEPTS

2



## C. Contextual Response

From the Environmental Impact Report with the following quotation:

"The following is a summary of the response to the

for this site:

provisions of the

regulations:

1. The following

is the response to the

provisions of the

regulations:

1. The following

is the response to the

provisions of the

regulations:

1. The following

is the response to the

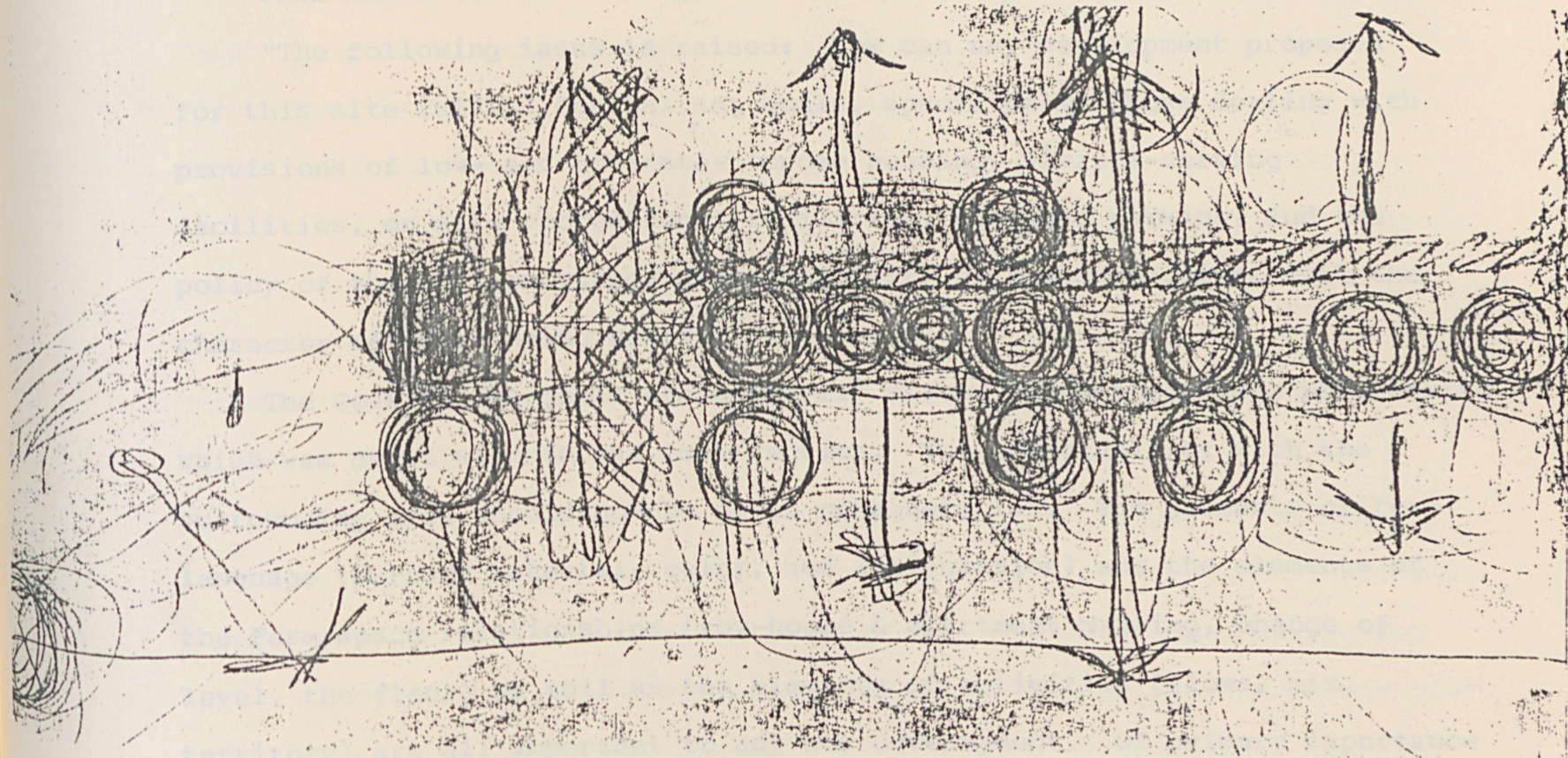
provisions of the

regulations:

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is the response to the

provisions of the



# CONCEPTS

# 3



### C. Contextural Response

From the Environmental Impact Report comes the following quotation:

"The following issue is raised: How can any development proposed for this site fulfill Coastal Act goals, specifically those dealing with provisions of low- and moderate- income housing, visitor-serving facilities, on site recreational facilities, adequate parking, and the policy of the Act, encouraging compatability of new development with the character of surrounding areas."<sup>27</sup>

The Coastal Act goals are primarily solved through adequate programming which was dealt with in the last section. The compatability with the surrounding area should now be given consideration. The elements of form language (surface material, color, and articulation) and the elements of the Form/space relationships (row-house & apartment massing, change of level, the floor) as well as the elements of activities (flows, mix, territory) are all important to any new development. Of primary importance is the response to the street and the response to the city pattern in scale and configuration.



at this 1. Street to structure the inner block areas of parcels 2 and 3. Within the Richmond District as well as many other areas, the primary orientation is directly to the street. San Francisco is famous for its "Victorians" which sit side-by-side facing the street, with no side yards. The row-house configuration has already been discussed in the section dealing with Form/Space relationships. This type of orientation sets up a front-to-front and back-to-back relationship between dwellings which also serve to better define the public and private areas of the neighborhood. Each parcel or block can be seen to have its own public perimeter and its private inner sanctum.

In the first diagram this is established utilizing parcel boundaries and their proportions. Public/private separations in the form of building form are depicted in the second diagram. Also taken into account is the spacial definition provided by the Safeway along Cabrillo. The residential units on the lower slopes of Parcel 4 are utilized as the visual terminus of the Great Highway. The introduction of visual corridors serve to provide a break in the block-long facade, and although somewhat limited



at this stage, begin to structure the inner block areas of parcels 2 and 3. Continuing the visual corridors through parcel one to reveal the backs (private inner sanctum) of the existing units is not sympathetic. In the third diagram the visual corridor is terminated within parcel I, becoming a type of residential entry court. Building forms are also added within the block to provide a semi-public edge to the visual corridors. In this way the sensitive front-to-front and back-to-back relationship is maintained while visual relief is also provided. In this and the last diagram the bus-turnaround has been altered to provide more public space at the termination of Cabrillo at the Great Highway. The appropriate turning radius has been maintained and by providing more open space in an area where it will receive much use seems appropriate. The location of the beach oriented commercial in this public area and further utilizing this building form to re-establish the existing street pattern also seems to function sufficiently. The fourth diagram shows the placement of the commercial and the recreational facility in the project. Parcel 1 has

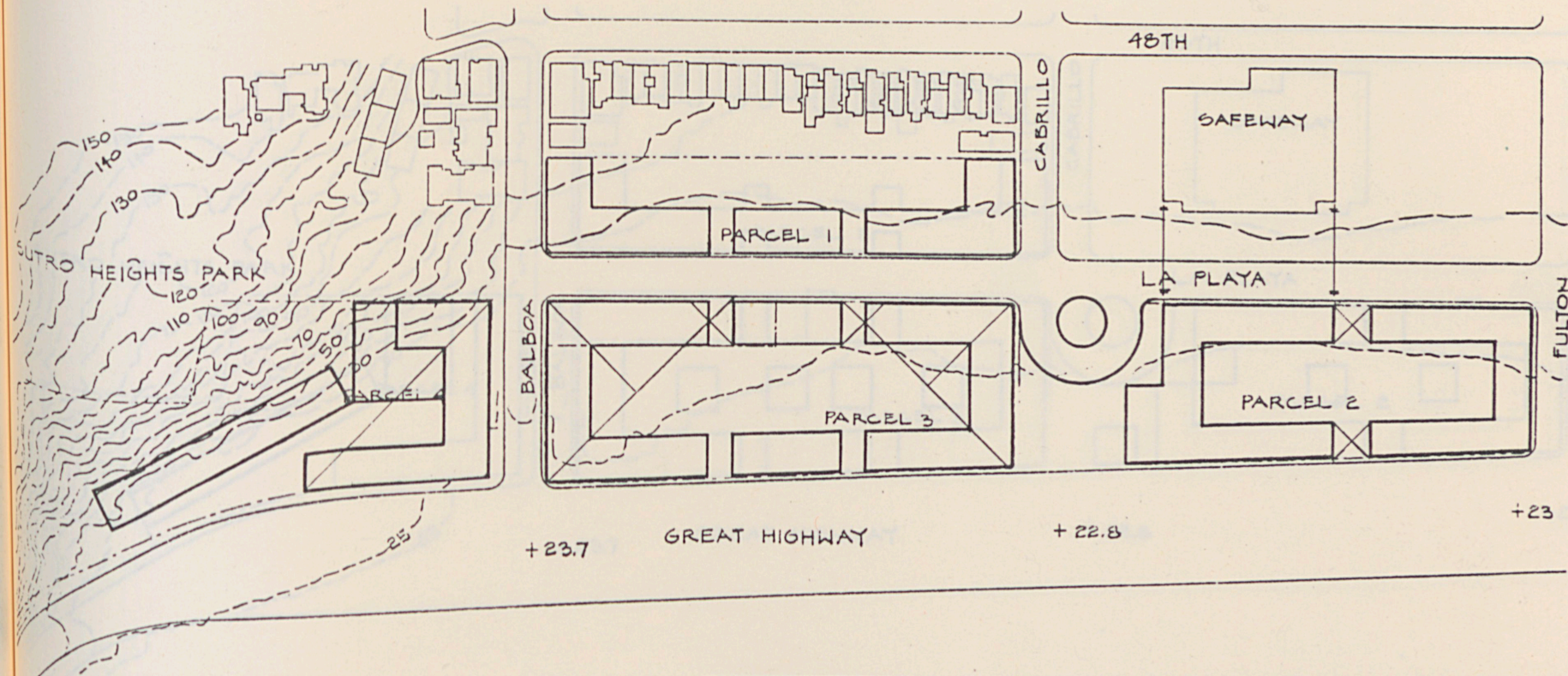


commercial only on the corner of Cabrillo and La Playa. Parcel 2 has commercial on the entire first level in response to the Safeway, The Great Highway, and Golden Gate Park. Parcel 3 has commercial along Cabrillo in response to the bus-turnaround and along the Great Highway. Commercial activity along Balboa is confined to the corner of Balboa and the Great Highway. Parcel 4 also has commercial at the corner of Balboa and the Great Highway. Also located on parcel 4 is the recreational facility which has been pulled back from Balboa into the lower slopes of that parcel in order to draw it more into the community and also to take advantage of the aspects of change of level as outlined in a previous section.

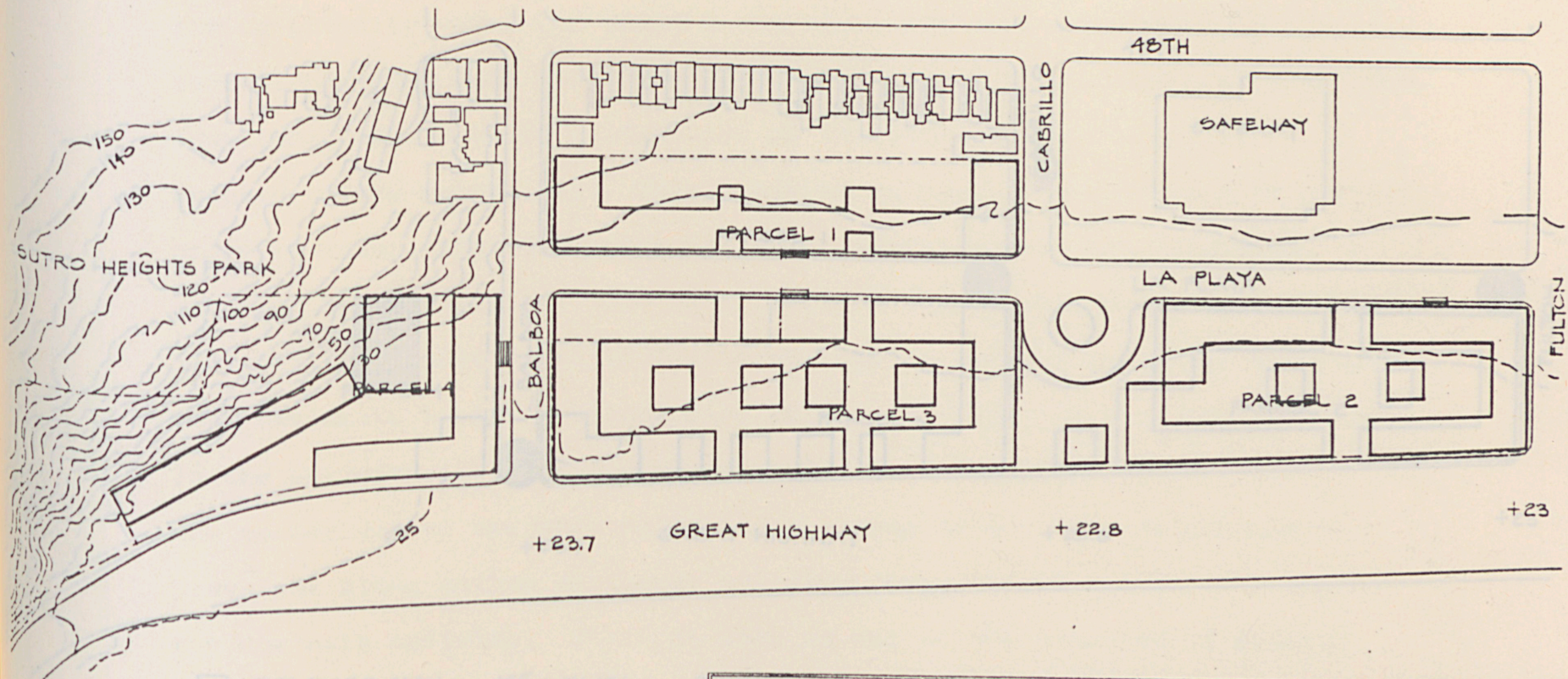






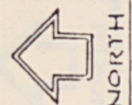
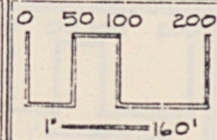




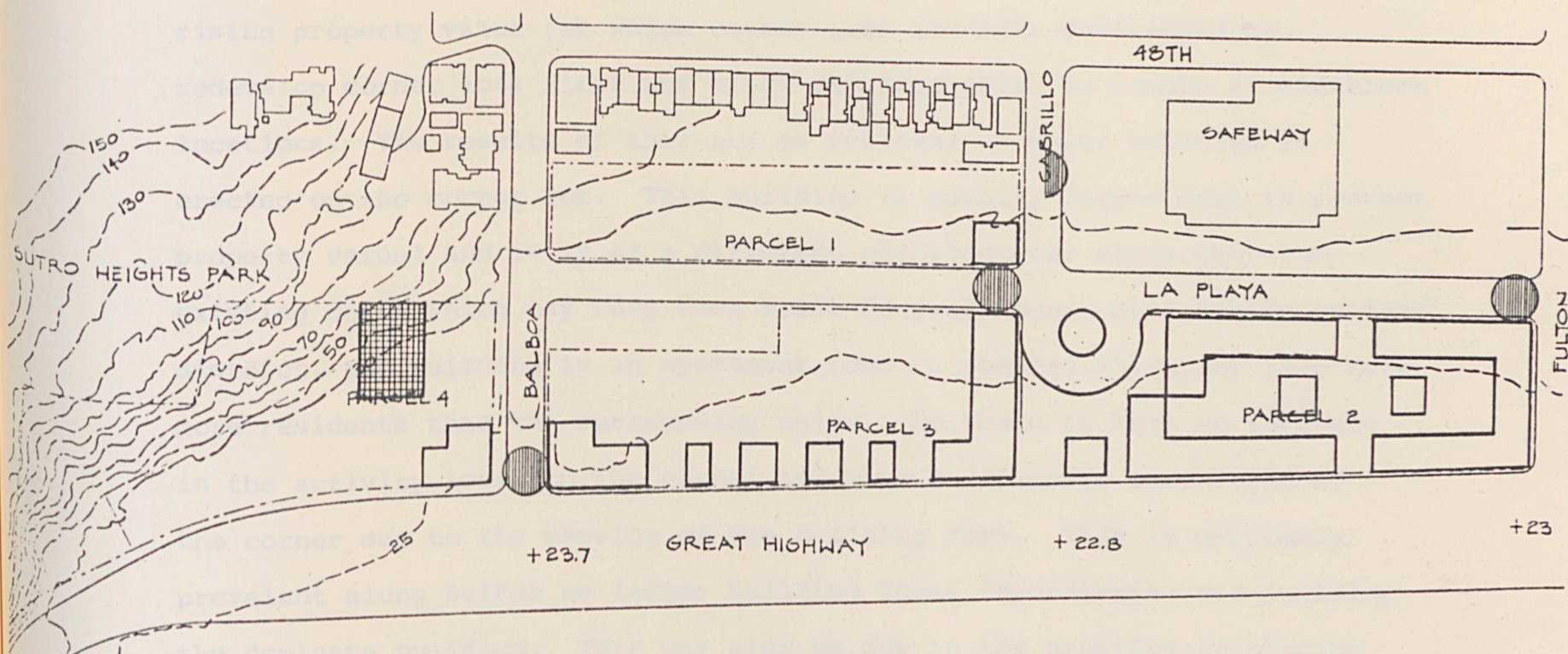


■ PARKING GARAGE ENTRANCE

C.R. STREET







- COMMERCIAL 1ST LEVEL
- RECREATION
- BUS STOPS

C.R. STREET

0
50
100
200

1"
160'

←

TRC 2



## In these 2. Scale (Response to City Pattern) form such as the Safeway in

The studies in this section are undertaken in order to understand better the role of the new development when integrated into the urban fabric. It is important to note that it is a practice, in view of rising property value (of which corner lots are most desirable) to redevelop corner lots first and allow existing units to remain at mid-block locations. The results of this are as follows: A newer building is erected on the corner lot. This building is usually larger (due to present property value) and it is of a different architectural style than the existing units which may have been built 50 years ago. Most likely in this district, the building is an apartment (due to zoning) which may also have more residents than the surrounding units. So there is both an increase in the activity level on the corner and also an increase definition of the corner due to the massing of the building form. This is extremely prevalent along Balboa as larger building forms (apartments) are becoming the dominate building. This may also be due to the practice of placing larger buildings on hills, also known as reinforcing the land form.

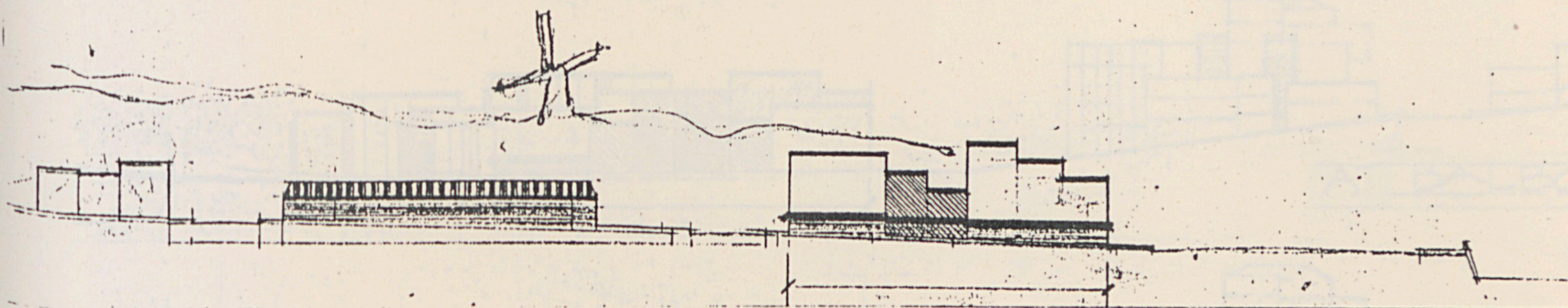


In these studies the inadequacies of a building form such as the Safeway in a dynamic location such as this become apparent.

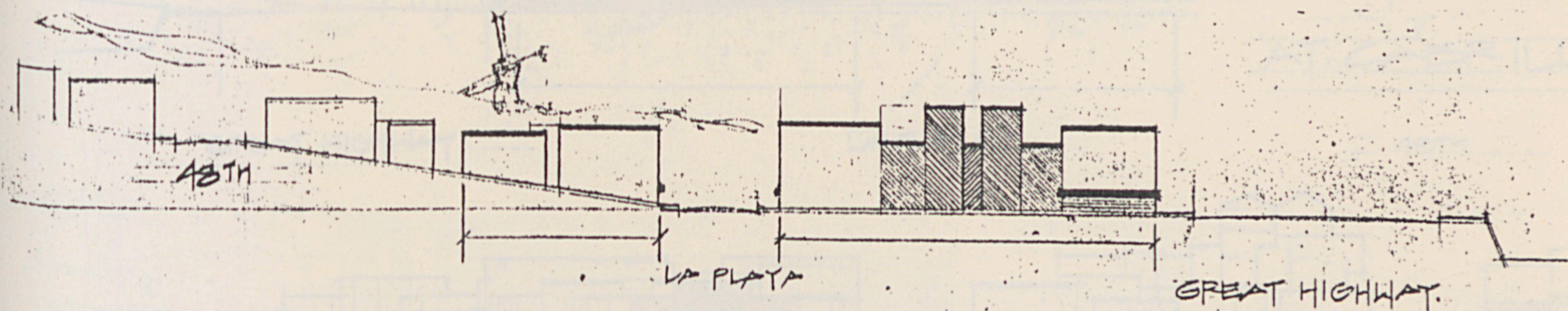
Also important in the response to city pattern is the re-establishment of scale on Parcel 2 across from the parking lot at Fulton. This parking lot is a large void in an area which, for the most part, is of medium density. The purpose of the new development in this area should be to re-establish the scale of the District and to terminate the District at the Great Highway.

The dynamics of the lower sloped portions of parcel 4 should also be reflected in the built form. In both plan and in elevation, the spirit of the hill should be readily interpretable.



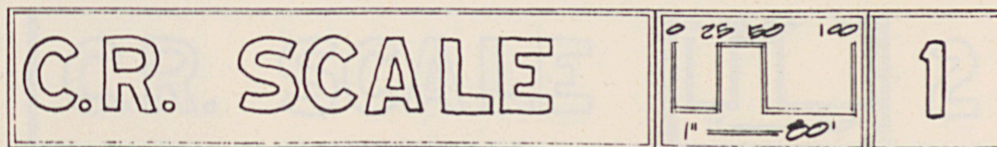


AT CABRILLO

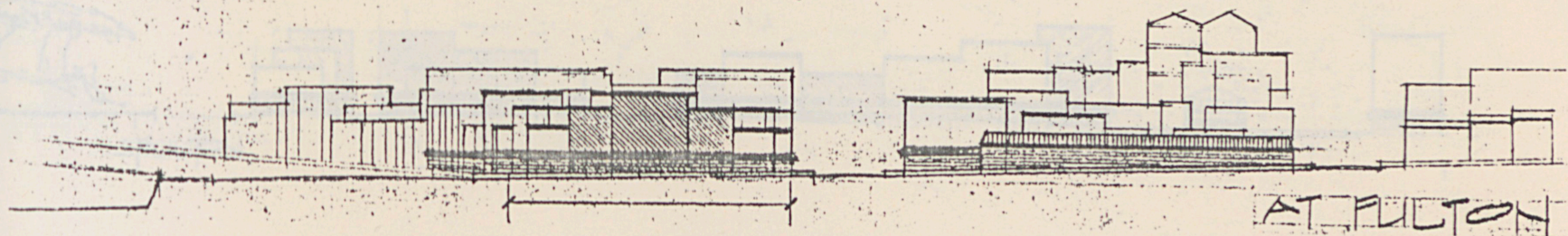
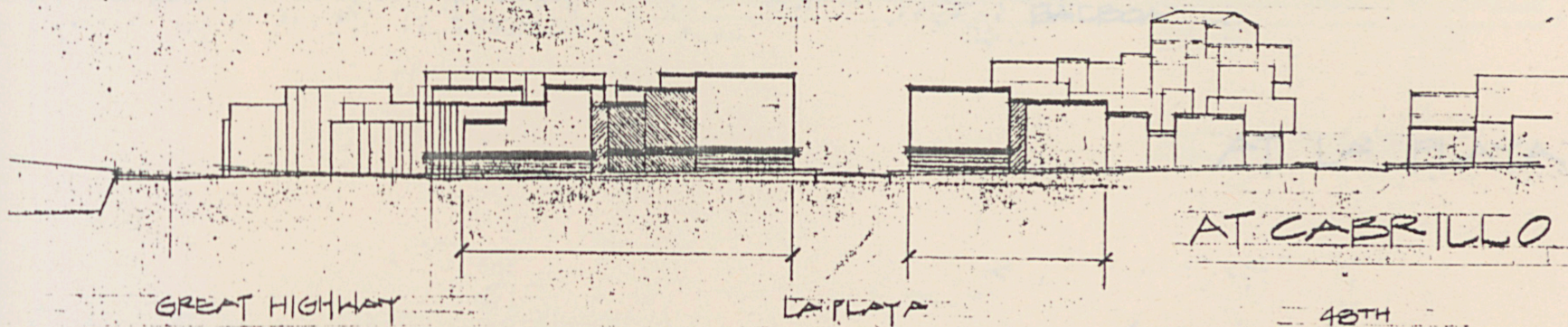
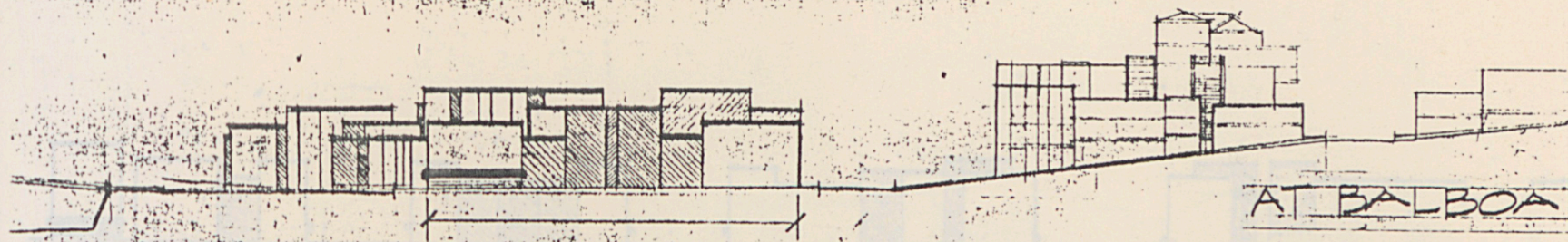


AT BALBOA

NORTH ELEVATION  
SCALE 1" = 20'-0"

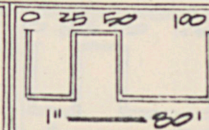






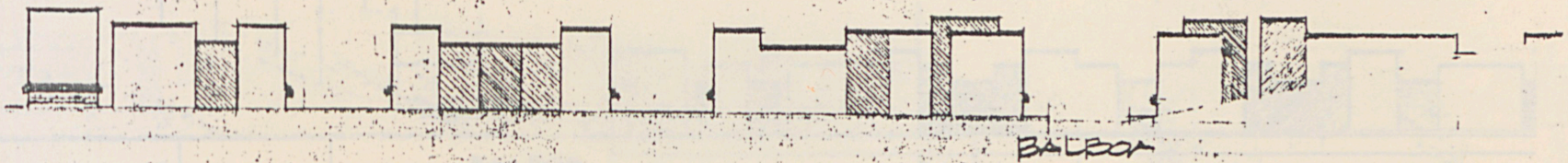
SOUTH ELEVATION  
SCALE: 1" = 80'-0"

C.R. SCALE

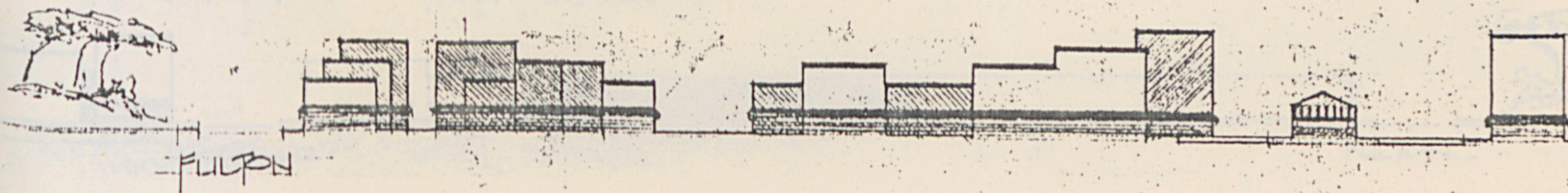


2





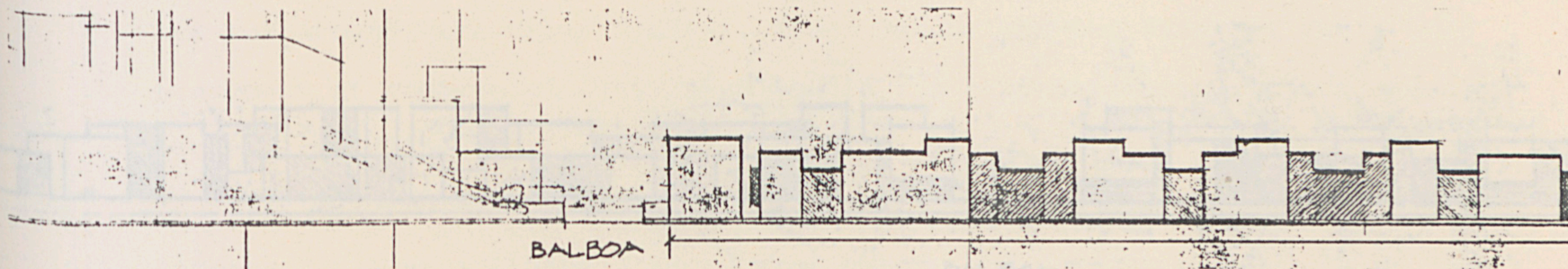
AT LA PLAYA



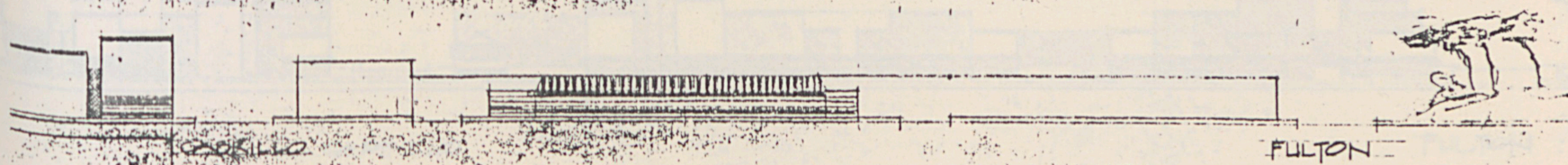
EAST ELEVATION  
SCALE: 1" = 80'-0"







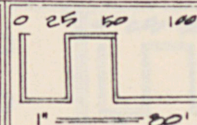
AT LA PLAYA



WEST ELEVATION

SCALE: 1" = 20'-0"

C.R. SCALE



4



# D. Summary

The major activity generators present at the project site are the bus-turnaround, the Great Highway, Ocean Beach, and the Pacific Ocean.

Placement of residential units

street. This establishes a

also a practice to

amount of activity. Building

PALBA

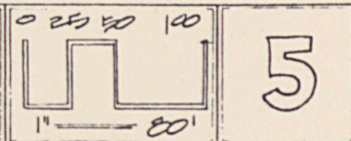
AT GREAT HIGHWAY

CAPRILLO

FULTON

WEST ELEVATION  
SCALE: 1" = 80'-0"

C.R. SCALE





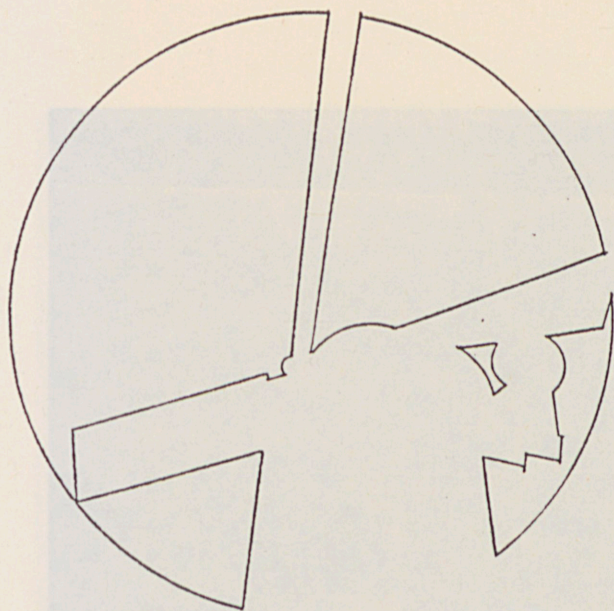
#### D. Summary

The major activity generators present at the project site are the bus-turnaround, the Great Highway, Ocean Beach, and the Safeway. The placement of commercial activities within the project should reflect the present activity areas.

It is a practice in the area to orient buildings directly to the street. This establishes a pattern of public and private zones. It is also a practice to reinforce the corner lots both in form and with the amount of activity. Building forms are usually larger as one approaches a hill. The reverse then happens as one moves towards the ocean, a scaling down to the vastness of the Pacific Ocean.

These elements of street and city pattern are present to be drawn upon. Reinforced, and used as a starting point for the design of new development and its relationship to the urban fabric.

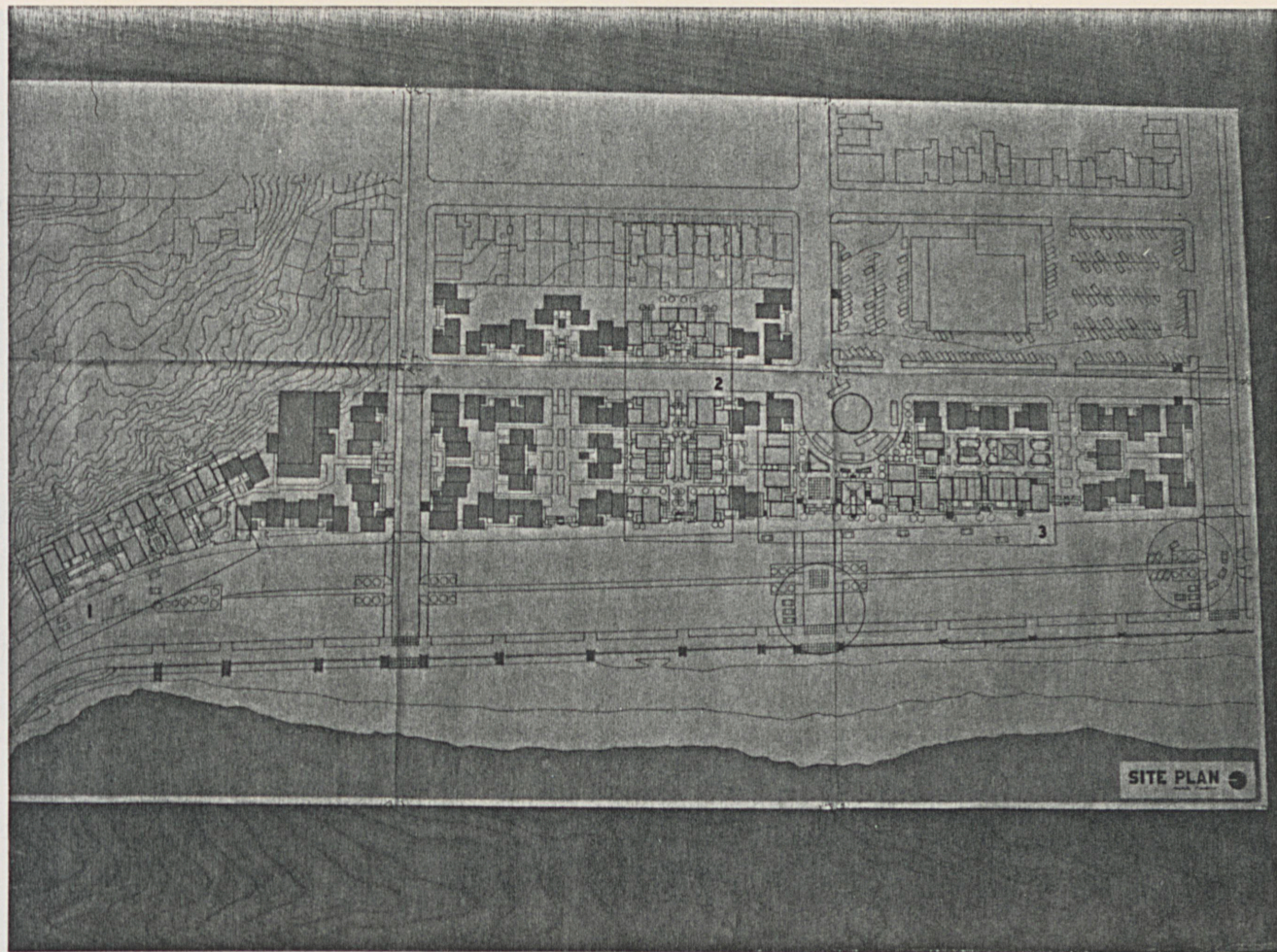




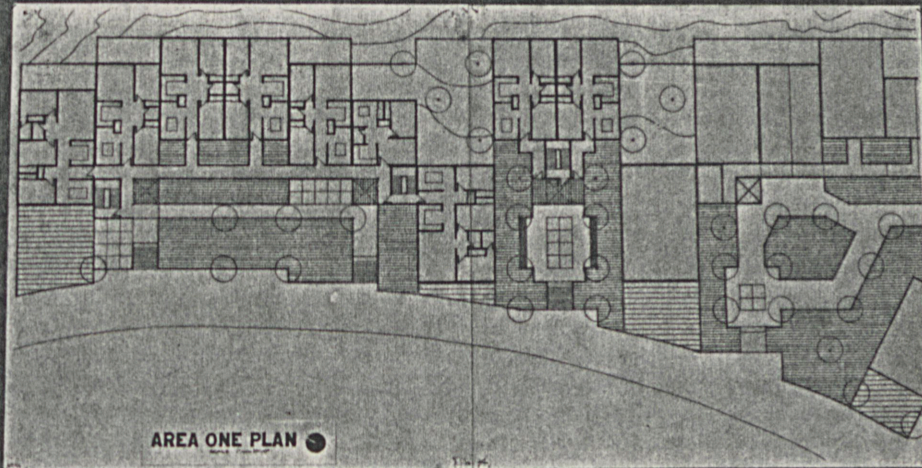
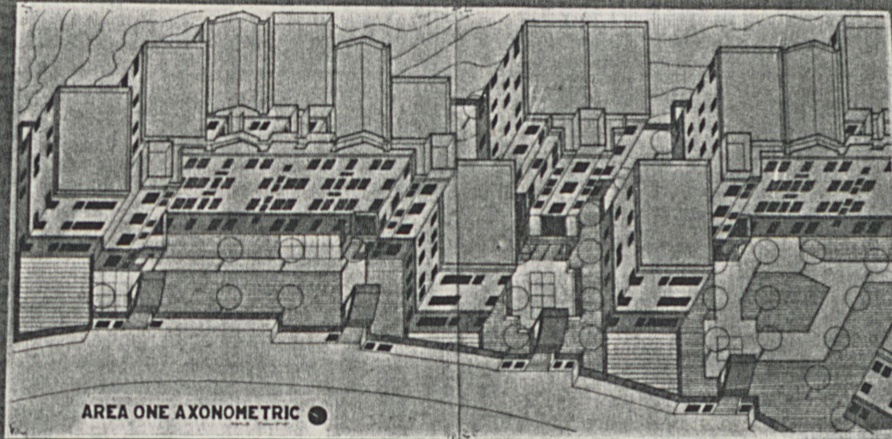
GREAT HIGHWAY

DESIGN DEVELOPMENT

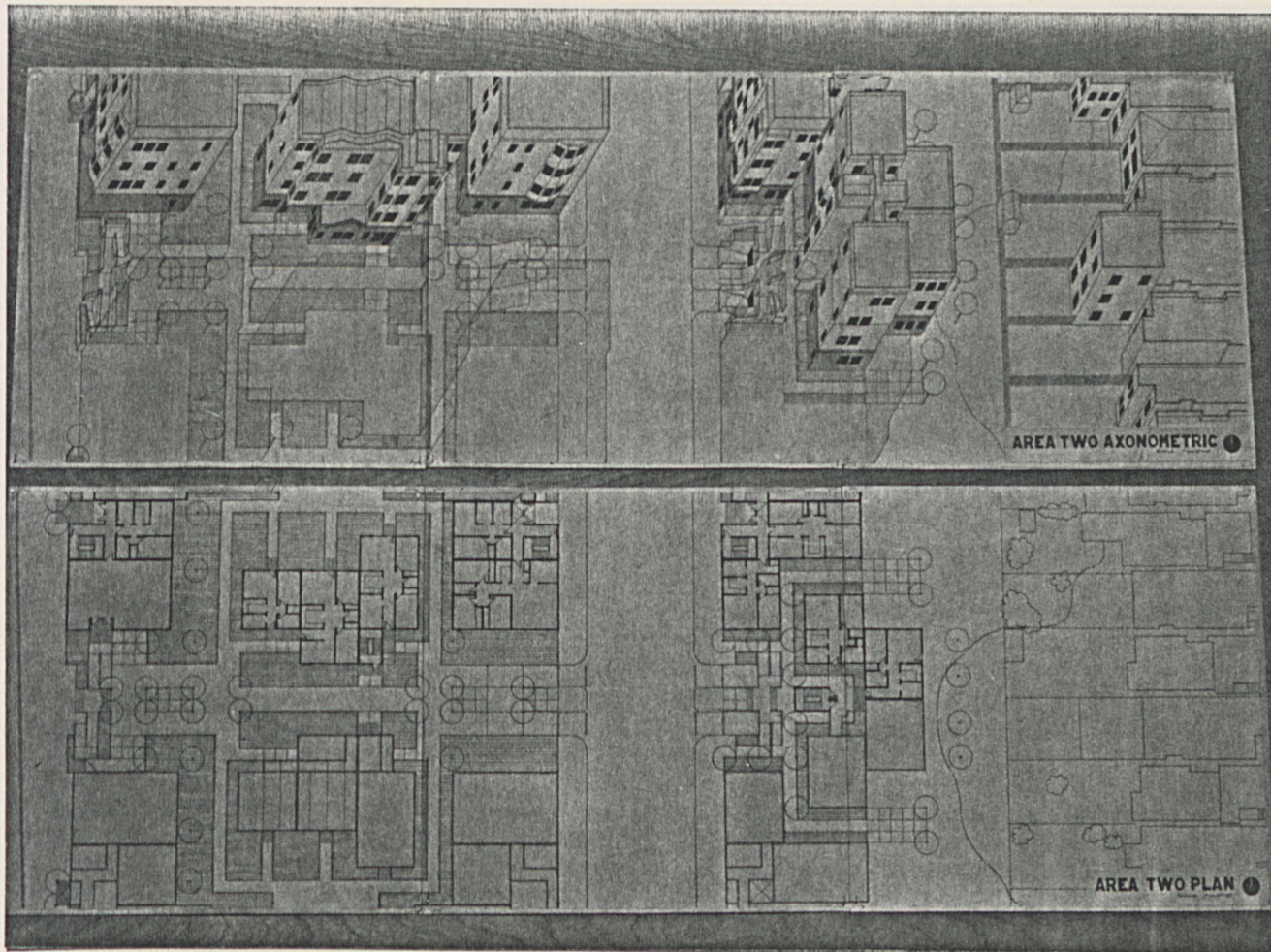




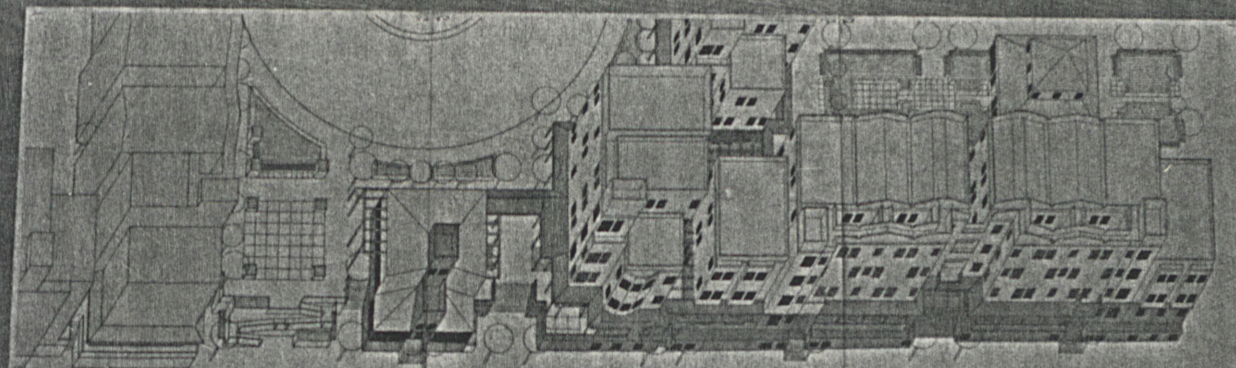




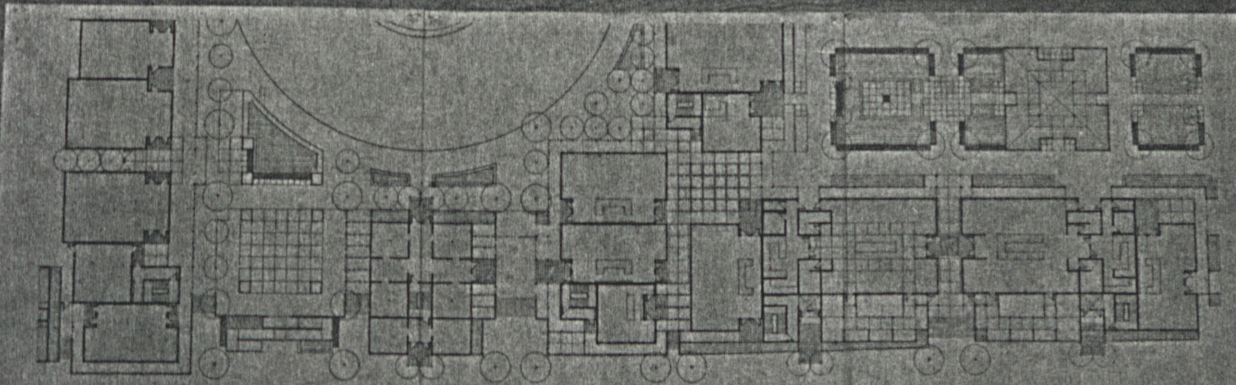






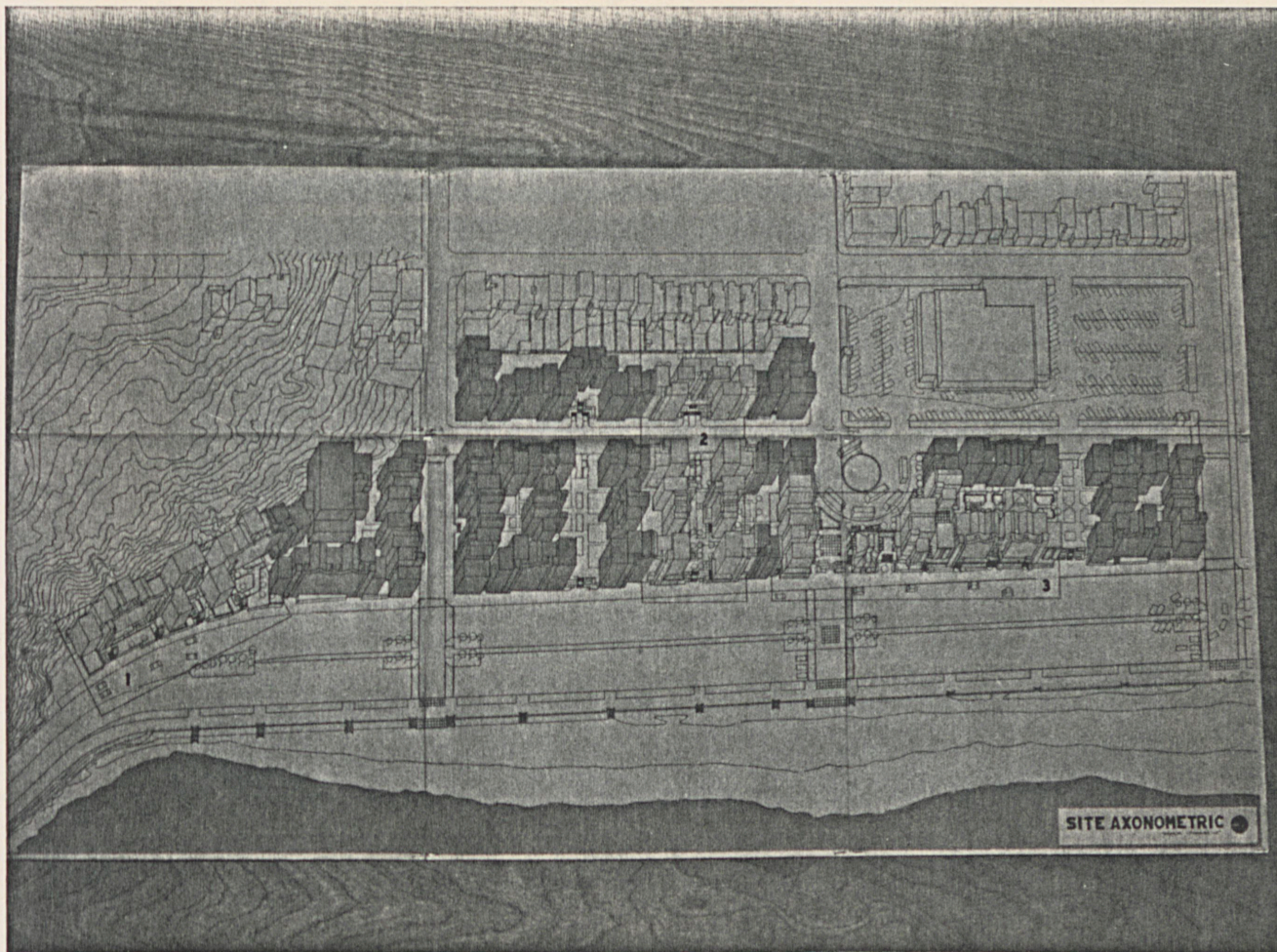


AREA THREE AXONOMETRIC ●

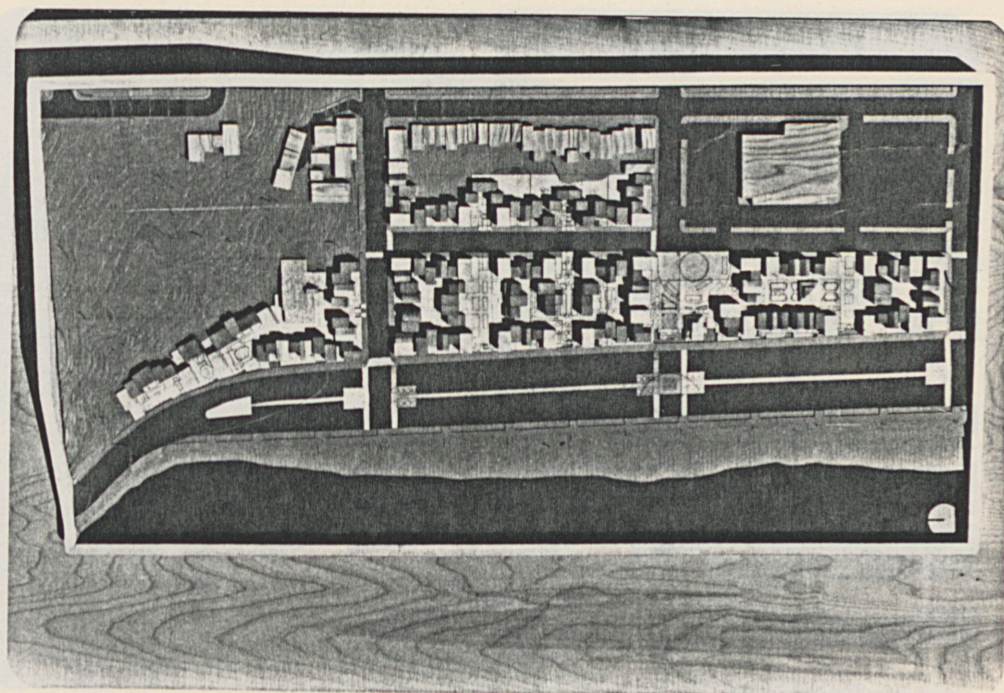


AREA THREE PLAN ●

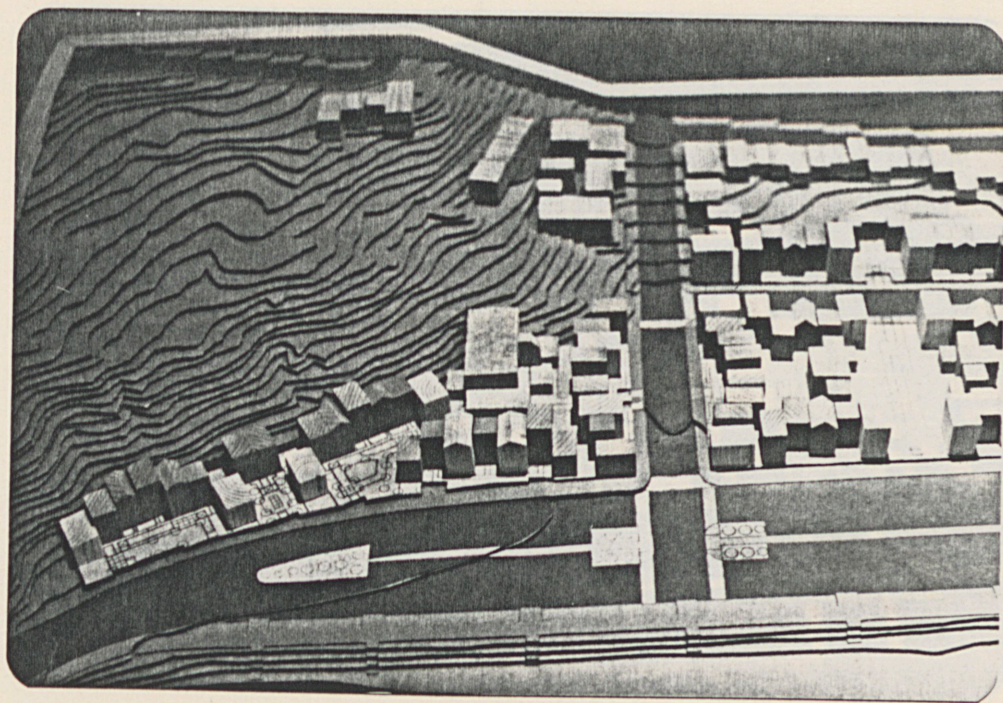




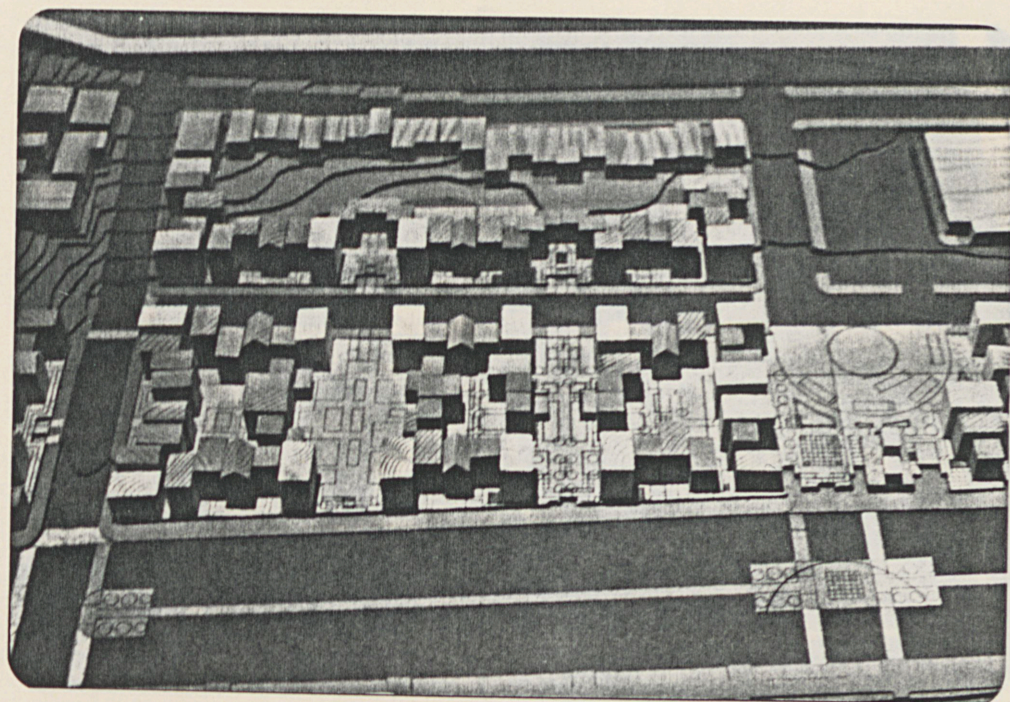




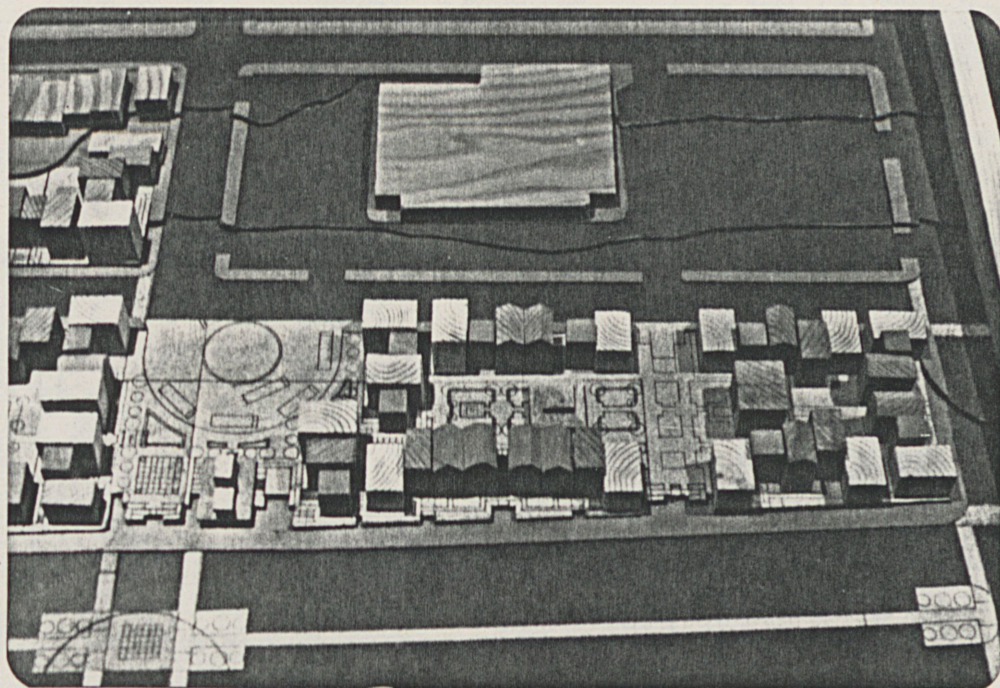




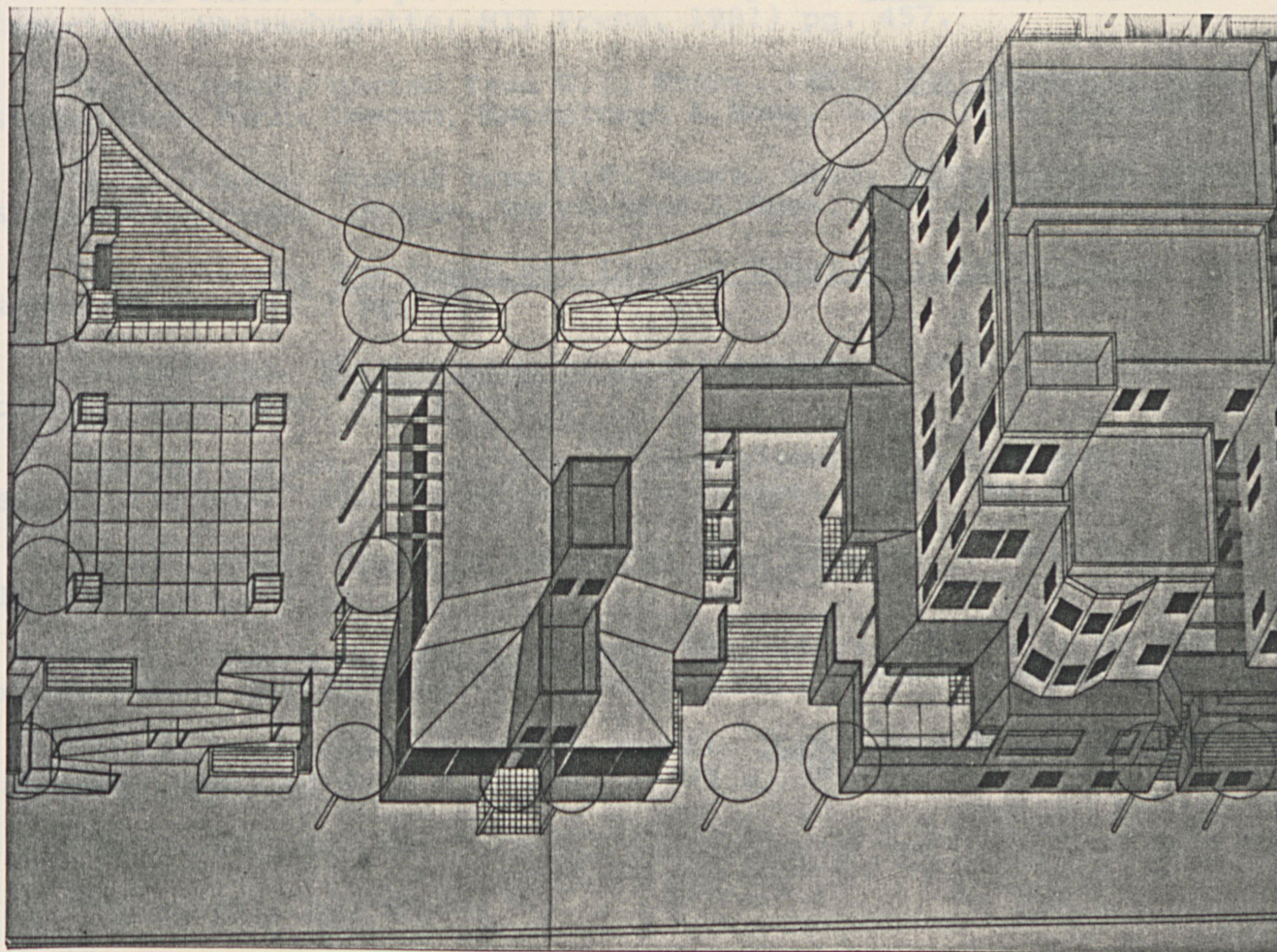














#### FOOTNOTES

<sup>1</sup> Louis Sullivan, quoted from Kevin Lynch, A Theory of Good City Form: (Cambridge, Massachusetts: MIT Press, 1981) pg. 457.

<sup>2</sup> Kevin Lynch, quoted from G.T. Moore, (ED), Environmental Knowing: (Stroudsburg Penn: Dowden, Hutchinson & Ross, Inc., 1976) pg VIII.

<sup>3</sup> R.D. Dobler, quoted from G.T. Moore, (ED), Environmental Knowing: (Stroudsburg Penn: Dowden, Hutchinson & Ross, Inc., 1976) pg. IX.

<sup>4</sup> Jane Jacobs, The Death and Life of Great American Cities; (New York: Random House, 1962) pg. 15.

<sup>5</sup> Hesselgren, The Language of Architecture: (Essex, England: Applied Science Publishers, 1969), pg. 3.

<sup>6</sup> Gordon Cullen, quoted from S. Hesselgren, The Language of Architecture, (Essex, England: Applied Science Publishers, 1969), pg. 343.

<sup>7</sup> Kevin Lynch, Managing the Sense of a Region: (Cambridge, Massachusetts: MIT Press, 1976), pg. 107.

<sup>8</sup> P.A. Munz, A California Flora, (Berkeley: University of California Press, 1970), quoted from Final Environmental Impact Report, pg. 48.

<sup>9</sup> Final Environmental Impact Report, Ocean Park Beach Estates: (San Francisco Dept. of City Planning, 1979) p. 49.

<sup>10</sup> Ibid. EIR, pg. 49.

<sup>11</sup> Ibid. EIR, pg. 65.

<sup>12</sup> Ibid. EIR, pg. 126.



<sup>13</sup>Final Environmental Impact Report, Ocean Park Beach Estates: (San Francisco Dept. of City Planning, 1979) p. 30.

<sup>14</sup>Ibid. EIR, pg. 30.

<sup>15</sup>Ibid. EIR, pg. 30.

<sup>16</sup>Ibid. EIR, pg. 31.

<sup>17</sup>Ibid. EIR, pg. 55.

<sup>18</sup>Ibid. EIR, pg. 56.

<sup>19</sup>Ibid. EIR, pg. 56.

<sup>20</sup>Ibid. EIR, pg. 56.

<sup>21</sup>Ibid. EIR, pg. 59.

<sup>22</sup>Ibid. EIR, pg. 2.

<sup>23</sup>Ibid. EIR, pg. 151.

<sup>24</sup>Ibid. EIR, pg. 155.

<sup>25</sup>Ibid. EIR, pg. 155.

<sup>26</sup>Ibid. EIR, pg. 157.

<sup>27</sup>Ibid. EIR, pg. 75.



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