

## 03.12 design controls - materials, color + signage



The use of materials, colors and signage helps to define the quality and nature of a place. Individual buildings at Parkmerced are encouraged to use a variety of material and color palettes, weaving together a vibrant neighborhood tapestry that celebrates the richness and diversity that exists throughout San Francisco. Highlighting the identity of their businesses while enhancing the appearance of the streetscape signage at Parkmerced should be of a creative and engaging nature.

### Standards

- 03.12.01 Restrictions** No billboards, roof signs, back-lit box signs, flashing, moving or video signs are permitted. Where possible, exposed junction boxes, lamps, tubing, conduits, or raceways are not permitted.
- 03.12.03 Pedestrian Level** Signage is intended to address the pedestrian level and is not permitted above 20' from finish grade.
- 03.12.04 Sign Area** Retail wall signs on buildings shall not exceed 3 square feet per linear foot of retail frontage or 45 square feet, whichever is lower. Wall signs related to a full service grocery store may be up to 150 square feet per building face along a public right-of-way.

- 03.12.05 Fin Signs** Only one fin sign is permitted per retail tenant. Corner businesses are permitted one additional fin sign. Each fin sign for retail tenants shall not exceed 24 square feet in area. Three-dimensional projecting signs shall not exceed 48 cubic feet in volume. Parking directional signs shall not exceed a program area of 15 square feet.



- 03.12.06 Awnings** Signage on awnings is permitted in lieu of projecting signs and must not exceed 30 square feet of total copy or graphic areas.
- 03.12.07 Residential Signage** Residential wall signs shall not exceed 20 square feet of program area. Residential projects may utilize signage on awnings over the primary multi-unit entryway. Copy areas on awnings shall not exceed 30 square feet.

#### Guidelines

- 03.12.08 Materials** Exterior finish materials should express their natural quality. Transparent finishes are encouraged where practical.
- 03.12.09 Durability** Materials should have qualities of permanence and durability. Materials should be low maintenance and well suited to the specific temperature and humidity of the marine micro-climate at Parkmerced.

- 03.12.10 Color** The exterior surfaces of buildings should be predominantly light in color and warm in tone. The use of highly reflective surface materials is discouraged.
- 03.12.11 Building Organization** Materials and colors should be applied in coordination with the expression of the building's organization.



## 03.13 design controls - lighting



Building designs are encouraged to use lighting in innovative and engaging ways with the aim of making Parkmerced more attractive and more secure, both during the day and at night.

### Standards

- 03.13.01 Energy Efficiency** Designers shall use the energy efficient bulbs and fixtures available and use fixtures that yield the low levels of light pollution and glare, in accordance with the Parkmerced Sustainability Plan.
- 03.13.02 Luminaries** Traditional “glowtop” luminaries shall not be used, as they are a significant source of light pollution. Instead, luminaries which direct light downward and towards the intended use are to be employed.
- 03.13.03 Light Pollution** All lighting must be shielded to prevent glare to private and public uses, especially residential units.

### Guidelines

- 03.13.04 Appropriate Security** Security should primarily be provided through lighting in place of armoring of windows and doorways.







## parking + loading

**04.01** Bike Parking + Car Sharing

**04.02** Parking

**04.03** Loading + Servicing

# 04



## parking + loading

Parkmerced is intended to be a pedestrian focused neighborhood. Reducing the presence of cars in the public realm will help to make streets friendlier for pedestrians and bicyclists. Adequate space for parking, loading and servicing has been provided in order to accommodate expected demand in a manner that will reduce presence of cars and improve the quality of the public realm. In order to further support and serve residents at Parkmerced a variety of green mobility strategies, such as bike and car share pods, will be deployed across the neighborhood.





## 04.01 bike parking + car sharing

In order to encourage the use of alternative mobility networks bike libraries and car share pods will be located throughout Parkmerced. To accommodate these facilities the following standards and guidelines provide controls that regulate the amount of parking area dedicated to these activities, their locations and other required support facilities.

### Standards

**04.01.01 Bicycle Parking Provide** bicycle parking and storage capacity to new buildings as listed in Table 3 - Bicycle Parking.

**04.01.02 Support Biking Shower** and changing facility requirements may be met by providing the equivalent of free access to on-site health club shower facilities, if the health club can be accessed without going outside. Provide informational signage on using the shower facilities.

**04.01.03 Car Share Provide** shared-use vehicle parking spaces equivalent to 10% of the total automobile parking for each nonresidential and mixed-use building on the site. Signage indicating such parking spots must be provided, and the parking spots must be within 200 feet of entrances to the buildings served.

TABLE 3 - Bicycle Parking

LAND USE	RESIDENT / EMPLOYEE	VISITOR	SHOWER FACILITY
Residential	1 / 2 Bedroom	1 / 10 du <sup>1</sup>	NA
Retail	1 / 3,000 sf	1 / 5,000 sf <sup>2</sup>	1 / 30,000 sf
Commercial	1 / 2,000 sf	1 / 10,000 sf <sup>3</sup>	1 / 30,000 sf

1. No fewer than four spaces per project site.

2. No fewer than one space per business or four spaces, whichever is greater.

3. No fewer than four spaces per building.

### Guidelines

**04.01.04 Bicycle Parking Visibility Visitors'** and customers' bicycle racks should be conveniently located near a residential and commercial entries. They should be served with night lighting, and be situated to avoid, as much as possible, damage from nearby vehicles. If the building has multiple main entries, bicycle racks should be proportionally dispersed within 100 feet of each.





FIGURE 04.01.A / Bike + Car Share Plan

## 04.02 car parking + storage

Parking strategies at Parkmerced are intended to accommodate expected demand, while fostering a pedestrian focused, transit-oriented neighborhood. In order to encourage walking and transit use a greater number of parking spaces have been located further from transit. Visibility of parking structures and light emitted from them is restricted to reduce the visual and physical impact of parking facilities on the pedestrian environment. The Parking Plan (Fig. 04.02.A) identifies the location of parking structures at Parkmerced.

### Standards

**04.02.01 Parking Location** Off-street parking may be located only where indicated on the Parking Plan (Fig. 04.02.A). All off-street parking shall be below grade except where permitted to be above grade as indicated in the Parking Plan (Fig. 04.02.A). The number of parking stalls in the each specific parking zone shall not exceed the maximums indicated in Table 4 - Parking Zones.

**04.02.02 Off-Street Parking** Off-street parking shall not be required for any use. The number of off-street parking spaces shall not exceed the maximums listed in Table 4 - Off-Street Parking.

**04.02.03 Parking Spaces** Parking spaces may be either independently accessible or space-efficient, except as required elsewhere in the Building Code for spaces specifically designated for persons with physical disabilities. Space-efficient parking is parking in which vehicles are stored and accessed by valet, mechanical stackers or lifts, certain tandem spaces, or other space-efficient means.

- Off-street parking spaces may be located either on the same development block as the building served, or off-site within the Development Plan Area.

- All off-street parking spaces shall meet dimensional requirements as indicated in the SF Planning Code and Building Code (e.g. for spaces specifically designated for persons with physical disabilities). Up to half of all spaces are permitted to be designed as compact stalls.

**04.02.04 Shared Facilities** Multiple buildings within the same development block are required to share off-street parking garages and loading facilities, where feasible, in order to limit the amount of garage and service entries along the street frontage.

**04.02.05 Unbundled Parking** All off-street parking spaces for residential uses shall be leased or sold separately from the rental or purchase fees for dwelling units for the life of the dwelling units. A minimum of one (1) separate, dedicated pedestrian entrance, visible and accessible from a public right-of-way or easement, shall be provided for the users of each individual off-street parking facility (Fig. 04.02.A).

**04.02.06 Parking Entrances** and exits to parking facilities shall have a maximum linear width of 11 feet parallel to the street if accommodating one direction of travel, and maximum linear width of 22 feet parallel to the street if accommodating both an exit and entrance at one opening. Entrances and/or exits that are shared with loading and service access may be 12 feet wide when accommodating one-way traffic and 24 feet wide when accommodating two-way traffic.

**04.02.07 Above Grade Parking** Above grade parking structures must be lined with a minimum of 18' of occupied habitable space facing public rights-of-way, dedicated open spaces, semi-private open spaces, and easements, excluding the MUNI Easement. All other frontages must screen the interior from the exterior under daylighting and night lighting conditions.

TABLE 4 - Parking Zones

ZONE	MAXIMUM PARKING SPACES
Zone 1a	2166 spaces
Zone 1b	201 spaces
Zone 2	5791 spaces
Existing Parking	1,109 spaces

TABLE 5 - Off-Street Parking

LAND USE	MAXIMUM PARKING SPACES
Residential	1 / du
Grocery Store	1 / 750 sf
Commercial / Retail	1 / 1,500 sf





## 04.02 parking



**04.02.08 Exposed Parking Decks** Parking decks that are exposed and open to the sky shall use paving materials with an SRI of at least 29 and one of the following strategies for 50% of the exposed parking deck.

- Provide shade from open structures, such as those supporting solar photovoltaic panels, canopied walkways, and vine pergolas, all with a solar reflectance index (SRI) of at least 29.
- Provide shade from tree canopy (within ten years of landscape installation).

**04.02.09 Light Trespass** Parapet edges of the parking trays, including the roof, must be higher than vehicle headlights in order to screen adjacent properties. All lighting for parking areas must have a low cut-off angle in order to prevent light from casting beyond the project boundary.

### Guidelines

**04.02.10 Public Impact** Mechanical vents and utilities related to parking should minimize visual and noise impacts on public streets as much as is reasonably possible.

**04.02.11 Entries** The number and dimension of vehicle entrances and exits to parking facilities should be minimized, as much as reasonably possible, to reduce their impact on the pedestrian environment.





**04.02.12 Visual Impact** Garage and service entries should include either opaque or translucent garage door panels. Portions of the garage visible from the public realm should reflect the same architectural character employed throughout the rest of the building. Parking entries should be well lit at night and obscure views into parking garages under daylight and night light conditions.

**04.02.13 Access** The design of parking structures should promote the use of public sidewalks and mid-block connections. Pathways and stairways linking parking structures to public ways should be attractive and well lit.



**04.02.14 Exiting** Exit door alcoves adjacent to the sidewalk are discouraged unless they are integrated with active spaces, such as primary entrances or non-residential community uses.

**04.02.15 Bicycle Parking** Buildings should provide a safe and attractive location for the storage of resident and visitor bicycles, accessible from a public right-of-way or easement.