



REBUILD POTRERO SFHA MASTER PLAN

SAN FRANCISCO, CA

HOPE SF Housing Authority Redevelopment

DESCRIPTION The Potrero Housing Authority site is located on the edge of Potrero Hill, a steep site with dramatic views of the city and the San Francisco Bay. The transformation of this obsolete public housing site reconnects the street grid with a series of blocks similar to the surrounding neighborhood, provides new parks and recreational spaces, places buildings on the street with individual entries facing the wide tree lined streets, and creates a variety of housing types for a wide mix of incomes.

VISION To redesign the Potrero site incorporating the patterns of traditional San Francisco neighborhoods providing good defensible space design, with successful, safe streets and open space.

PROJECT REQUIREMENTS To replace all of the existing public housing units; to minimize displacement; to create an economically diverse community that is physically linked and integrated with the greater Potrero neighborhood.

KEY PROJECT FEATURES

- Developed and implemented a robust Community Outreach Program
- Worked with City of San Francisco and Community to evaluate multiple street patterns and land use concepts.
- Created the Potrero Hope SF Design Standards and Guidelines document to govern development.
- LEED-ND Gold



DEFENSIBLE SPACE

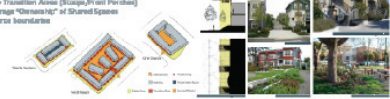
Eyes on the Street

Natural Surveillance
Witnessable Door Closes
Putting "Eyes on the Street"
Keep Public Spaces in View
Use in Streets



Well-defined Public/Private Space

Separate Major Functions on the same block
Create Transition Areas (Stamps, Plantings)
Generate "Microclimate" of Shared Spaces
Reinforce Boundaries



Well-defined Paths & Entries

Natural Access Control
Defined Public Paths
Discourage Access to Private Areas
Defined Entries
Connections through neighborhood
Secure Access to Pedestrians and Parking
No Dead-End Streets



Secure Construction

Security Systems: gates, lights, cameras, locks
Secure Access to Pedestrians and Parking
Gated Access to Secure and Windows
Neighborhood Views



Client:

BRIDGE Housing Corp.

Building size/acres: 38 acres

Number of units:

1600 Total Units

50% Affordable/Housing Auth. Units

50% Market Rate Units

Contact:

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Project Website:

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