10TH & HOWARD

new housing+retail+daycare complex

mauro cardenas
celeste madrigal
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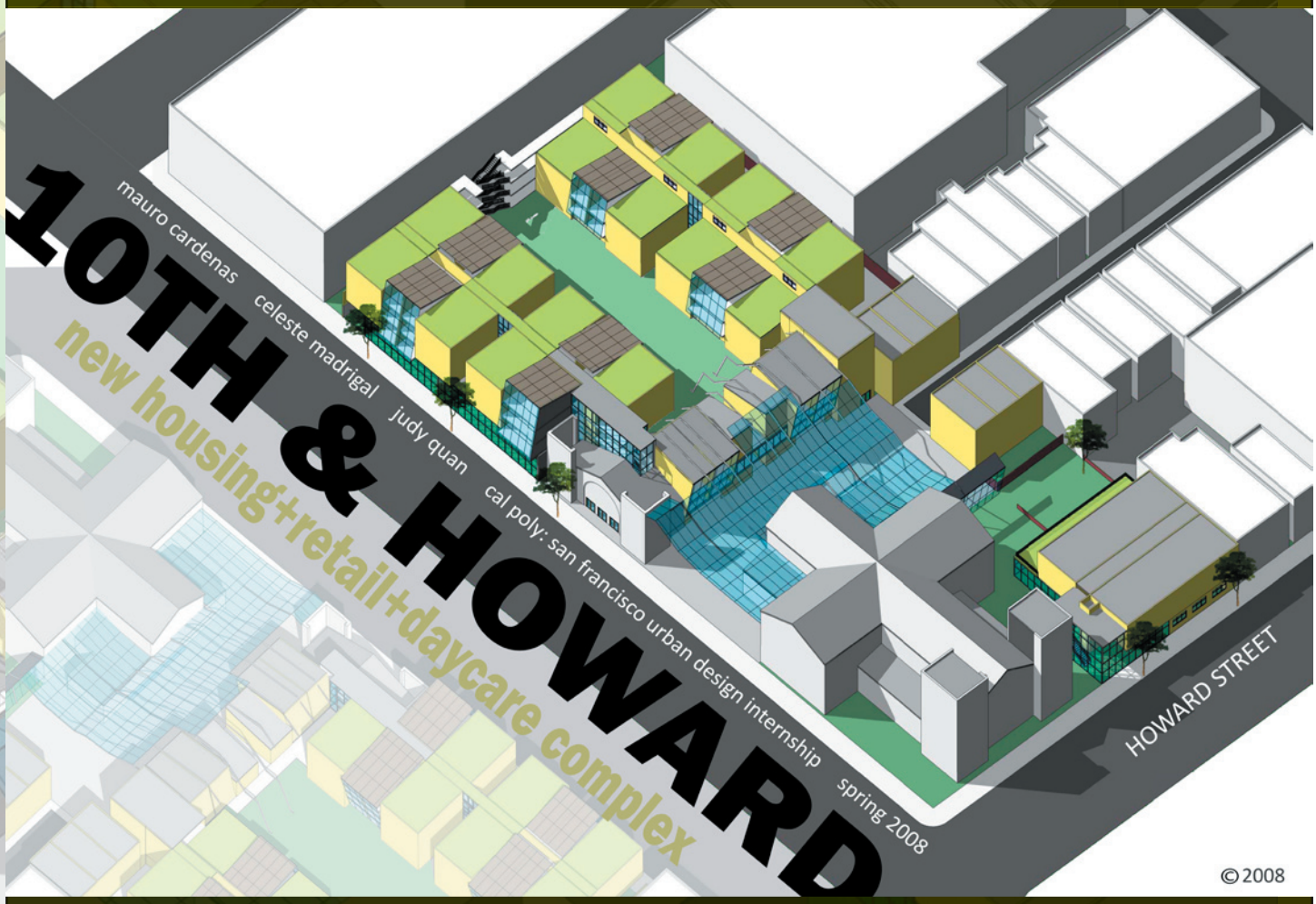
cal poly: san francisco urban design internship

spring 2008



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10th & Howard
New Housing + Retail + Daycare Complex
San Francisco, California

California Polytechnic State University, San Luis Obispo
San Francisco Urban Design Program Spring 2008

Urban Design Interns:
Mauro Cardenas - Celeste Madrigal - Judy Quan
Cal Poly Director: Professor Sandy Miller AIA

SUMMARY

Our site is located on the corner of 10th Street and Howard Street in San Francisco's South of Market (SoMa) District. SoMa is a diverse area where redevelopment has brought new life to the area. Locally-owned businesses call this place home, and new housing developments have drawn in a diverse collection of new residents. We created a new high-density housing development anchored to a retail area and a generous public outdoor space. This allows residents to become a central part of the community while still maintaining a sense of having their own place. Pedestrian visitors are attracted by retail and the public outdoor space, creating a node for the SoMa district. Also, we've respected the historic St. Joseph's church by fully restoring it and using it as a landmark on the site, using it as a visual connection to the urban fabric of SoMa.

SOMA

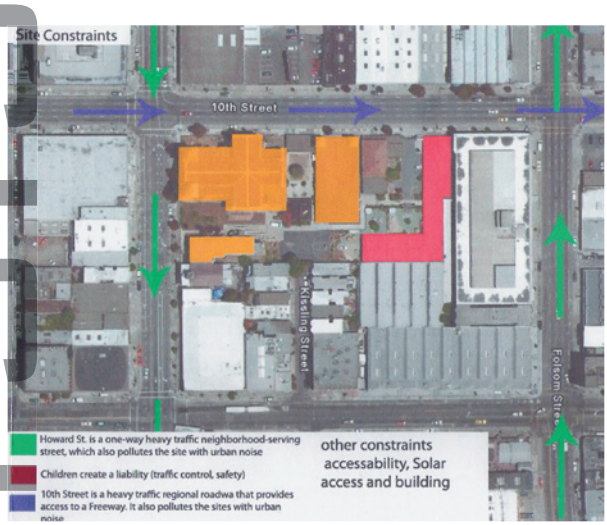
South of Market is a diverse neighborhood with an intricately woven urban fabric. Many artisans, entrepreneurs, and blue collar workers call this place home. Its proximity to downtown gives local entrepreneurs an opportunity to launch a business to cater to downtown without the expensive rent costs. A true mixed-use neighborhood, many residents do not drive to work, and live within half an hour commute to work. A number of leather shops and other light-industry where houses also call South of Market home. This neighborhood has also served as an important location for the Gay Lesbian Bisexual Transgender community. The GLBT community still holds festivals in the South of Market area.

South of Market has also been the gateway of many immigrant communities into San Francisco. Its adjacency to the bay allowed many blue collar immigrants to settle into this area for ease of transportation to work. Many ethnic groups called South of Market home, including the Irish and Italians. Most recently, this has been the home of a large Philippine community.

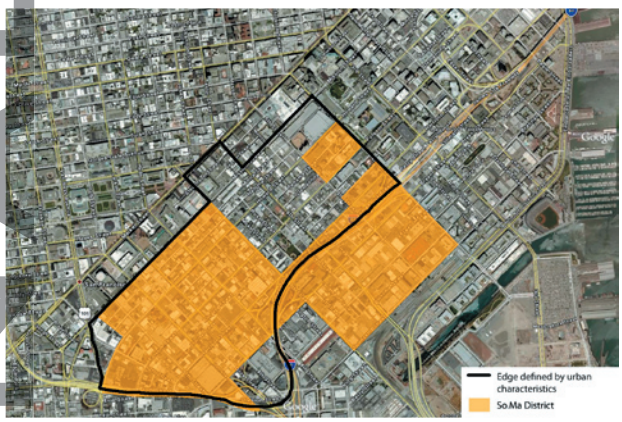
Transitions

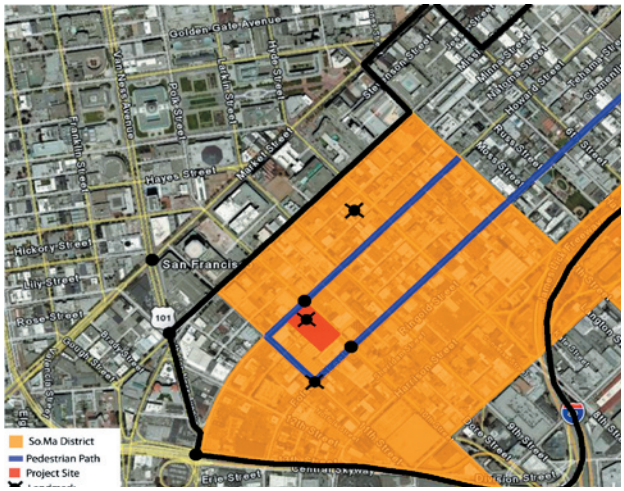
The idea is to create a true mixed use project where a high density housing development, retail space, a child daycare center, and an outdoor public space can cohesively exist in order to make the community a better place to live. The program is divided into clusters of retail, housing, and daycare, and is linked through pedestrian axes and a glass atrium. The extension of Kissling Street onto the site draws in the urban fabric of the row houses located on that street, allowing the transition of private housing to an outdoor public space. This also continues as a pedestrian axis through the site, which pierces through the outdoor space and retail cluster. The daycare center is tucked away for safety and maximum sunlight during operation hours. Amenities such as a private outdoor green space, an indoor basketball court, and roof gardens serve the housing residents. By creating a visual link through a glass atrium that wraps around the site like fog over the city, the residents also see the retail space and public outdoor space as an amenity to their community. ©2008

SITE ANALYSIS



Site Constraints & Opportunities

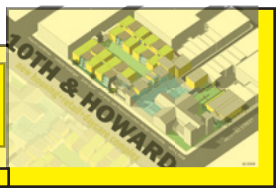




Site District & Path / Node / Landmark Diagram (right)

10th Street - Facing Site

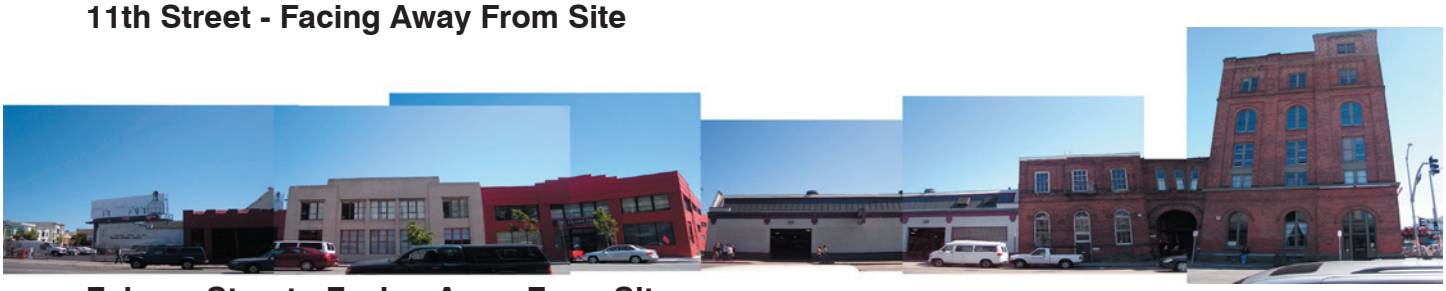
Howard Street - Facing Site



10th Street - Facing Away From Site

Howard Street - Facing Away From Site

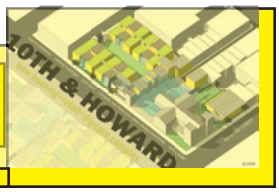
11th Street - Facing Away From Site



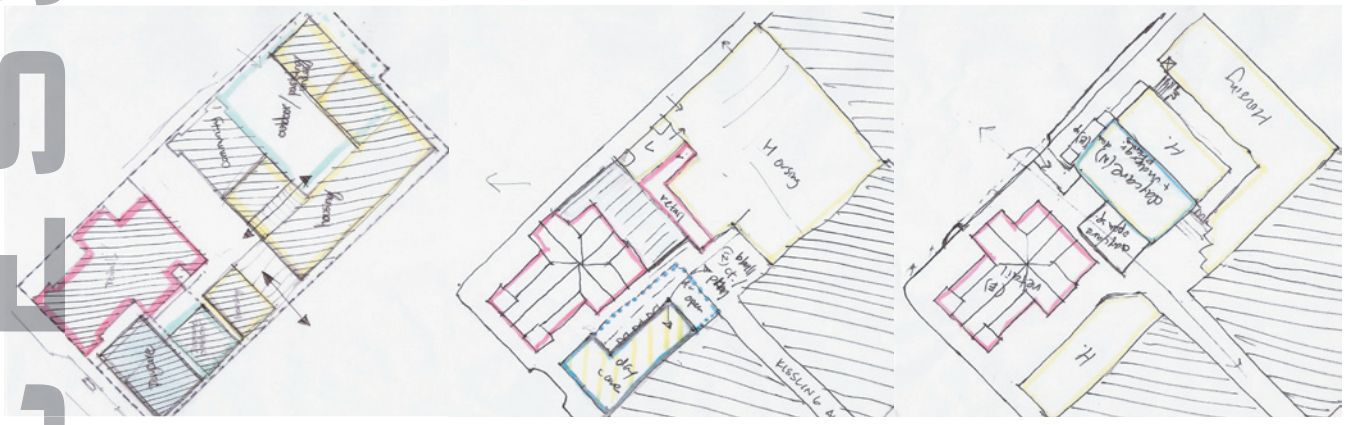
Folsom Street - Facing Away From Site

11th Street - Facing Site

Folsom Street - Facing Site

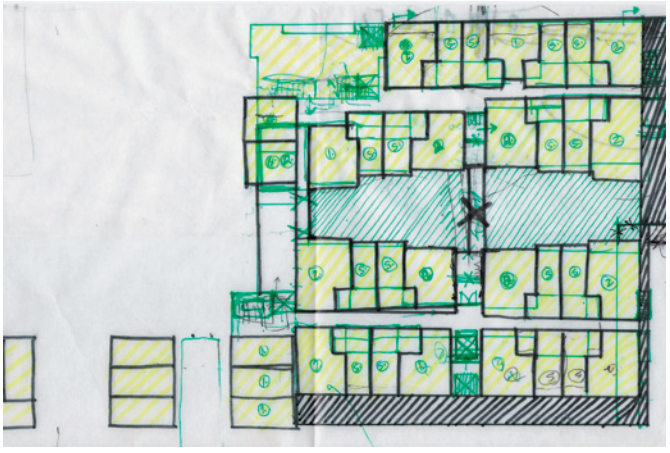


PROCESS

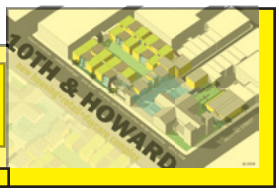


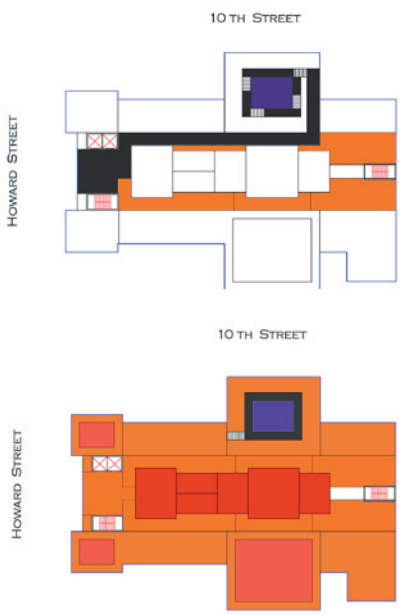
Initial Site Schemes

Main Housing Complex Schemes

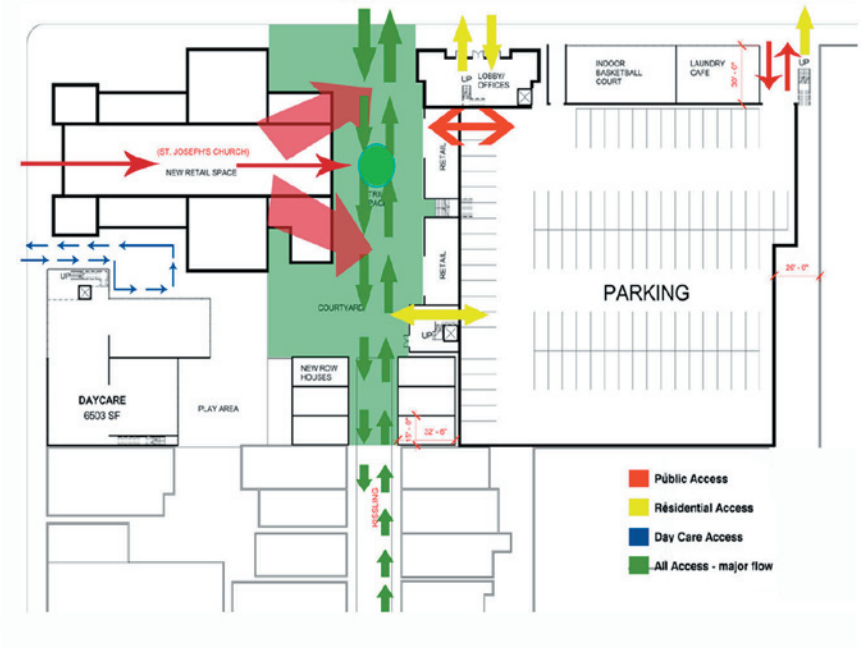


Refined Housing Complex Schemes





Church Retail with wine / restaurant scheme and shops at center

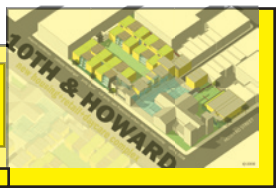


Access & Circulation

PROCESS

Daycare Layout with Outdoor Spaces (left)

Bedroom Layout Scheme (top)



PROJECT

10th & Howard Street Composition View

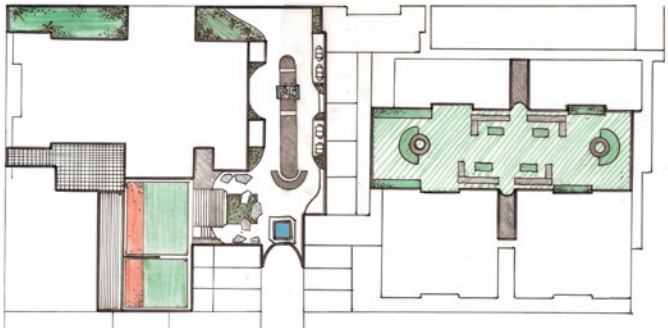
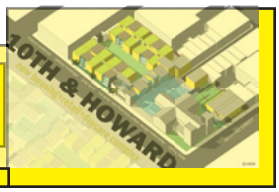


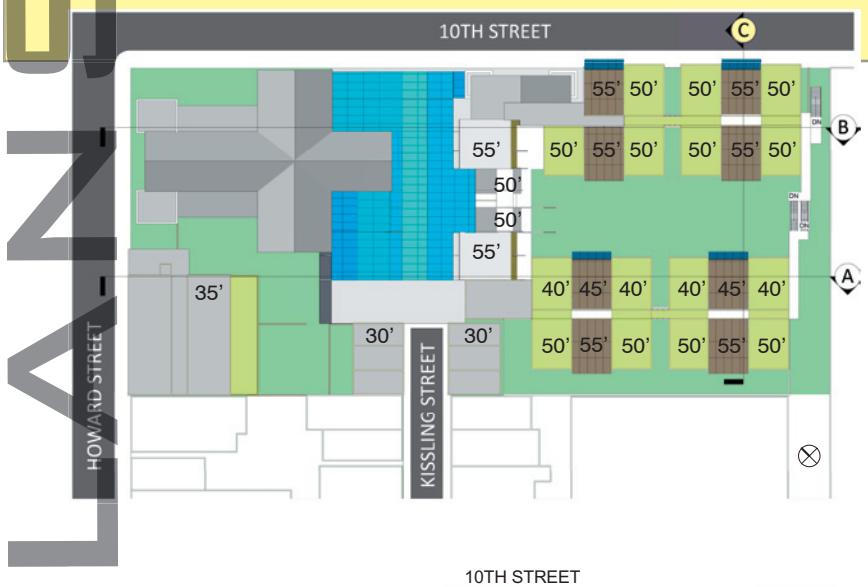
Figure Ground & Outdoor Space Study

The outdoor spaces consit of an enclosed atrium space, small amphitheater in the courtyard area with individual rock seating, outdoor seating near artisan shops, a fountain at the base of Kissling Street, a gathering node by the large kept palm tree and private intimate seating for residents.

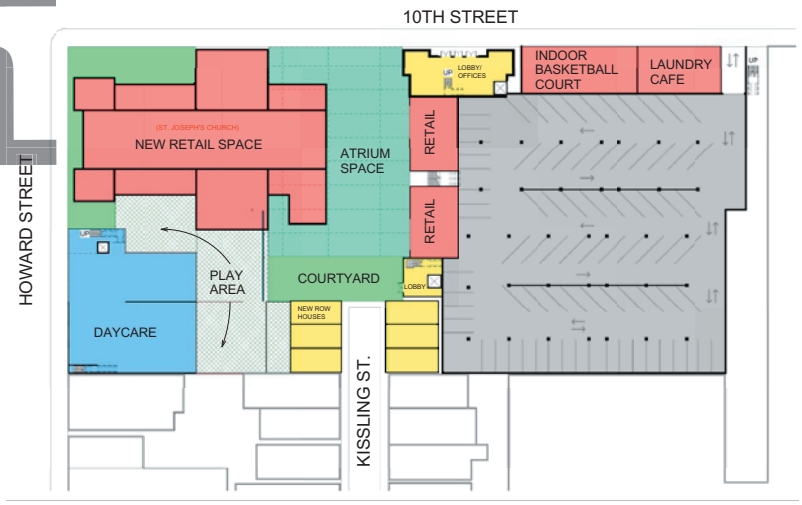


PLANS

SITE PLAN & FLOOR LEVELS 1-5



Site Plan:
Private & public open spaces, atrium space, and roof plans showing heights



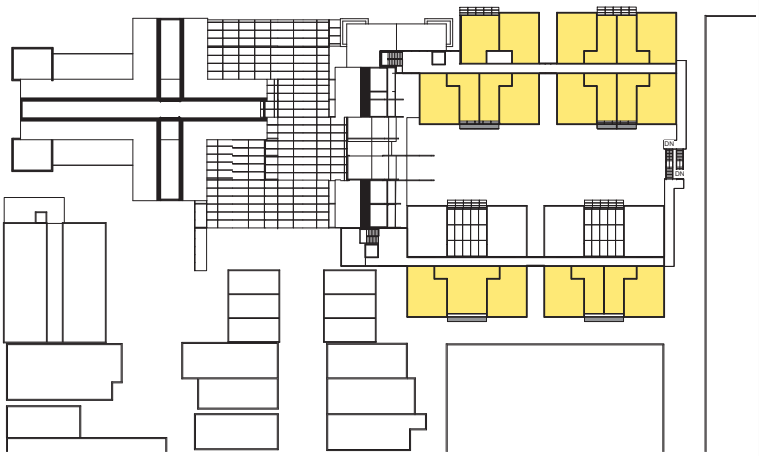
Level 1:
Church retail space, retail along atrium, indoor basketball court, laundry cafe, atrium space, daycare with play area, new row houses, main & secondary lobbies, and parking scheme

Level 2:
Double height volumes of church, atrium and lobbies, housing above daycare, privately maintained green space, and first level of main housing core

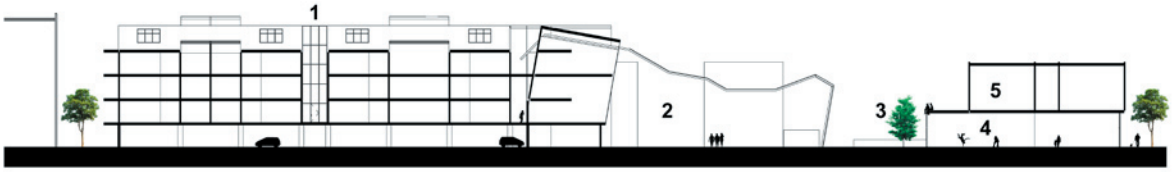
Level 3:
Double height volume of housing over daycare and continuation of main housing core with housing over indoor basketball court and cafe

Level 4:
Continuation of main housing core

Level 5:
Continuation of main housing core

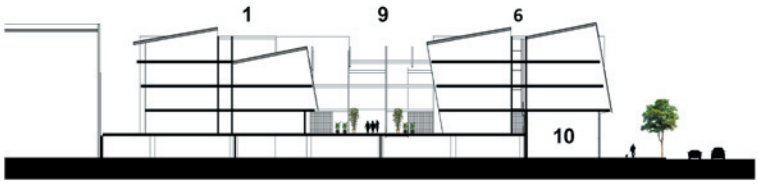


SECTIONS



1 Section A
1/32" = 1'-0"

2 Section B
1/32" = 1'-0"

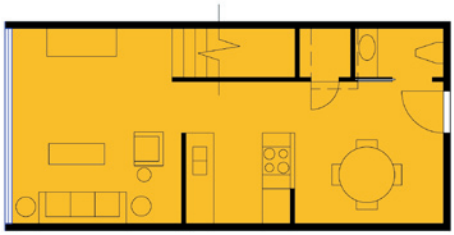


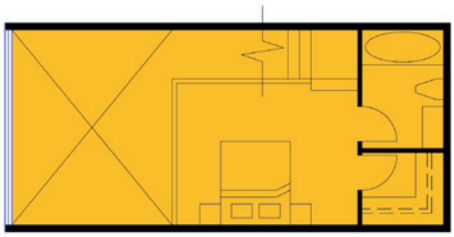
3 Section C
1/32" = 1'-0"

1 Housing Complex 2
2 Atrium
3 Daycare Play Area
4 Daycare
5 Lofts above
6 Housing Complex 1
7 Artist Lofts
8 Retail in Chruch
9 Residential Courtyard
10 Indoor Basketball Court

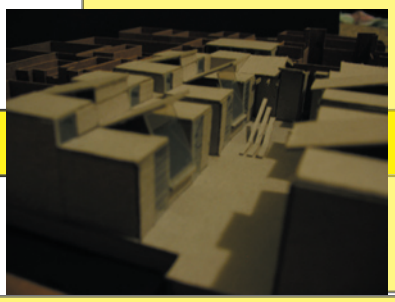
Sections

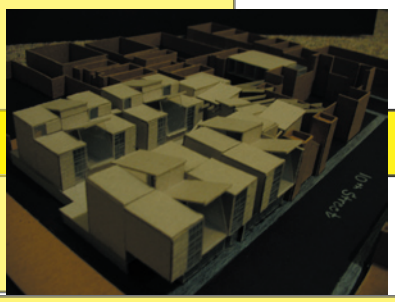
- 2 Bedroom Unit
- 1 Bedroom Unit
- Studio

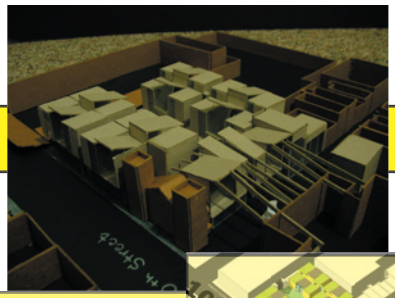




Two Volume Loft Unit

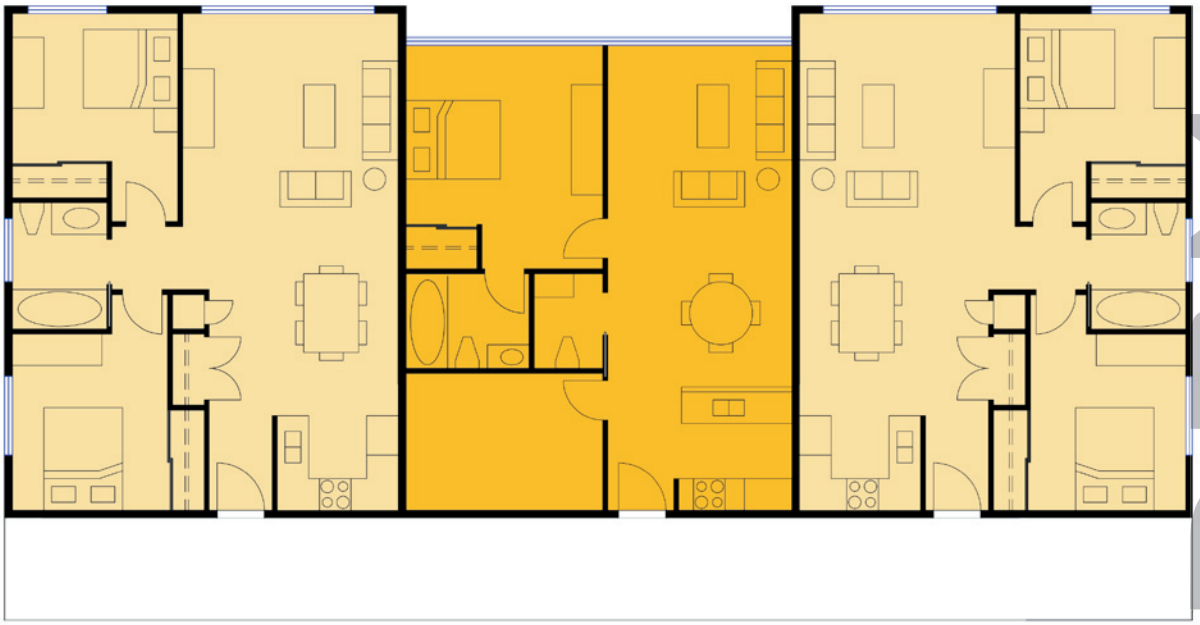






BDRM LAYOUT

Two (2)Bedroom Configuration with Two Studios in between

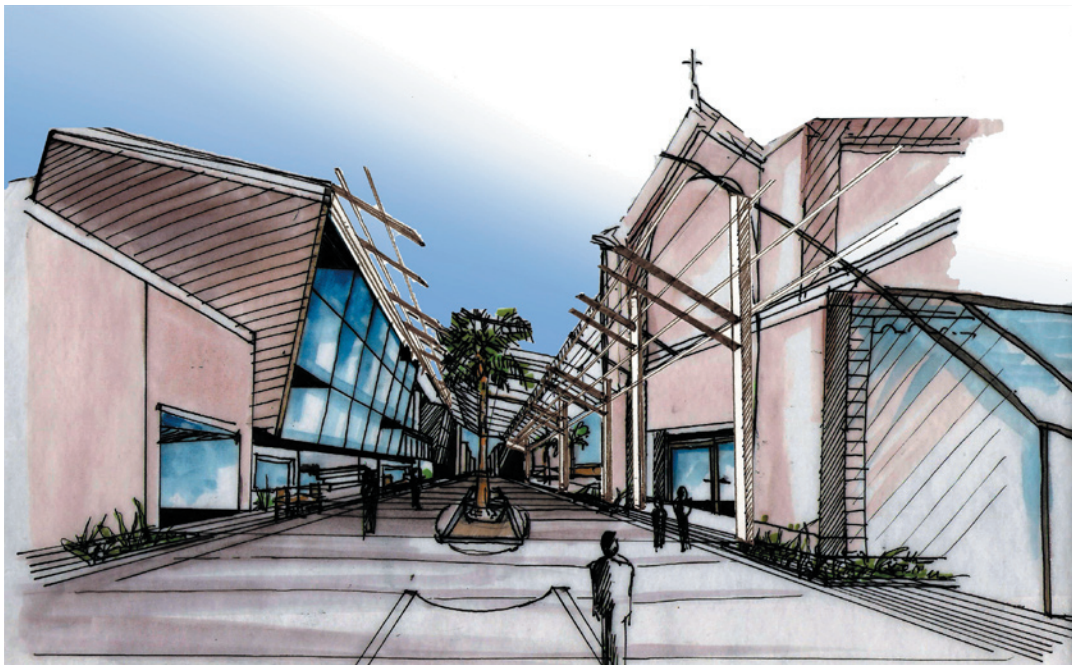


Two (2)Bedroom Configuration with a One Bedroom in between

PERSPECTIVES

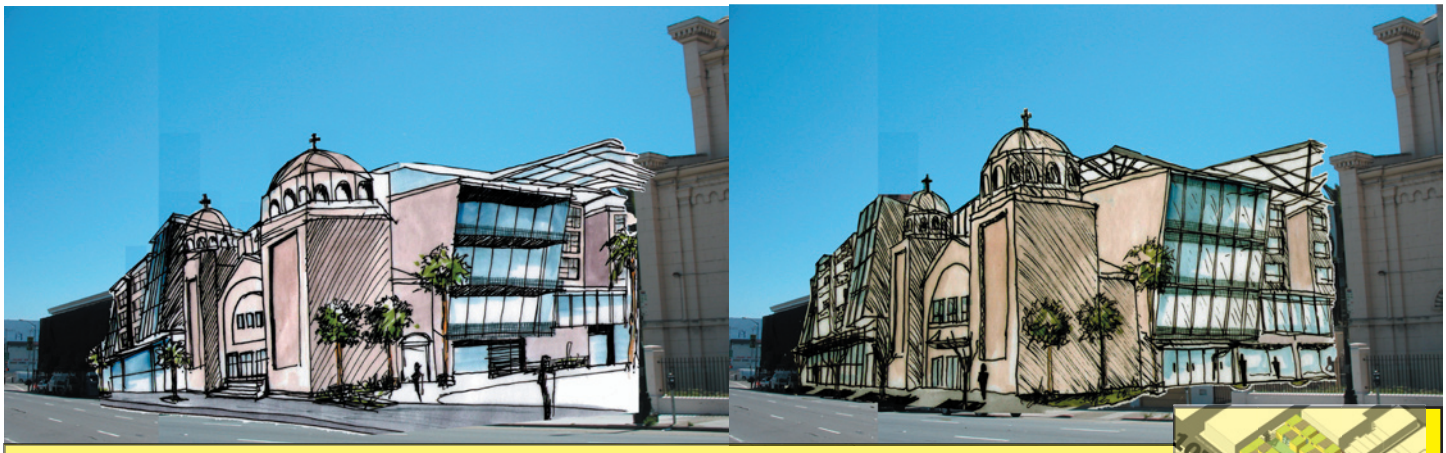
10th Street Elevation

Perspective of outdoor residential space



Alternative Atrium Scheme: A sense of enclosure without being fully enclosed (left)

Two Parish Hall front facade schemes: One with existing stairs and one without any stairs (bottom)



PRECEDENTS

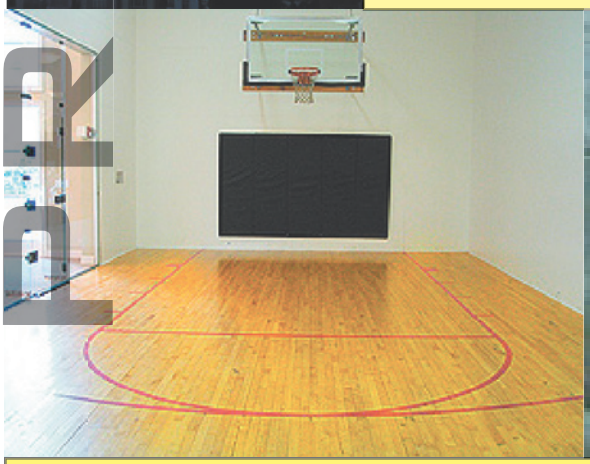
Digital Perspective of 10th street Housing & Retail Complex

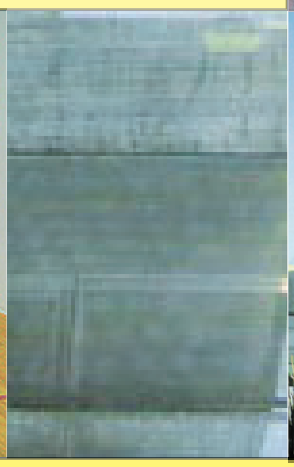
PRECEDENT STUDIES: HOUSING ELEVATIONS, INDOOR & OUTDOOR SPACES, RETAIL

Atrium image represents an ideal enclosed space in context with a historic building (right).

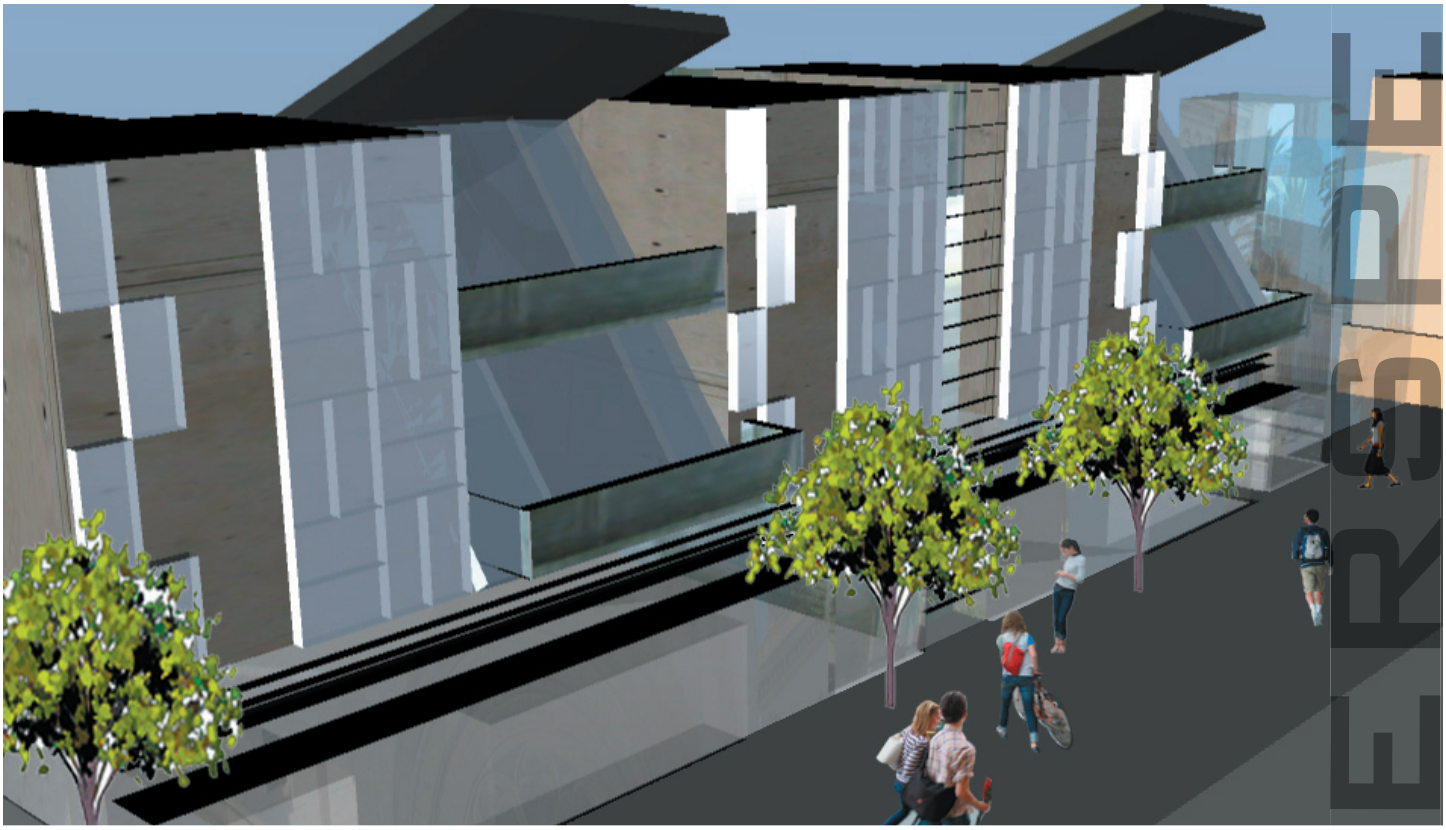
San Francisco fog incorporates the atrium wrapping over housing units and coming over into the residential green space (left).

Material images of metal screens (bottom).





Digital Perspective of 10th street Housing & Retail Complex



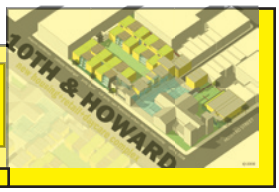
Digital Perspective of 10th Street Facade

APPENDIX: TECHNICAL INFORMATION

Unit Types:

2 Bedroom	750 sq ft	53 units
1 Bedroom Lofts	680 sq ft	37 units
Studios	450 sq ft	36 units
	Total Units	126 units

Daycare	6,500 sq ft
Play Space	2,000 sq ft
Retail Space	28,300 sq ft
Church	22,000 sq ft
Other	6,300 sq ft
Parking Spots	64 spots
Building Footprint	75%
Green Space	25%
Max Building Height	55 ft

Special Features:

- Green Roofs
- Sloped roofs for mounting PV panels
- Amphitheater Space in Courtyard
- Exceeded requirement for play area
- Enclosed Atrium Space
- Indoor Basketball Court
- Laundry / Cafe on site
- Residential Courtyard
- Clustered Retail