
INVEST IN NEIGHBORHOODS SURVEY RESULTS

In the fall of 2014 the Planning Department with Supervisor Tang’s office developed a survey on design and land use in the Sunset. The survey built on prior efforts, namely the Sunset District Blueprint, which was a comprehensive planning effort guiding the future of the Sunset. One chapter of the Blueprint is dedicated to Land Use. The Land Use Chapter addresses neighborhood development and design. The survey was designed to get public input from residents and visitors to the Sunset on building design and different types of development. This document includes highlights from the survey as well as the detailed survey results.

SURVEY HIGHLIGHTS

DEMOGRAPHICS

A total of 158 (122 in English, 36 in Chinese) surveys were received-both online and in person. All surveys were translated into English and Chinese, and this document summarizes the key findings from all respondents.

The majority of the English language respondents (73%) live in the Sunset, while 47% of those who responded in Chinese live in the Sunset. Forty-three percent of Chinese respondents also worked, visit or shopped in the Sunset. The majority of respondents travel to the Sunset Neighborhood Commercial Corridors by car or transit. Popular corridors include Irving, Judah, and Taraval Street.

LAND USE AND DESIGN

The majority of respondents travel outside of the District to purchase everyday needs. Popular destinations in the Sunset include grocery stores and restaurants. Desired stores and services include restaurants, shops, and clothing stores. Survey participants value several neighborhood features in the Sunset including the ocean and locally owned businesses.

VISUAL PREFERENCE SURVEY

Fifty-five percent of English respondents prefer retail or a restaurant space on the ground floor as their first choice while 62.5% of Chinese respondents prefer residential use with a ground floor lobby. Outdoor seating, transparent ground floors and balconies were identified as desirable also preferred.

DESIGN AROUND ADDITIONAL UNITS

Newer and older four story buildings with retail on the ground floor are preferred (28% strongly like and 37% somewhat like for English respondents, and 28% strongly liked and 33.5% somewhat liked for Chinese respondents). The majority of respondents also strongly and somewhat like more units in a building as long as the overall size of the building does not change. Additionally, regulating the number of bedrooms in a unit to encourage family housing is preferred and the majority of respondents are in favor of a policy that allowed a maximum number of parking spaces.

Detailed responses for both the English and Chinese language surveys are attached. The results of the survey will be used to inform further discussions on land use policy and urban design in the Sunset District.

SUNSET SURVEY RESULTS | LAND USE AND URBAN DESIGN

Date: _____

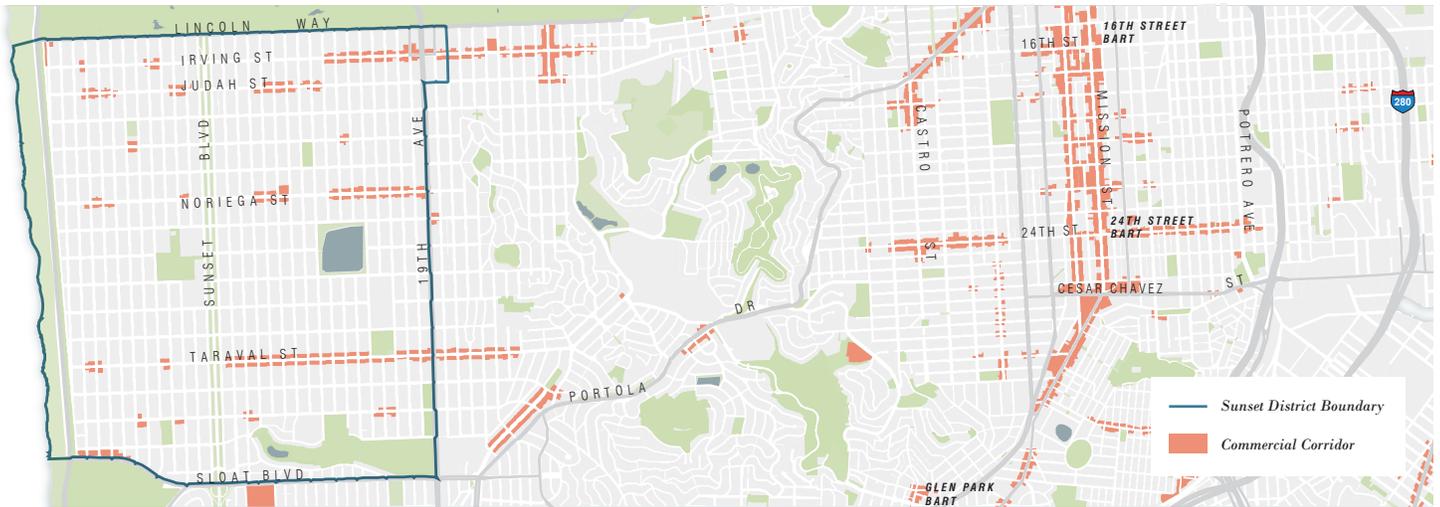
Corridor (Check (✓) one):

Noriega Taraval Irving Judah

This past year, Supervisor Tang has led a comprehensive planning effort to discuss the future of the Sunset District, called the Sunset District Blueprint. The Planning Department in coordination with Supervisor Tang’s office has attended and hosted a number of community meetings to inform the Sunset District Blueprint.

One of the Chapters of the Blueprint is dedicated to Land Use. Part of shaping land use in the Sunset is shaping the design of buildings. As residents, merchants and visitors to the Sunset district this survey seeks your input on design features.

This document summarizes the survey responses received. Surveys were conducted in the Sunset and an online survey was also available. A total of 122 surveys were received.



I. What is your connection to the Sunset?

(Check all that apply)

I live in the Sunset



I own a business in the Sunset



I work in the Sunset



I visit or shop, but do not live, in the Sunset



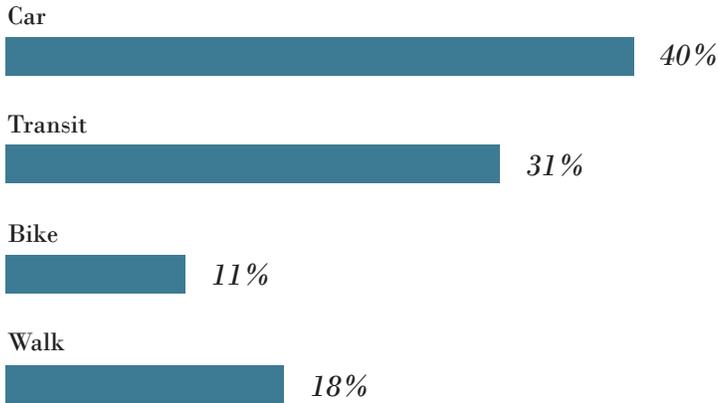
I own property, but do not live, in the Sunset

0%

Other, please specify



2. How do you typically travel to the Sunset?



3. How often per week do you visit the Sunset? (Check one for each street)

a. Irving Street

(between 19th Ave–27th Ave)

This is my first visit

0%

Once a month or less often



Once a week



A few times a week



Everyday



b. Judah Street

between 29th Ave–33rd Ave

This is my first visit



Once a month or less often



Once a week



A few times a week



Everyday



c. Noriega Street

(between 19th Ave–27th Ave & 30th–33rd Ave)

This is my first visit



Once a month or less often



Once a week



A few times a week



Everyday



d. Taraval Street

between 19th Ave–36th Ave

This is my first visit



Once a month or less often



Once a week



A few times a week



Everyday



VISUAL PREFERENCE SURVEY

11. **Active Ground Floor Uses.** Building designs that provide interfaces between the street such as residential stoops, setbacks retail and lobby entrances support active street life and enhance well-being and safety by encouraging more eyes on the street. There are a few different ways to have active ground floors which are presented below. Please rank the three images below from 1-3 with 1 being the most preferred.



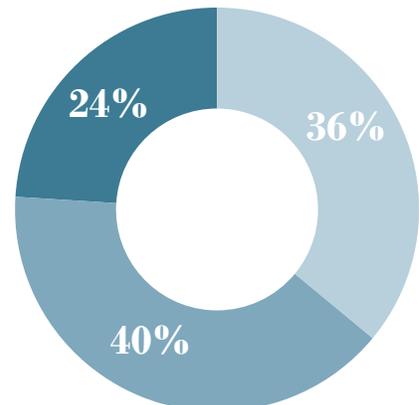
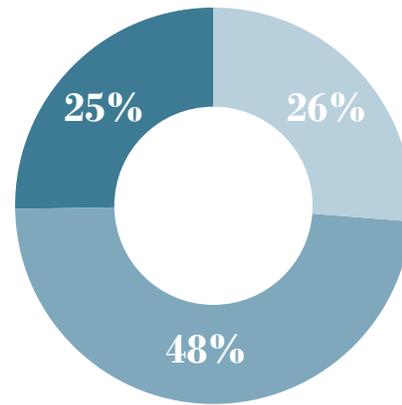
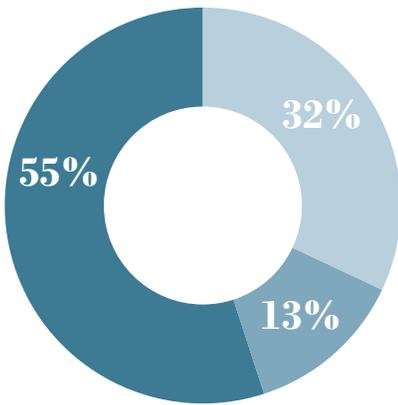
Option # 1
Ground Floor With Retail or Restaurant



Option # 2
Ground Floor with a Residential Lobby



Option # 3
Ground Floor Residential Stoop and Direct Entry to Unit

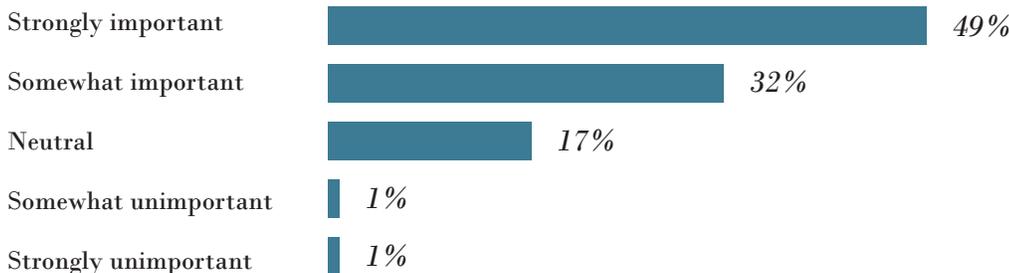
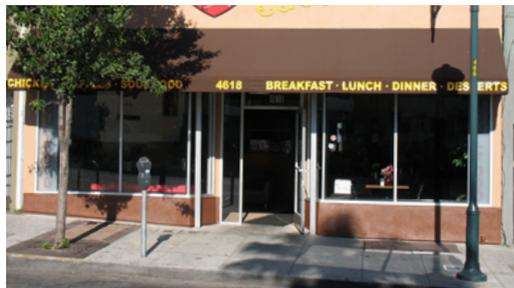


■ First Choice

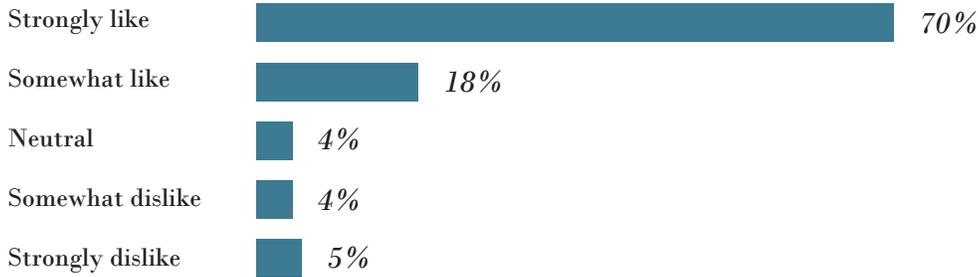
■ Second Choice

■ Third Choice

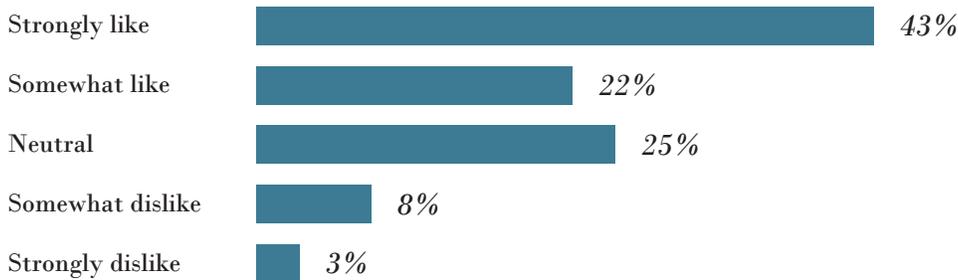
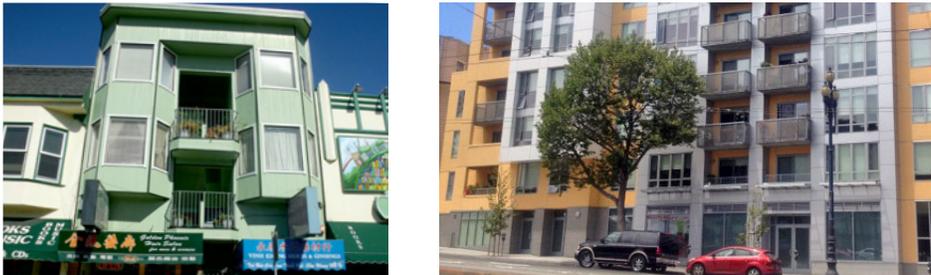
12. **Ground floor transparency provides an active and engaging building facade. For existing and new businesses, how important is it to you that ground floors are transparent? Check (✓) one.**



13. Sidewalk seating provides a place to linger and can provide outdoor space. For existing and new businesses, what do you think about having sidewalk seating? Check (✓) one.

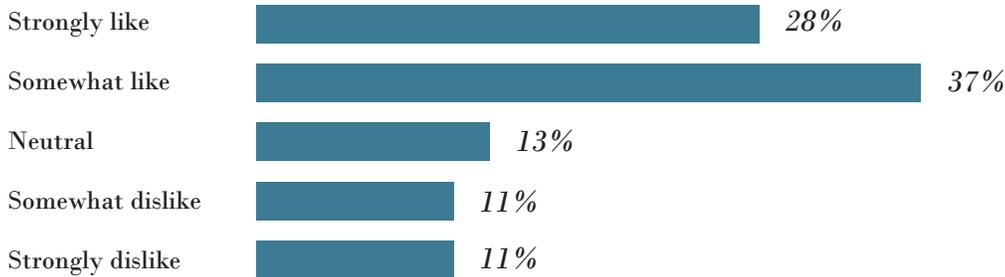


14. Balconies can act as an interface between private and public space, provide open space and add building definition. In considering new development, what do you think about having balconies as part of the building design? Check (✓) one.

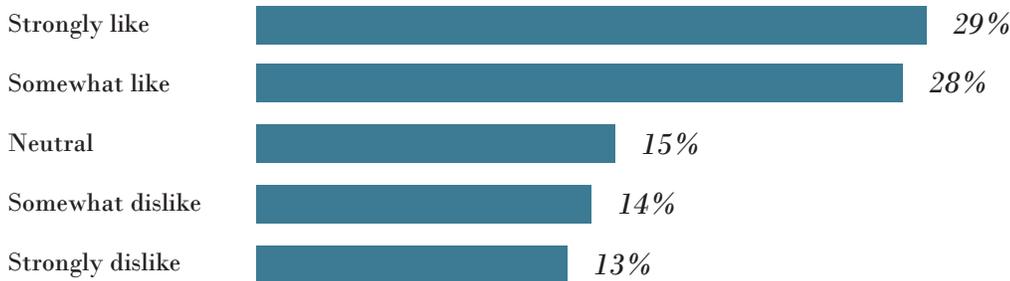


DESIGN AROUND ADDITIONAL RESIDENTIAL UNITS

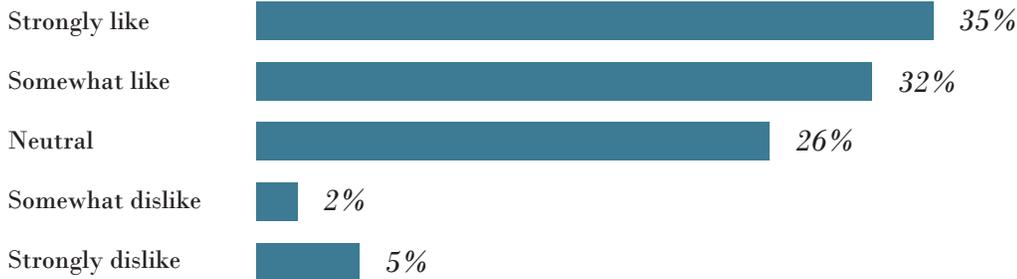
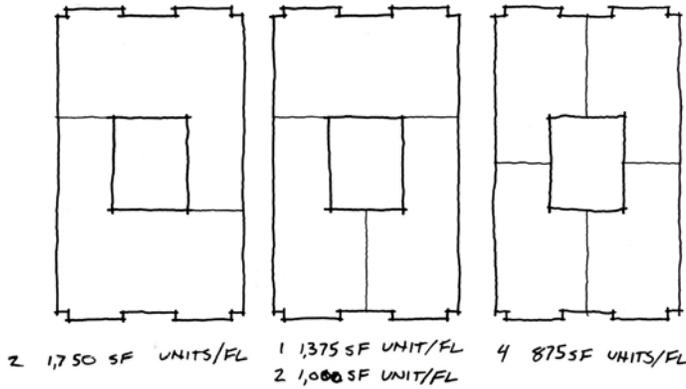
15. Active streetscapes with vibrant retail typically depend on a certain number of residential units. In considering an increase in the number of residential units allowed to develop a stronger commercial corridor, what do you think of the buildings pictured below? Check (✓) one.



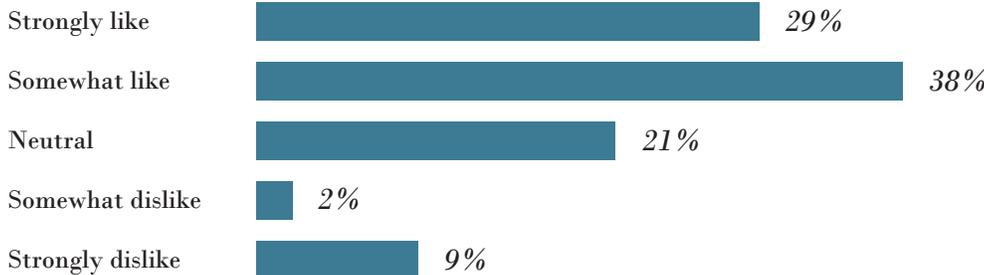
16. The buildings pictured above are new developments in neighborhoods that have a similar scale as the Sunset. What do you think of this development type in the Sunset? Check (✓) one.



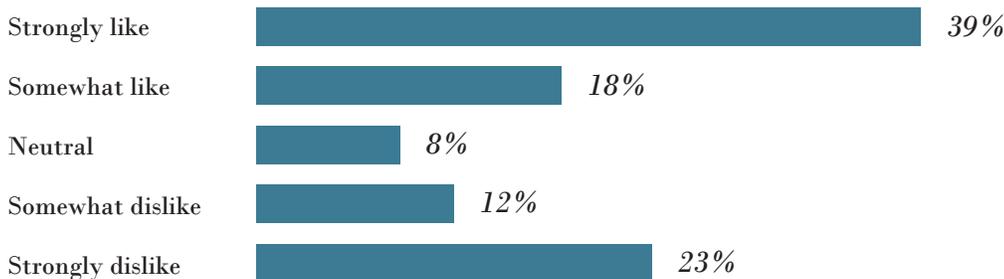
17. There are ways to increase the amount of housing without making the building larger in size. The following image shows the front of a building with different floor plans. The number of units and the size of the units change but the overall size of the building does not. What do you think about this idea? Check (✓) one.



18. At different community meetings we have heard the desire to have more family housing in the Sunset. One tool the Planning Department has used to encourage more family housing is establishing a bedroom requirement. This means that instead of all of the units being the same size, the building would be required to have a “mix” of units. For example, instead of each floor having two units each measuring 1,750 square feet, there could be a mix of sizes and bedrooms. Each floor could have one unit measuring 1,375 square feet and two units measuring 1,000 square feet. Currently in certain neighborhoods, at least 40% of the units in the building must include two-bedroom units. The same regulation could be applied to new buildings in the Sunset. What do you think about this idea? Check (✓) one.



19. Currently, land use regulations require that a parking space be provided for each unit of housing. This can add to the cost to the unit as well as limit the number of units provided. Along the commercial corridors, one way to address this is to not require any parking. Parking could be provided, but instead of having a minimum number of parking spaces required, there would be a maximum number of parking spaces provided. What do you think about this idea? Check (✓) one.



RANKING OF DESIGN AND VISUAL PREFERENCE FROM SURVEY RESPONDENTS

Questions 11 through 19 aims to assess survey respondents' preferences based on a scale of importance or like.

MOST LIKED FEATURES

Almost nine-tenths of respondents strongly liked or somewhat liked (70%, 18% respectively) **sidewalk seating**. Please see question # 13 for full results.

More than three-fourths of respondents felt **ground floor transparency** was strongly important or somewhat important (49%, 32% respectively). Please see question # 12 for full results.

About two-thirds of respondents strongly liked or somewhat liked (35%, 32% respectively) **changing the number of units but not the overall building size**. Please see question # 17 for full results.

About two-thirds of respondents strongly liked or somewhat liked (29%, 38% respectively) **a mix of units in a building** including at least 40% of the units to include two-bedroom units. Please see question # 18 for full results.

Almost two-thirds of the respondents strongly liked or somewhat liked (43%, 22% respectively) **balconies** as part of the building design for new development. Please see question # 14 for full results.

Almost two-thirds of the respondents strongly liked or somewhat liked (28%, 37% respectively) an **increase of residential units** to develop a stronger commercial corridor. Please see question # 15 for full results.

More than half of the respondents strongly liked or somewhat liked (39%, 18% respectively) **changing parking requirements from a minimum spaces requirement to a maximum spaces requirement**. Please see question # 19 for full results.

More than half of the respondents strongly liked or somewhat liked (29%, 28% respectively) the **scale of development type pictured on page 7**. Please see question # 16 for full results.

More than half (55%) of the respondents selected **retail or restaurant as their first preferred choice of active ground floor uses**. Residential lobby as a ground floor use was second preferred. Stoop and direct entry to unit was third preferred.

LEAST LIKED FEATURES

Of all the preference questions, the **changes parking spaces requirement** garnered the most number of strongly dislikes or somewhat dislikes (23%, 12% respectively). Please see question # 19 for full results.

More than a quarter of the respondents strongly disliked or somewhat disliked (13%, 14% respectively) the **pictured scale of development on page 7**. Please see question # 16 for full results.

More than a fifth of the respondents strongly disliked or somewhat disliked (11%, 11% respectively) an **increase of residential units** to develop a stronger commercial corridor. Please see question # 15 for full results.

Other preference responses did not receive 10% or more in either strongly dislike and somewhat dislike.

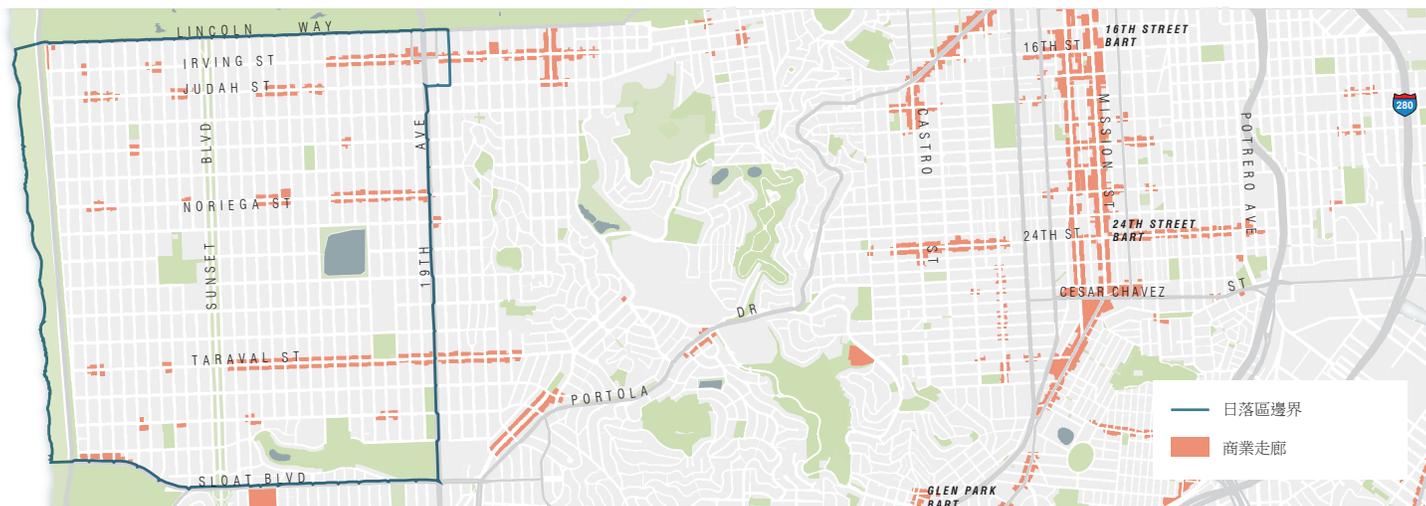
日落區土地使用及都市設計調查問卷結論

日期: _____
走廊 (請選擇其中一個):
 Noriega Taraval Irving Judah

去年，湯凱蒂市參事領導一個全面的規劃努力以討論日落區的未來，相關項目稱為“日落區藍圖”。
規劃局 (Planning Department) 與湯凱蒂市參事辦公室合作，舉辦及出席了多個社區會議以讓民眾知道關於日落區藍圖的資料。

藍圖內的其中一章是集中討論土地使用。而要塑造日落區土地使用的其中一部份就是塑造建築物的設計。
作為日落區的居民、商戶和訪客，本調查問卷需要您就設計特點方面提供意見。

這分文件總結了在日落區調查問卷以及網上調查所收到的資料。一共收到30分調查問卷。



一些關於您的資料：

1. 您與日落區有甚麼聯繫?(請選擇所有適用的選項)

本人居於日落區



本人在日落區擁有生意

0%

本人在日落區工作



本人參觀或光顧日落區的商店，然而本人並非居於此區



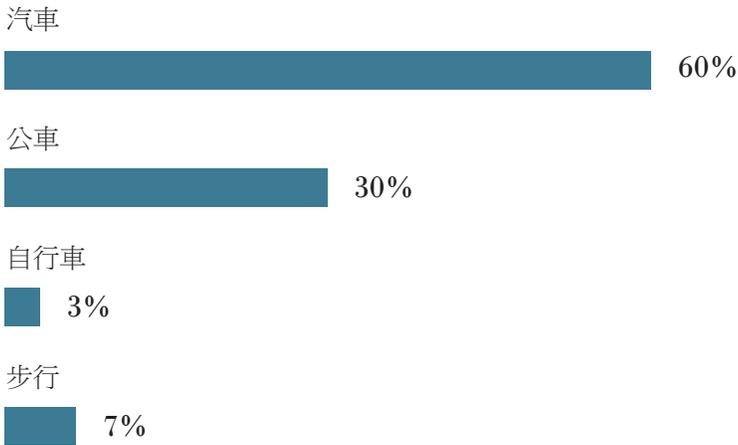
本人在日落區擁有物業，然而本人並非居於此區



其他 (請說明)



2. 您通常是透過以下哪一種方式到日落區?



3. 您每週會到日落區的次數? (在以下的每一條街選擇一個合適的選項)

a. 在19街與27街之間的Irving街

這是本人第一次到這裡

0%

每月一次或更少

0%

每星期一次

24%

每星期幾次

20%

每天

56%

b. 在29街至33街的Judah街

這是本人第一次到這裡

0%

月一次或更少

15%

每星期一次

23%

每星期幾次

8%

每天

54%

c. 9街至27街及30街至33街的Noriega街

這是本人第一次到這

0%

每月一次或更少

20%

每星期一次

40%

每星期幾次

20%

每天

20%

d. 19街至36街的Taraval街

這是本人第一次到這

0%

每月一次或更少

20%

每星期一次

40%

每星期幾次

0%

每天

40%

土地使用及設計：

規劃局希望更好地了解您認為在土地使用及建築物設計方面甚麼是最重要。

4. 您在日落區到訪最多的商家是甚麼？

銀行，花旗銀行，東北水餃，天天餅屋，Goodwill，雲吞麵大王，快可立，餐館，Safeway，購物，購物，新世界超級市場，超級市場，超級市場，超級市場，Walgreens，Walgreens

(只有十四人回答這個問題)

5. 您會到日落區以外的地方去購買日常用品嗎？(例子如食品雜貨店、五金店、藥房等…)?

是  92%

否  8%

6. 您認為在日落區有甚麼欠缺的商店或服務？

29，19街和金門公園路口，快餐，沒有，沒什麼，還好，沒問題，需要更多停車位，停車，停車，停車，購物，清掃街道，清掃街道

(只有十三人回答這個問題)

7. 您在三藩市的最喜歡街道或建築物是甚麼？

19街

(只有一人回答這個問題)

8. 有甚麼特色和特別之處使它成為您最喜歡的街道或建築物？

中國人和中國商店，
很難說

(只有兩人回答這個問題)

9. 您在日落區最喜歡的街道或建築物是甚麼？

33和Noriega街，
Noriega街

(只有兩人回答這個問題)

10. 有甚麼特色和特別之處使它成為您最喜歡的街道或建築物？

很難說，
容易得到需要的

(只有兩人回答這個問題)

視覺喜好調查

11. 活化地面樓層使用。提供建築物與街道之間接觸面的設計例如住宅的門廊、街道的零售設施以及大堂入口以支持多姿多采的街道生活，並以此提升吸引力和人流，增進街道的良好狀況和安全。以下列出了幾種不同的活化地面樓層的方式。就以下三幅圖片選出您的喜好，請以1-3去為您的喜好作出排列，1為您最喜愛的選擇。



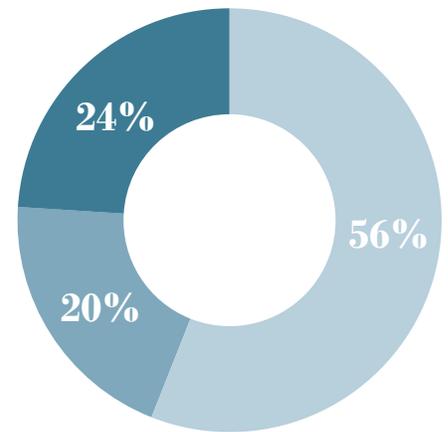
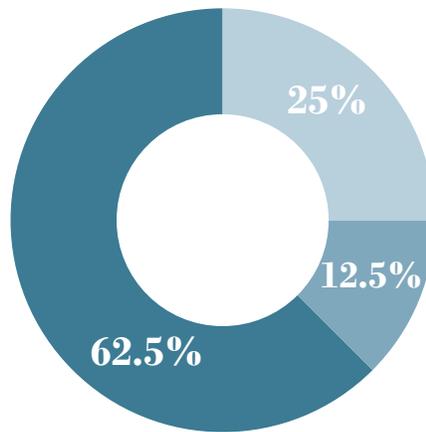
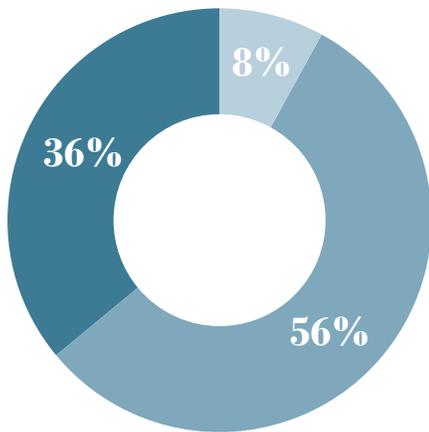
設有零售店或餐廳的地面樓層



設有住宅大堂的地面樓層

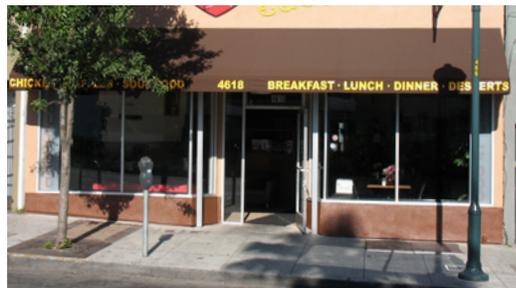


設有住宅門廊及直接進入單位的入口

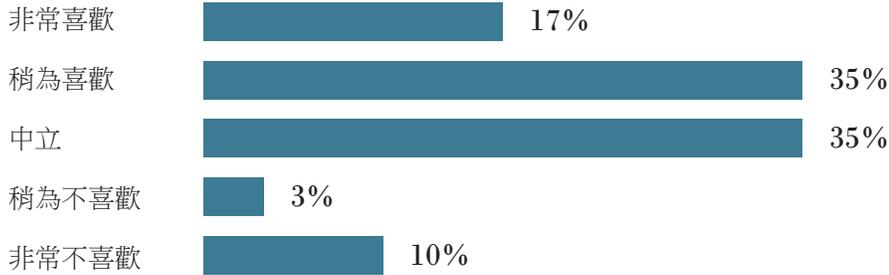


■ 第一選擇 ■ 第二選擇 ■ 第三選擇

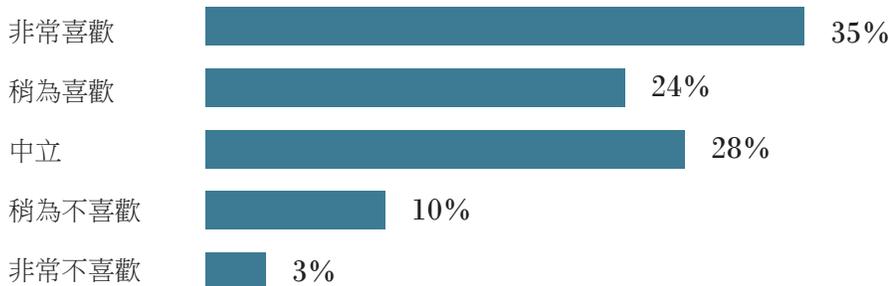
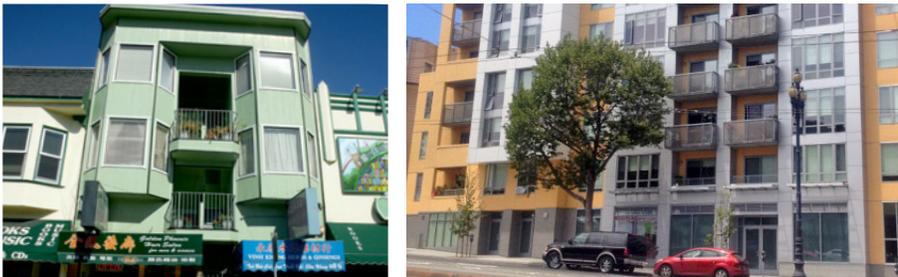
12. 具透明度的地面樓層提供一個活化和具吸引力的建築物外觀。就現有的和新的商家來說，您認為具透明度的地面樓層有多重要？請選擇以下其中一個選項。



13. 人行道的座椅提供一個讓行人駐足逗留以及能夠提供戶外空間。
就現有的和新的商家來說，您對設置人行道座椅有甚麼想法？請選擇以下其中一個選項。

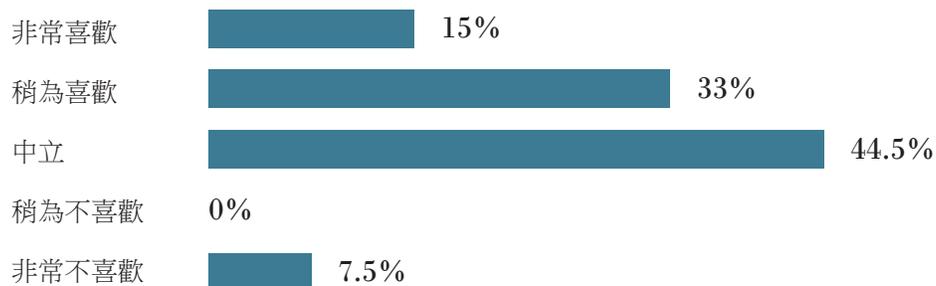


14. 陽台能在私人與公共空間之間扮演連接兩者的角色，以提供戶外空間及增加建築物外觀的鮮明度。
在考慮新的發展時，您對在建築物設計上設置陽台有甚麼想法？請選擇以下其中一個選項。

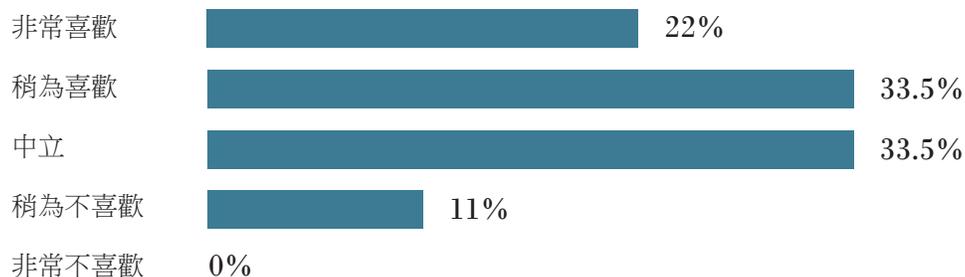


圍繞額外住宅單位的設計

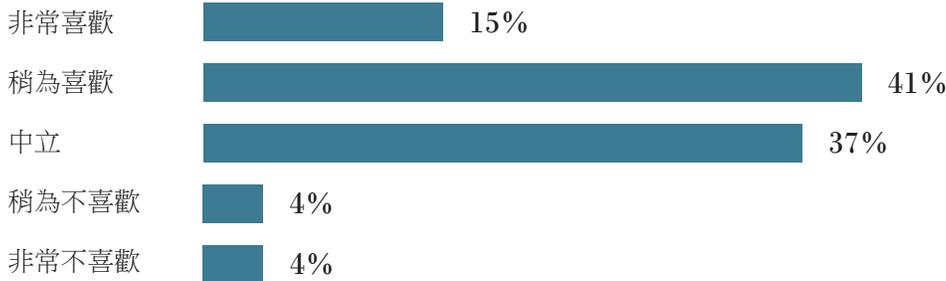
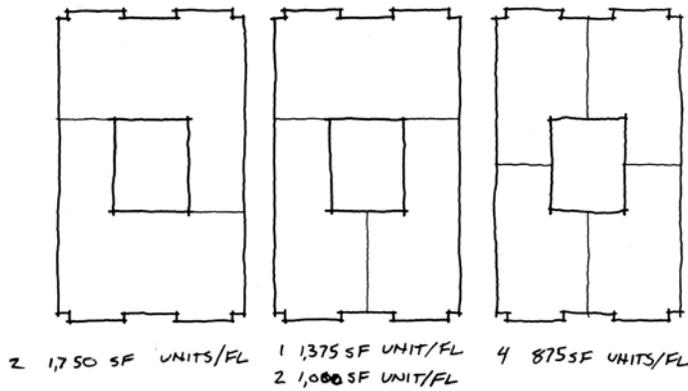
15. 擁有繁榮的商店的活化街景有賴於一定數量的住宅單位。在考慮增加住宅單位的數目，以容許發展一個更強大的商業走廊時，您對以下圖中的建築物有甚麼想法?請選擇以下其中一個選項。



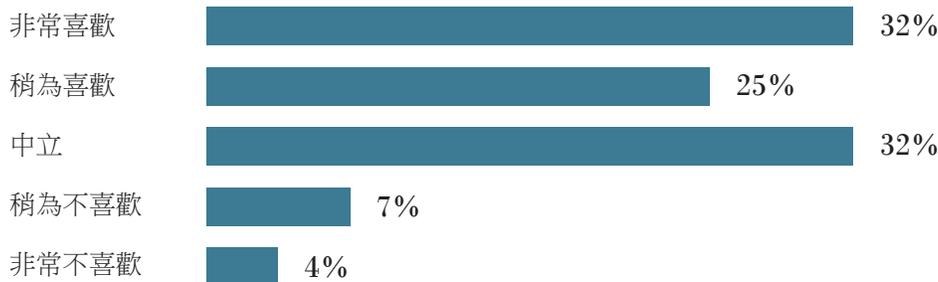
16. 在上圖中的建築物是在其他鄰里內的新發展，而相關建築物的規模與日落區的相約。您對在日落區的這種發展方式有甚麼想法?請選擇以下其中一個選項。



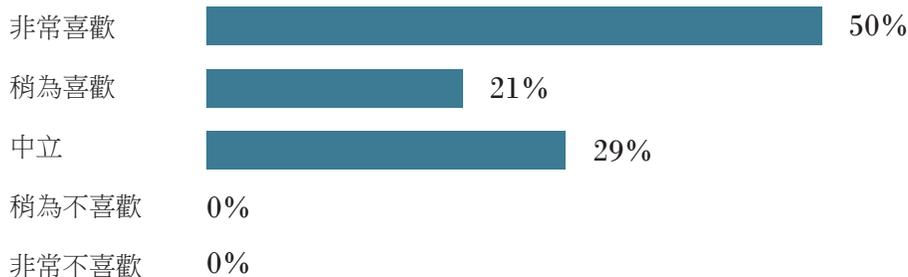
17. 有不同的方式去增加房屋的數目而不會增加建築物的大小(請參考以下的圖片)。您對這個建議有甚麼想法?請選擇以下其中一個選項。



18. 我們在不同的社區會議中聽到關於增加在日落區的家庭房屋的需求。規劃局透過不同方式去鼓勵更多的家庭房屋，其中一個已使用的方式就是設立一個關於睡房的要求。這是指不同於所有單位都是相同的大小，相關的建築物將被要求設置“混合”的單位。現時在一些鄰里，其建築物內必須包括最少40%的單位是擁有兩個睡房。相同的條例可以使用在日落區的新建築物。您對這個建議有甚麼想法? 請選擇以下其中一個選項。



19. 現時，土地使用條例要求為每一個住宅單位提供一個停車位。這會增加單位的成本以及限制了單位的供應數目。在沿著商業走廊的區域，其中一個應對此問題的方法就是不再要求任何的停車位。停車位仍然可以被提供，但那將會是要求一個最高限度的停車位數目，而非要求提供一個最低限度的停車位數目。您對這個建議有甚麼想法? 請選擇以下其中一個選項。



根據受訪者的圍繞住宅單位外的設計和視覺喜好調查排行

第十一條十九問題的目的是評估根據受訪者的喜好。

較多人的首選

超過三分之二的受訪者表示非常喜歡或稍為喜歡(分別為百分之五十，百分之二十一) 最高限度停車位數目。

請參閱第十九號題。

超過三分之二的受訪者表示非常重要或稍為重要 (分別為百分之十九，百分之三十九)具透明度的地面樓層。

請參閱第十二號題。

將近三分之二的受訪者第一選擇(分別為百分之百分之六十二點五)設有住宅大堂的地面樓層。

百分之五十六並列設有零售店或餐廳的地面樓層和設有住宅門廊及直接進入單位的入口為第二和第三選擇。

請參閱第十一號題。

半數以上的受訪者表示非常喜歡或稍為喜歡(分別為百分之三十五，百分之二十四)建築物設計上設置陽台。

請參閱第十四號題。

半數以上的受訪者表示非常喜歡或稍為喜歡(分別為百分之三十二，百分之二十五)建築物設置”混合”單位。

請參閱第十八號題。

半數以上的受訪者表示非常喜歡或稍為喜歡(分別為百分之十五，百分之四十一)增加房屋的數目而不會增加建築物的大小。

請參閱第十七號題。

半數以上的受訪者表示非常喜歡或稍為喜歡(分別為百分之二十二，百分之三十三點五)第6頁發展建築物的規模。

請參閱第十六號題。

略超過一半的受訪者表示非常喜歡或稍為喜歡(分別為百分之十七，百分之三十五)。

請參閱第十三號題。

近一半的受訪者表示非常喜歡或稍為喜歡(分別為百分之十五，百分之三十三)容許發展一個更強大的商業走廊。

請參閱第十五號題。

較少人的首選

百分之十的受訪者表示非常不喜歡人行道座椅。

請參閱第十三號題。

百分之十一的受訪者表示稍為不喜歡第6頁發展建築物的規模。

請參閱第十六號題。

百分之十的受訪者表示稍為不喜歡建築物設計上設置陽台。

請參閱第十四號題。