



MARKET & OCTAVIA AREA PLAN FUNDAMENTAL DESIGN PRINCIPLES

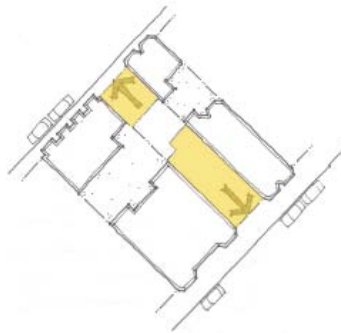


SAN FRANCISCO
PLANNING
DEPARTMENT

FUNDAMENTAL DESIGN PRINCIPLES FOR **BUILDING MASSING AND ARTICULATION**

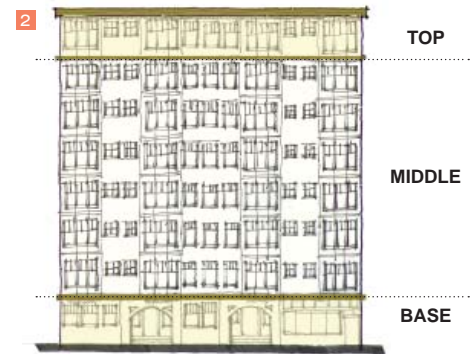
The way we experience a building is determined largely by its massing and articulation. Buildings in most San Francisco neighborhoods are no more than five stories tall, built on narrow lots, and have bay windows or other kinds of projections. This gives them a distinct rhythm and verticality, and breaks down the scale to that of the human activity taking place inside and around them. This further relates buildings to the human activities in the street.

1 Most new buildings should be built to all property lines facing public rights-of-way. In the Market and Octavia neighborhood, buildings commonly front directly onto the public realm – streets and alleys – and are set back only to accommodate elements.

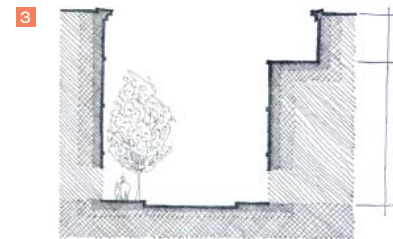


Construct infill development to property lines

2 Taller buildings should include a clearly defined base, middle, and top. The middle of buildings should be clearly distinguished from the base and articulated with windows, projections, porches, and/or balconies. The roof, cornice, or parapet area should be well integrated with the building's overall composition, visually distinctive, and include elements that create skyline interest. Roof forms should be drawn from the best examples in the area. Above five stories, top floor(s) should be incorporated into an appropriately scaled expression of the building's top.



3 Use of setbacks to reduce mass. Upper-floor setbacks or other architectural techniques that reduce the overall massing should be considered where a building would exceed a height equal to the width of the facing street, or differ by one or more stories, from the prevailing height of adjacent buildings.

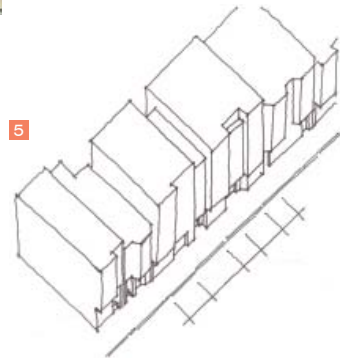


4 Building façades should include three-dimensional detailing; these may include bay windows, cornices, belt courses, window moldings, and reveals to create shadows and add interest. In most cases, a minimum window reveal of two inches should be incorporated and sliding windows or applied mullions should not be incorporated on windows facing the street or the public realm (streets, alleys and other publicly-access-

sible spaces). Windows and cornices are especially important elements contributing to the creation of a comfortable “urban room” and pedestrian environment. Upper floors may include smaller, vertically proportioned windows punched into walls, projections such as bay windows, or small balconies. Windows should typically be vertical to reflect traditional arrangements found throughout San Francisco. Other façade elements that contribute to visual interest may include awnings, canopies, projections, trellises, and detailed parapets.



5 Building façades that face the public realm should be articulated with a strong rhythm of regular vertical elements. There is a well-established pattern of individual buildings on 25- to 50-foot wide lots in the residential and neighborhood commercial areas of the Market and Octavia neighborhood. While buildings occupy larger frontages along the Market and Mission Street corridor, they are typically broken up with a regular rhythm of projections, changes in massing, wall planes, and rooflines.



6 The façades of new buildings should extend this pattern. New buildings should occupy narrow frontages and express a vertical orientation in their use of projections, windows, and other detailing. This is ideally achieved through individual buildings on narrow frontages. On wider lots, at the least, vertical elements should break down the visual scale of larger buildings and create a rhythm that visually minimizes overall massing, consistent with historic development patterns.



Although constructed on a large lot, this building façade replicates the traditional 25 - 50 foot-wide lot pattern through changes to the plane, color and roof line.

7 There are cases where new buildings may be built adjacent to existing buildings that are substantially shorter (i.e. by two or more stories). Sometimes these adjacent buildings have historic merit, contain housing units, feature lower height limits, or are limited by other factors that make them unlikely to be re-developed in the foreseeable future with larger buildings that might mask the side facade of the proposed building. Large expanses of blank wall are unsightly and potentially blighting on a neighborhood. New buildings shall sensitively and creatively treat these prominent interior property line conditions, cognizant of the visibility of these facades from surrounding public spaces and buildings. Larger, wider buildings with greater amounts of street frontage shall also consider more significant articulations

or partial upper floor setbacks along these property lines. Techniques for incorporating planted “living walls” can also soften the visual impact of exposed sidewalls and facades while providing ecological benefit.

8 Buildings on sloping sites should follow the slope to reinforce and accentuate the city’s natural topography and maintain a strong relationship to the street. One of the qualities most revered in San Francisco is streets and buildings that rise and fall in concert with topography. New buildings or additions should follow the slope of the street to accent and celebrate the natural topography and provide a vertical rhythm to the street. Where buildings fail to step up slopes, they adversely “flatten” the city’s natural topography.

9 For buildings on slopes, the ground flood and building entries should step-up in proportion to the slope between **façade** segments.

10 Special building elements and architectural features such as towers and special entries should be used strategically at street intersections and near important public spaces. Throughout the Market and Octavia neighborhood, buildings with these elements contribute to a building’s distinction as a landmark, help to define a gateway, draw attention to an important activity, or help define public gathering places and intersections.

11 High-quality building materials should be used on all visible façades and should include stone, masonry, ceramic tile, wood (as opposed to composite, fiber-cement based synthetic wood materials), precast concrete, and high-grade traditional “hard coat” stucco (as opposed to “synthetic stucco” that uses foam). Rich architectural detailing on individual buildings significantly contributes to the public realm. Detailing is encouraged to provide interest and create variation in wall planes; materials and level of detail should be drawn from the best examples in the area. Base and cornice materials should be balanced in material and color.



Corner Tall tower / bay element establishes a visual landmark at an important street intersection



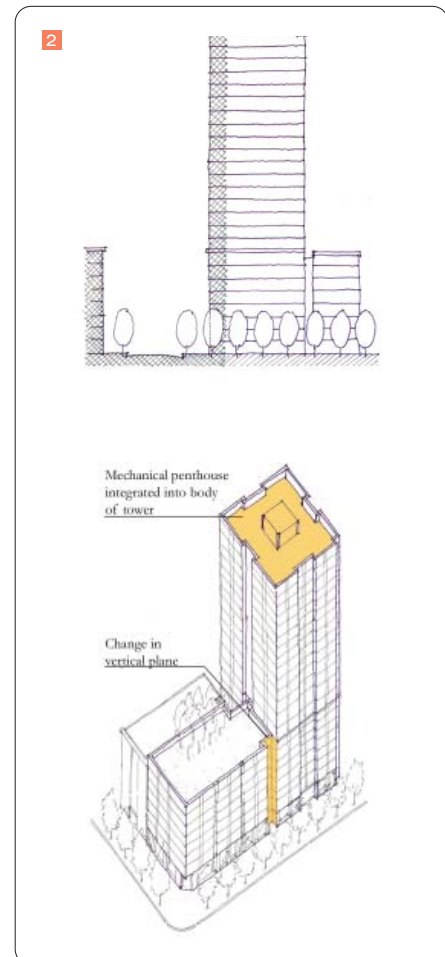
FUNDAMENTAL DESIGN PRINCIPLES FOR **TOWERS**

Towers may be permitted above a base height of 85 - 120-feet in selected locations in the Van Ness and Market Downtown Residential Special Use District (VNMDR-SUD). Special urban design considerations are required for towers because of their potential visual impacts on the city skyline and on the quality and comfort of the street.

1 Horizontal articulation at the street wall height should be employed. Like all buildings, towers need to create an appropriate enclosure of the street. Some form of horizontal articulation is essential to mark the street wall height and frame the portion of the building's façade that marks the pedestrian zone.



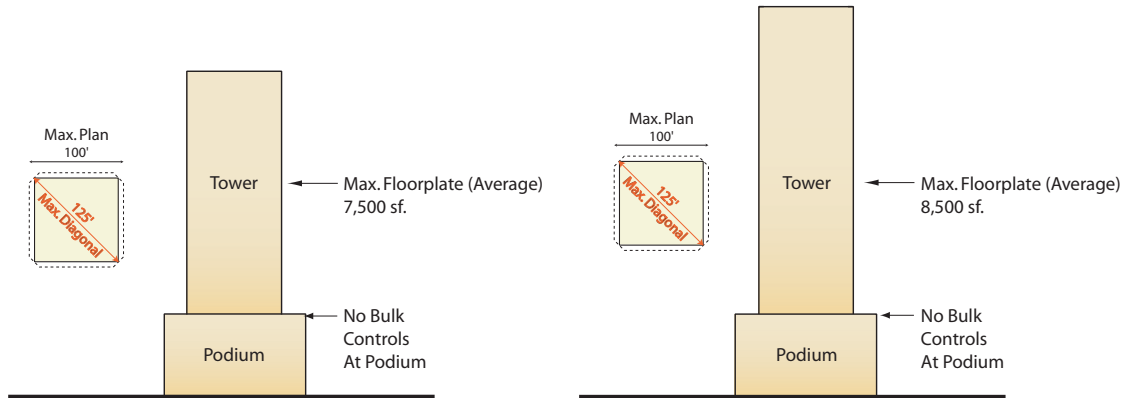
2 A change in vertical plane should differentiate a tower element from the rest of the building. A change in vertical plane differentiates the mass of the tower from that of adjacent buildings, focusing this massing on its base and setting it apart as a distinct building.



3 Provide pedestrian comfort from wind. There are significant winds in the Van Ness Avenue and the Market / Mission street corridor. Towers such as the Fox Plaza Tower channel winds down to the street level, resulting in unpleasant and potentially dangerous conditions for pedestrians. Redirected wind flows from new towers should not exceed 7 M.P.H. on Market Street and 11 M.P.H. on all other streets. Horizontal articulation, screens and other wind mitigation measures should be integrated into the overall massing, design and articulation of the building.

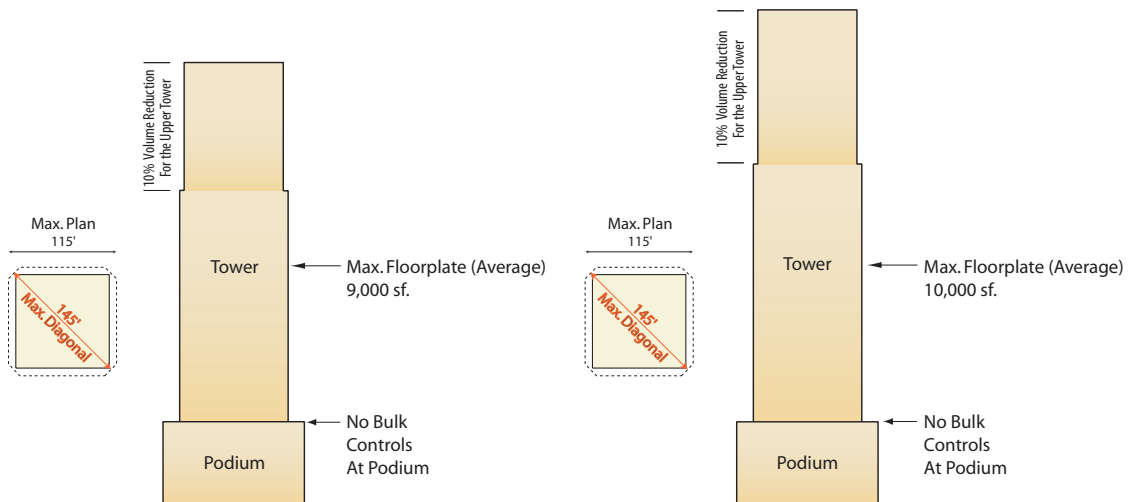
4 Towers should be light in color. For the most part, buildings in San Francisco are light in tone. The overall effect is that of a white city spread over the hills. To maintain continuity with this existing pattern, dark or disharmonious colors or building materials should be avoided. Highly reflective materials, particularly mirrored or reflective glass, should be avoided.

BULK AND SEPARATION CONTROLS FOR TOWERS



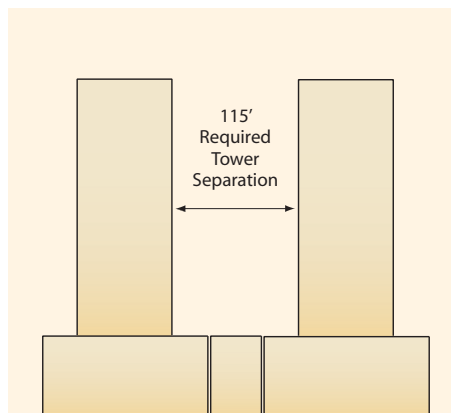
BUILDINGS BELOW 240'

BUILDINGS 240' - 300'



BUILDINGS 300' - 350'

BUILDINGS ABOVE 350'



NOTE: Podium heights vary from either 85' or 120' depending on location.

FUNDAMENTAL DESIGN PRINCIPLES FOR **THE GROUND FLOOR**

The design and use of a building's ground floor has a direct influence on the pedestrian experience. Ground floor uses in the area are devoted to retail, service, and public uses in mixed-use buildings and to residential units and lobbies in apartment buildings. These uses provide an active and visually interesting edge to the public life of the street, which is especially important on neighborhood commercial streets. Parking, which has become a common street-facing use in more recent buildings, dilutes the visual interest and vitality of the street. This plan maintains a strong presumption against permitting surface-level parking as a street-facing use; rather, it encourages retail, residential, and other active uses facing the street.

1 Surface parking should not be permitted between the street-facing property line and the fronts of buildings in most instances. The use of setbacks for parking detracts greatly from the sidewalk character and pedestrian comfort. Parking should not be permitted at the front of buildings, except on parcels with 25 feet or less of frontage, where it is in a garage that is integrated into the structure of the building.

2 No more than 30 percent of the width of the ground floor may be devoted to garage entries or blank walls. *This shall in no case require garage entries be less than 10 feet wide. Where curb cuts are expressly prohibited by this plan, garage entries are not permitted. No façade may feature garage entries that together total more than 20 feet in width.* The building area immediately facing the street should support residential or commercial uses, have a human scale, and contribute active uses to the street. Large garage entries are extremely detrimental to a street's design character and pedestrian safety. Vehicular traffic crossing the sidewalk should be limited to the absolute minimum necessary to facilitate access to parcels. At least 70 percent of the width of the ground floor facing streets must be devoted to windows, entrances to dwelling units, store windows and entrances, landscaping or planters, and other architectural features that provide visual relief and interest.



The Ground Floor



Excessively wide garage doors create a visually "dead" sidewalk.



3 Parking should be located at the rear of the site and setback from street frontages wherever possible.

4 Eight-foot-wide garage entries are preferred over wider entries.

5 Building entries and shop fronts should add to the character of the street by being clearly identifiable and inviting. Blank walls (absent windows, entries, or ornamentation) should be avoided. Display windows with unobstructed views into interior spaces and building entrances should line major streets. Service functions such as trash, utility, or fire rooms, should not be placed at the street front where possible.

6 Primary building entries may be set back from the street-facing property line, though no more than 5 feet from the street-facing façade; and if set back, should be no wider than 15 feet at the property line per individual entry. A recessed entryway provides transition space between the public sidewalk and the private interior of the building, and is common in this neighborhood for both commercial and residential uses.

7 New buildings should adhere to the existing Planning Code limitations on signage. The character, size, and quality of signage projecting from buildings play an important role in the visual appeal and attractiveness of a street.

8 Building projections and recesses, along with variations in materials and color and other architectural design features, should be used to emphasize pedestrian entries and de-emphasize garage doors and parking.

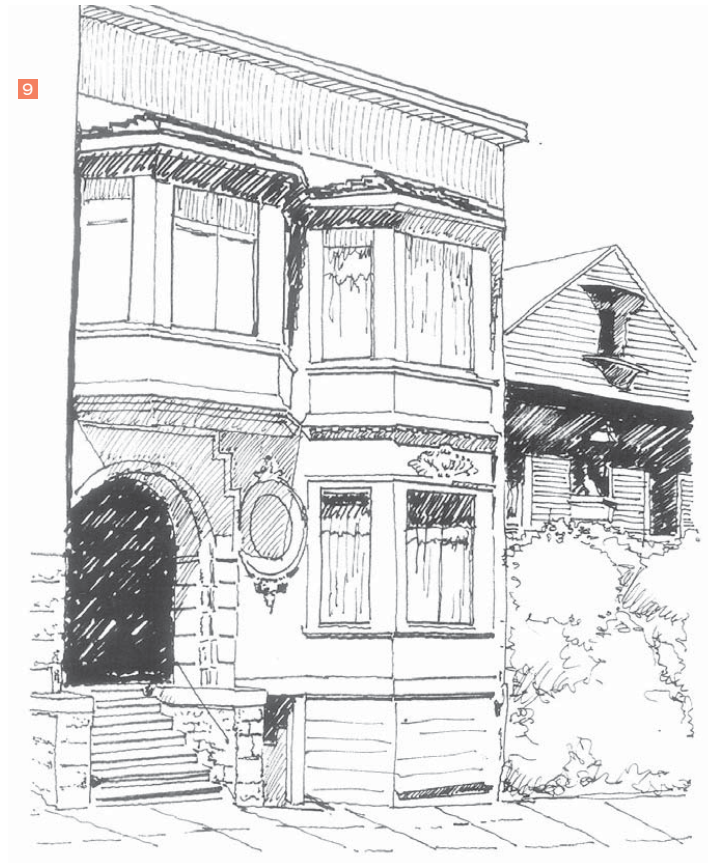


9 First-floor residential units are encouraged to be at least 3 feet above sidewalk level such that the windowsills of these units are above pedestrian eye level in order to maintain the units' privacy. Successful ground floor residential units are often set slightly above the street grade, such that ground-floor living spaces look down on the street. Transitions between private space and the public space of the street, using stoops and other means, are encouraged.

10 Residential units on the first to third floors should generally be directly and independently accessible from the sidewalk, rather than from common lobbies. Individual entries to residential units help to provide rhythm to a building façade, contribute activity, interest, and "eyes" on the street, and enhance the sense of connectedness between residential units and the public life of the street. Direct residential entries from the street are appropriate in most buildings where they do not conflict with ground floor retail uses.



Flats have independent access to the street.



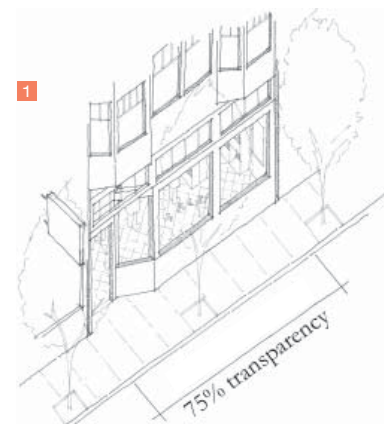
Stairs elevate first floor residential units above pedestrian eye level and provide a transition between public and private space

FUNDAMENTAL DESIGN PRINCIPLES FOR **STREETS**

Neighborhood Commercial Streets

Like most parts of San Francisco, neighborhood commercial streets in the Market and Octavia neighborhood provide a center for the life of the area. These streets are typically lined with individual retail storefronts that provide visual interest and have a scale that feels especially lively and organic. While not all new development on these streets need be mixed-use in character, it should contain active ground-floor uses and provide a façade that adds visual interest and a human scale to the street.

1 Where present, retail frontages should occupy no less than 75 percent of a building frontage at the ground floor. The interior of the retail space should be visible at pedestrian eye level to help activate the street. Retail spaces in the neighborhood typically provide ample transparency to the street. Businesses often use retail frontages to display goods and provide views to the interior. Dark or mirrored glass is not permitted. Solar consideration should be treated architecturally, through the use of recesses, eyebrows, or awnings.



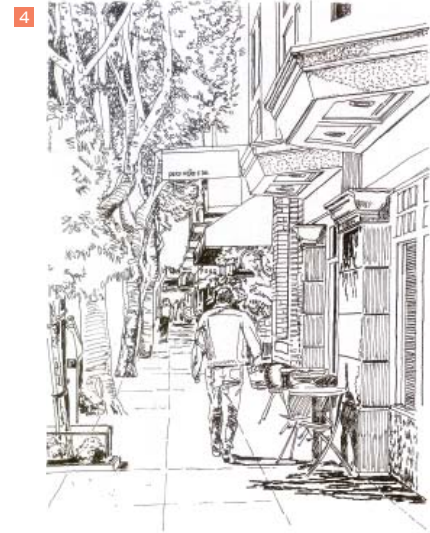
2 Ground floor retail use should be directly accessible from the street at the grade of the sidewalk onto which it fronts. Storefronts located above or below grade often feel removed from the life of the street and are notoriously difficult to make successful. Steps up or down should be avoided. On sloping sites, taller retail spaces at the low end of the site are preferable to sinking a portion of the retail floor below sidewalk grade.



3 Ground-floor retail spaces should have at a minimum a 12-foot, ideally 15 feet, clear ceiling height. The most successful retail spaces in the Market and Octavia neighborhood and the city have uncramped ground-floor spaces with high ceilings. They often have clerestory windows.



4 Horizontal architectural design articulation should be incorporated between the ground floor and second story levels. A minimum 6-inch projection is suggested. The human scale of the sidewalk is of paramount importance on neighborhood commercial streets. Architectural detailing, such as a belt course or cornice, at the ground floor ceiling height helps to frame the pedestrian space of the sidewalk.



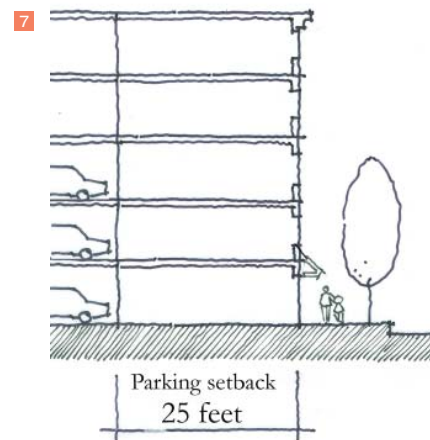
5 If provided, off-street parking should be accessed via side streets or alleys where that is possible.



This mixed-use project retains contiguous retail along Gough Street by providing garage access on Hickory Alley.

6 Curb cuts should not be permitted on Market, Church, and Hayes Streets nor Van Ness Avenue where retail is explicitly encouraged. Commercial streets thrive where continuous storefronts are maintained and there is an active pedestrian environment uninterrupted by cross-traffic accessing off-street parking or dead spaces created by garage doors. Access to off-street parking should be discouraged on those frontages designated for retail use, as described in Policy 1.1.8. In retail areas, curb cuts reduce pedestrian safety, and discourage public use and enjoyment.

7 If provided, off-street parking located at or above grade must be setback at least 25 feet from the street-facing property line, including parking above the ground floor.



Special Streets - Market Street

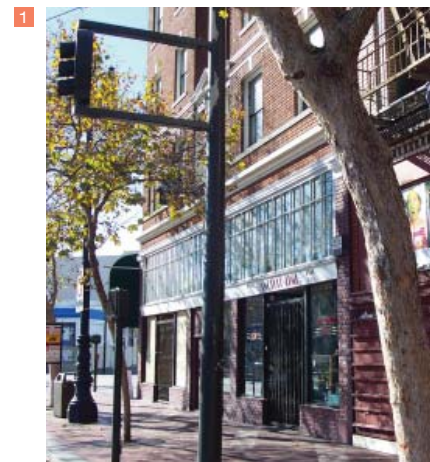
Market Street is San Francisco's premiere civic street—it is the focal point for the city's commercial, ceremonial, and cultural life. Market Street is the backbone of the city and regional transit systems and is also the City's busiest pedestrian and cycling street. Given its special role, buildings along Market Street, and the uses they support, should contribute to its vitality and life as a civic space. New buildings should have a human scale and character appropriate for a street of its scale and prominence.



Market Street is no longer bisected by the Central Freeway and is the dominant street in the Plan Area.

Beyond the requirements for neighborhood commercial streets, described above:

1 **Ground floor retail spaces should have at minimum a 15-foot clear ceiling height.** Retail spaces along Market Street are grand, open, and inviting. Reflecting the scale of existing retail spaces on Market Street. New buildings should provide 15-foot ceiling heights on the ground floor. In this way, new construction will allow ample light and air to penetrate the ground floor. In combination with providing adequate fenestration, this would increase transparency of the building façade.



Alleys

Alleys are typically quieter, support primarily service and small residential uses, and have a more intimate scale than streets. They provide an important way of moving about for pedestrians and cyclists and offer relief from busy streets. Alleys vary widely in their use and character—some are lined with commercial loading docks and others with residential stoops and front doors. The plan area has an exceptional network of alleys. New buildings on alleys should respond to the unique conditions of alleys, reinforcing their intimate scale and character.

1 On alleys, parking and garage doors may occupy no more than 40 percent of a parcel’s total alley frontage, up to a total of 20 feet maximum, at ground level. In no case shall garage entries be restricted to less than 10 feet wide. Parking and garage doors, while necessary uses on alleys, should not dominate. Residential units, entries, loading docks, and other more active uses are preferable. Where parking and garage doors are permitted as an alley-facing use, they should be limited in their overall frontage, recessed, and otherwise screened from view.

2 Residential uses on the ground floor are encouraged on alleys. Residential uses on the ground floor are common on alleys in the plan area and bring active living space to street level.

3 Consider making improvements to non-residential alleys that foster the creation of dynamic, mixed-use places. Non-residential alleys support new and existing commercial and institutional uses.

Encourage coordinated approaches to the design of these alleys so as to protect the intimate scale of alleys and yet create public spaces that contribute to and support the varied uses. Consider the following improvements, where appropriate:

- Enliven the ground floor space with active uses where possible. Accommodate loading spaces in ways that add to the living character of the alley.
- Non-residential alleys can benefit from “living street” improvements that provide public open space improvements that enhance the non-residential uses.
- Encourage a visually coherent environment in the alley by using similar or complementary design details throughout.
- Create flexible exterior spaces that can accommodate the growth and evolution of a variety of uses.
- Non-residential alleys may provide for a number of different and often conflicting uses. Reduce the conflict by providing an uncluttered environment. Consider placing furnishings such as trash cans in a recessed area.



Institutional (School) Use at Hickory Alley and Gough Street

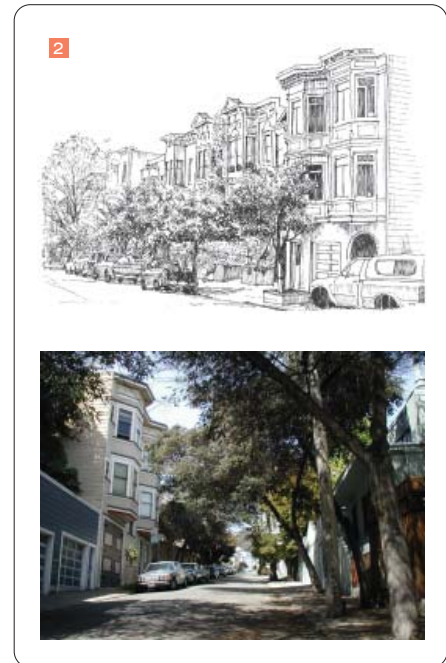
FUNDAMENTAL DESIGN PRINCIPLES FOR OPEN SPACE

Residential buildings in San Francisco provide on-site open space for the use of the residents in a variety of forms. Different from parks, plazas, and other public spaces, private open spaces should be secure and should be easily accessed from the residential units. They are a valuable play space for children, a setting for backyard gatherings, and an extension of interior living areas. Creative design and siting of interior open spaces is encouraged in new buildings. Safe and comfortable interior open spaces compliment the area's larger network of civic streets and open spaces.

1 In most instances, three- and four-bedroom units should be located within three stories of common open space, and accessible via stairs. For these spaces to be useful as children's play spaces, they should have close proximity to the residential unit to facilitate parental/adult supervision. Generally speaking, open spaces that are more than three stories from a living space and require the use of an elevator for access are less likely to be actively used by families.

2 Street furniture and other public improvements should be provided in the vicinity of the project. In addition to private interior open space, the street provides a valuable public open space that residents and businesses use daily. Private open spaces should be strongly connected to the street. Tree-plantings, street furniture, and other enhancements should be provided to strengthen the street's value as an open space.

3 Encourage rooftop gardens as a form of common open space. Rooftop gardens are often overlooked as a means of providing common open space. These spaces typically have excellent sunlight access, are accessible to tenants/property owners and offer good views.



3 The rooftop terrace provides valuable open space to building residents.

