

MARKET

CITY AND COUNTY OF SAN FRANCISCO PLANNING DEPARTMENT

upper market
community
workshop series
and plan document



Introduction

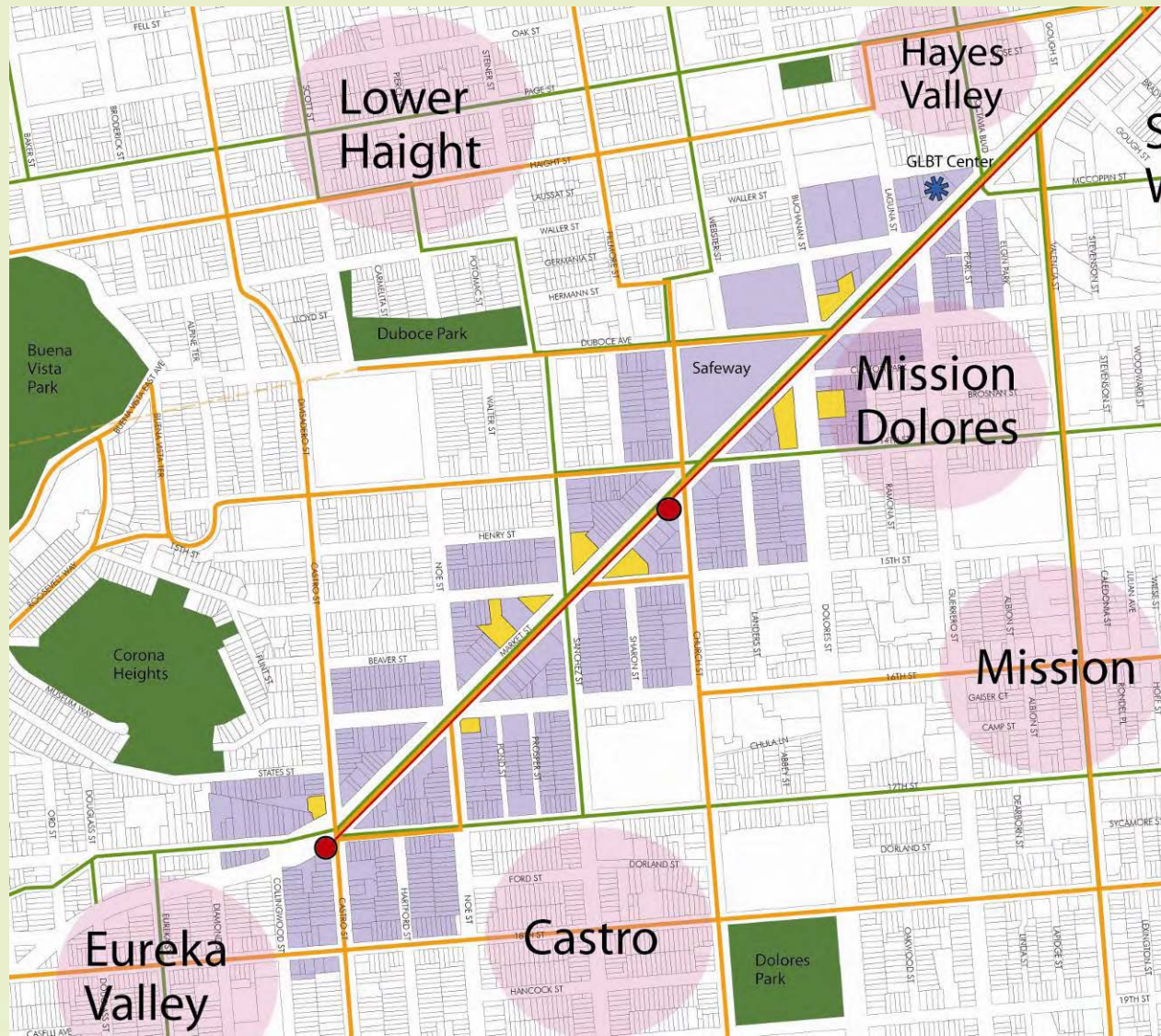
Project Description

- **A series of community workshops** to discuss a community vision for Upper Market Street between Castro Street and Octavia Streets (in light of pending development proposals)
- **Preparation of a Community Design Plan** to:
 - Guide the use, character and design of pending development
 - Provide recommendations towards the corridor's transformation
 - Guide future site development along the corridor

Project Purpose

- Ensure that future development contributes to neighborhood identity
- Preserve the community's unique character
- Seek development that will support both the economic and the social needs of the neighborhood.
- Improve the public realm
- Enhance transit facilities
- Identify community needs
- Improve pedestrian safety

Upper Market Focus Area



Issue: Meeting of Grids



Building On Previous Work

- Market and Octavia Better Neighborhood Plan
- Heidi Sokolowsky's Harvey Milk Plaza Redesign
- "Queer in the City" roundtable discussions



Title

Panel discussion: What Do Queer Neighborhoods Do For Cities?

On Tuesday, January 30, 2007, the Gay, Lesbian, Bisexual, and Transgender (GLBT) Historical Society hosted "What Do Queer Neighborhoods Do For Cities?"



Title

Upper Market Project Process

PHASE I: Visioning

**Community
Workshop #1:
Visioning**

PHASE II: Community Design Framework

**Community
Workshop #2:
Preliminary
Design
Strategies**

PHASE III: Opportunity Site Area Design Direction

**Community
Workshop #3:
Refined
Designed
Strategies**

PHASE IV: Production and Review of Draft & Community Plans

**Final
Community
Plan**

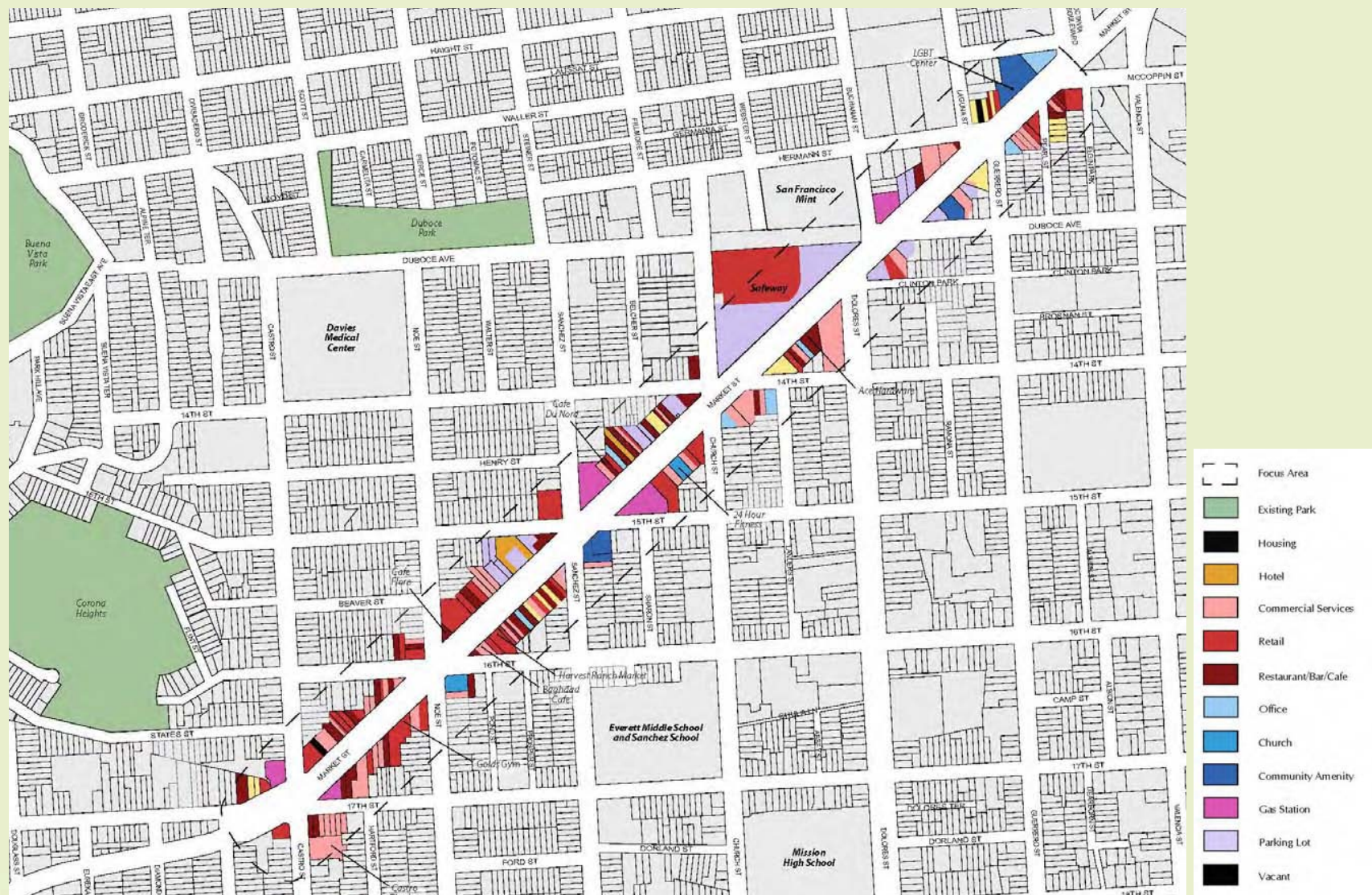
Workshop #1 Summary

Visioning Workshop



upper market community workshop series and plan document

Assets: Active Groundfloor Uses



Asset: Fine Grain Blocks

Market Street between Sanchez and Noe

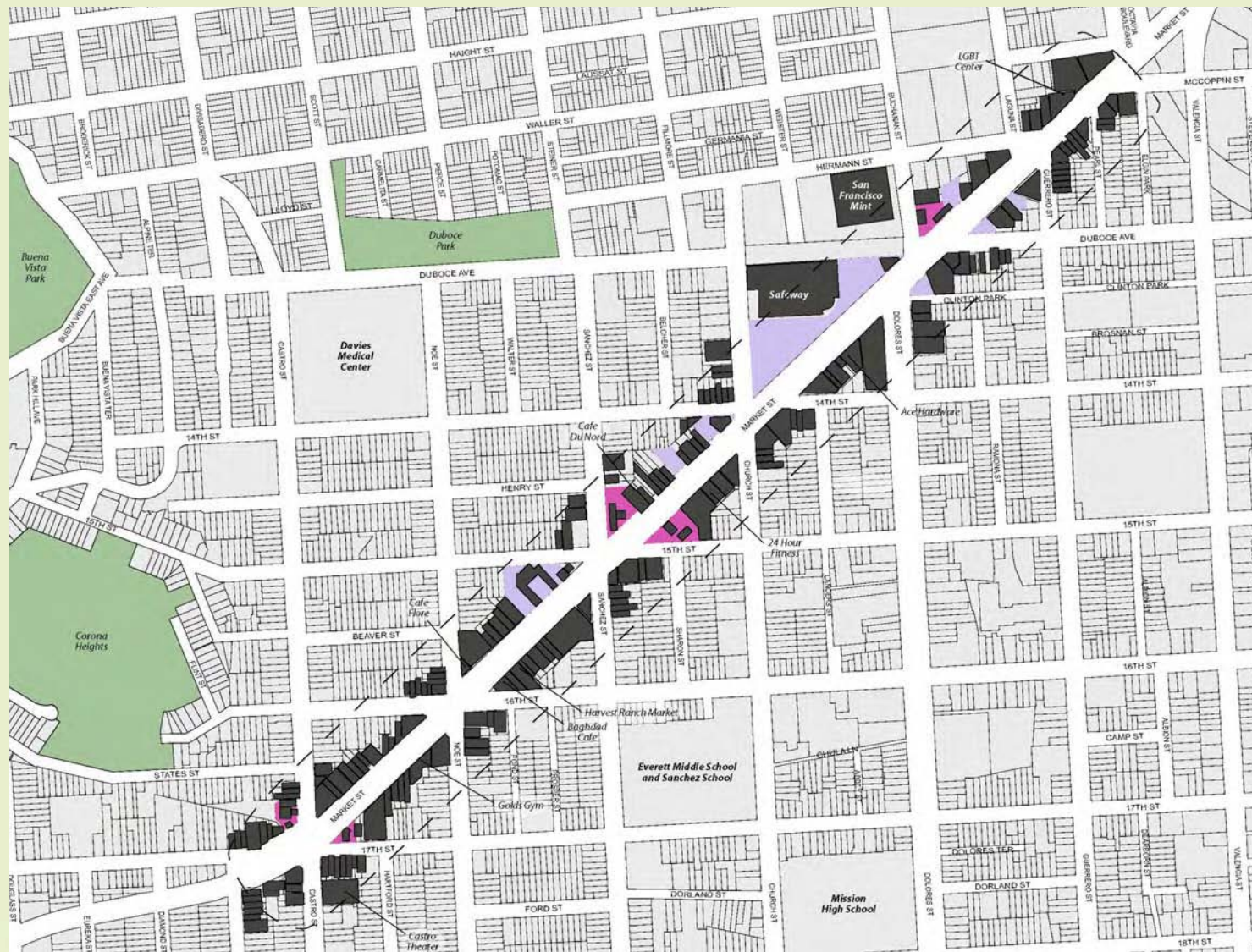


North Side: 10 commercial entrances; 4 residential entrances



South Side: 23 commercial entrances; 7 residential entrances

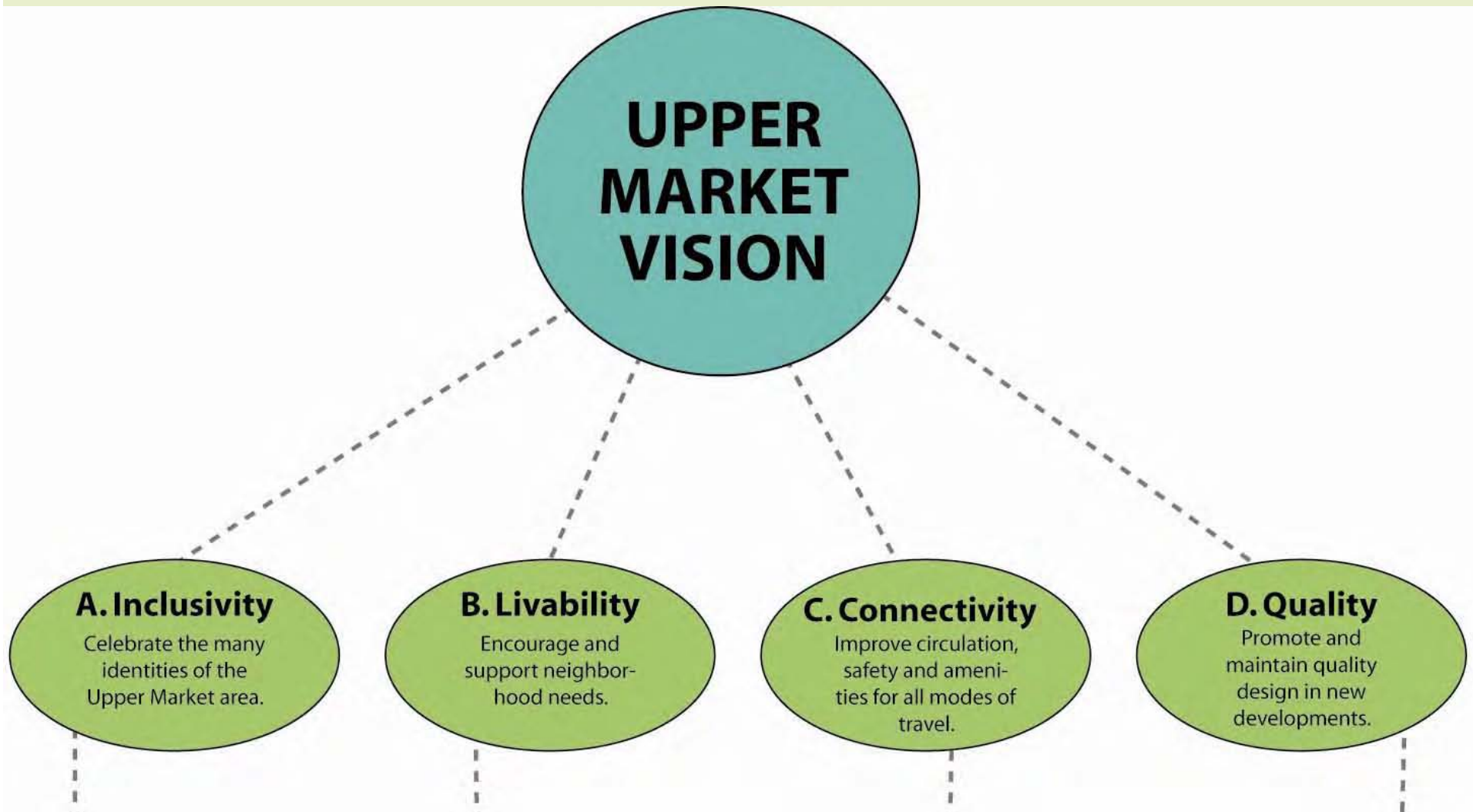
Built Form and Character



Asset: Transit Network

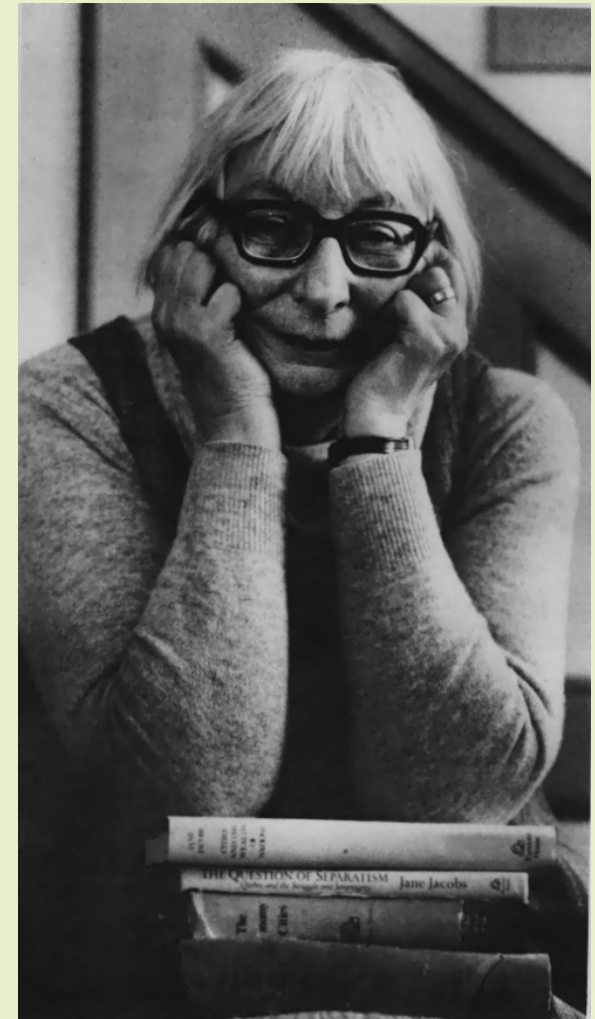


Upper Market Vision Elements



Towards A Vibrant Public Social Life

Public Realm Scholars, Planners, and Designers

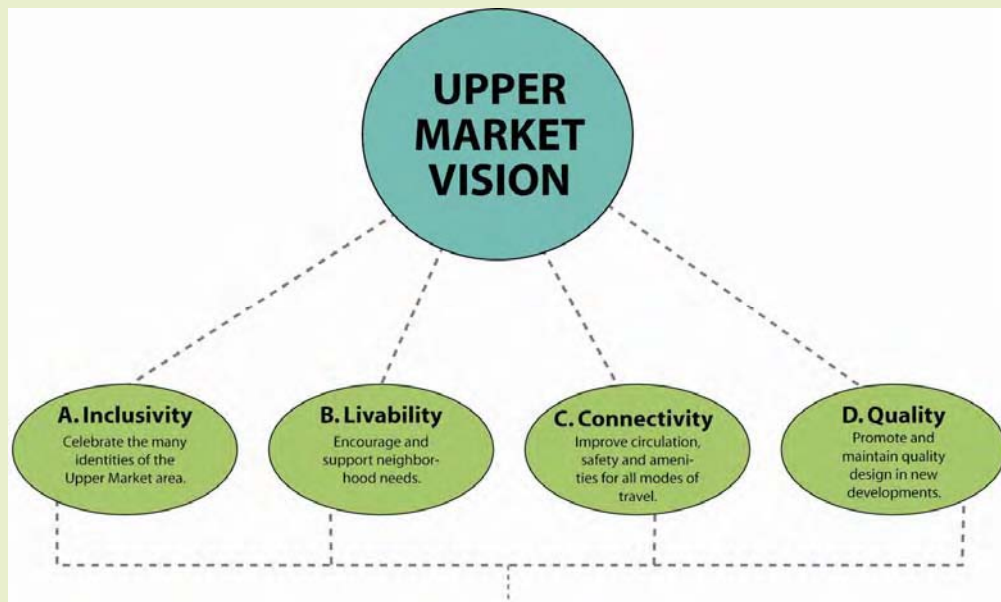


What Makes People Happy

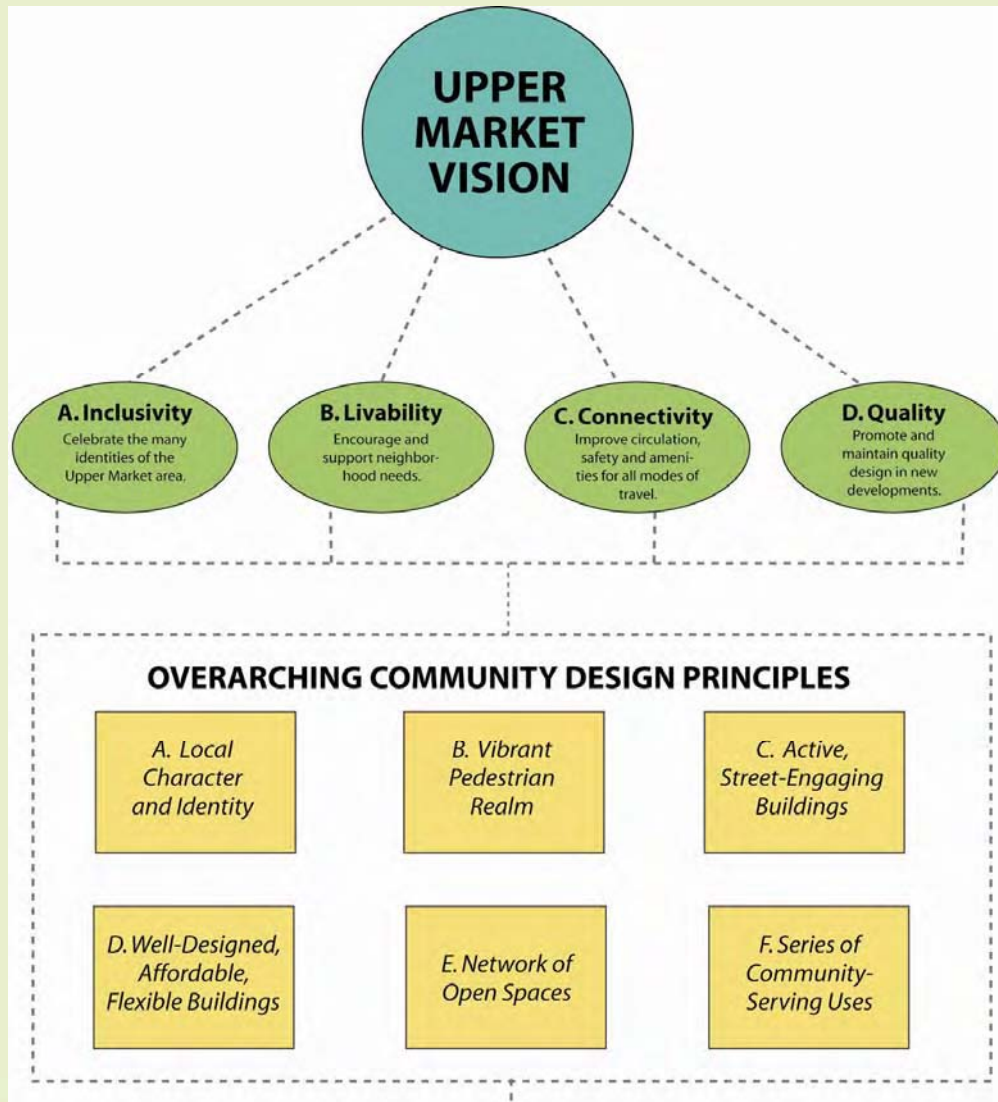
- **Safety**
(eyes on the streets, etc.)
- **Comfort**
(warmth/comfort from natural elements, sense of enclosure and openness, etc.)
- **User Control**
(people's needs, malleable, range of users, etc.)

Overarching Community Design Principles

Vision Framework



Vision Framework



Vision Framework

OVERARCHING COMMUNITY DESIGN PRINCIPLES

*A. Local
Character
and Identity*

*B. Vibrant
Pedestrian
Realm*

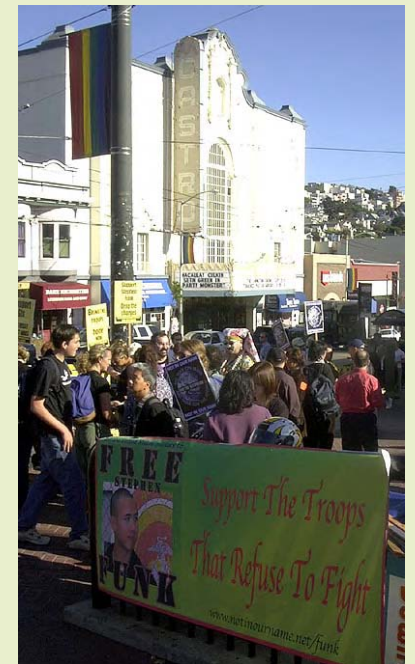
*C. Active,
Street-Engaging
Buildings*

*D. Well-Designed,
Affordable,
Flexible Buildings*

*E. Network of
Open Spaces*

*F. Series of
Community-
Serving Uses*

Local Character and Identity



Local Character and Identity

Incorporate the many histories of the area (LGBT, Mission Dolores, 1906 earthquake/fire) in future improvements and development.



Local Character and Identity



Signature Art Installations at the Embarcadero and Hayes Valley



San Francisco Climate

Kinetic Wind Sculpture



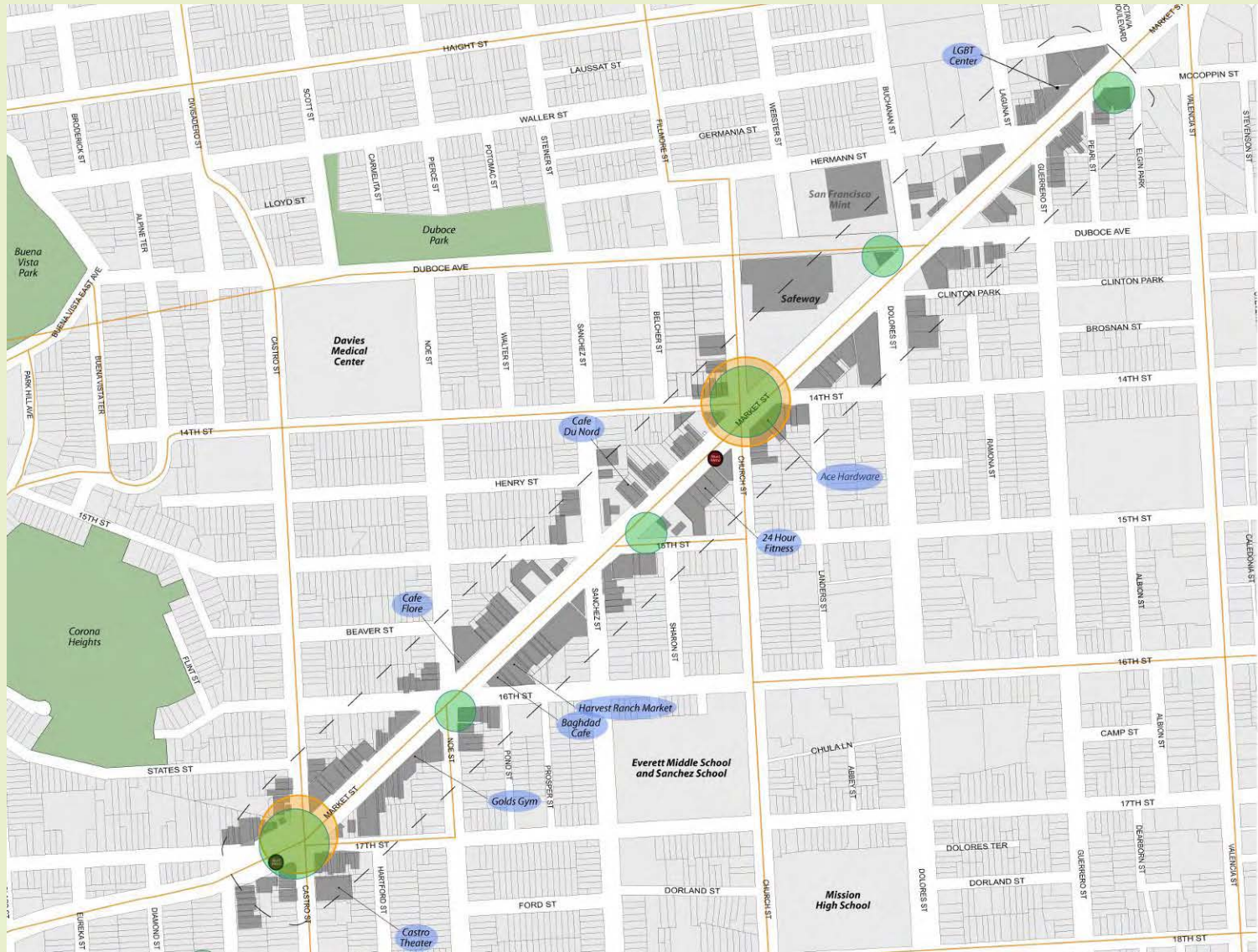
Public Realm and New Development Principles



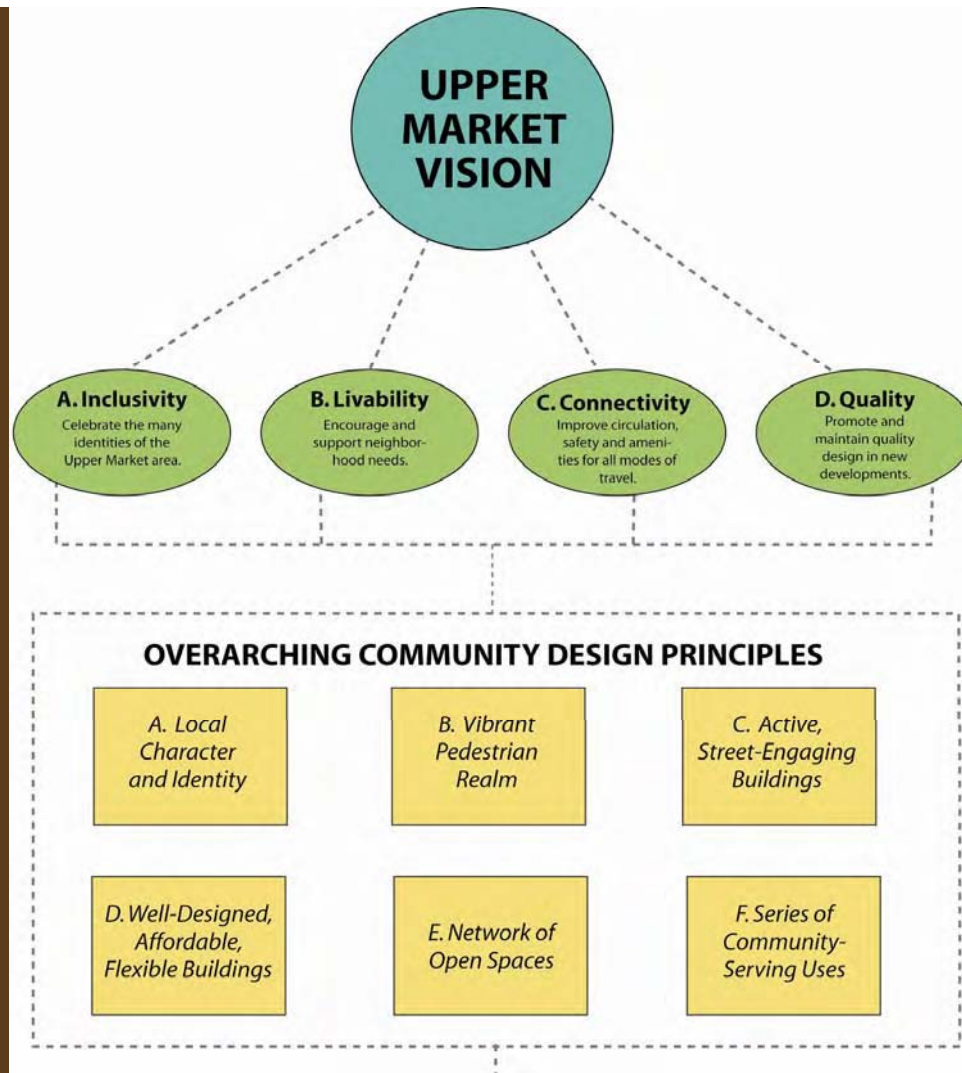
Public Realm and New Development Principles

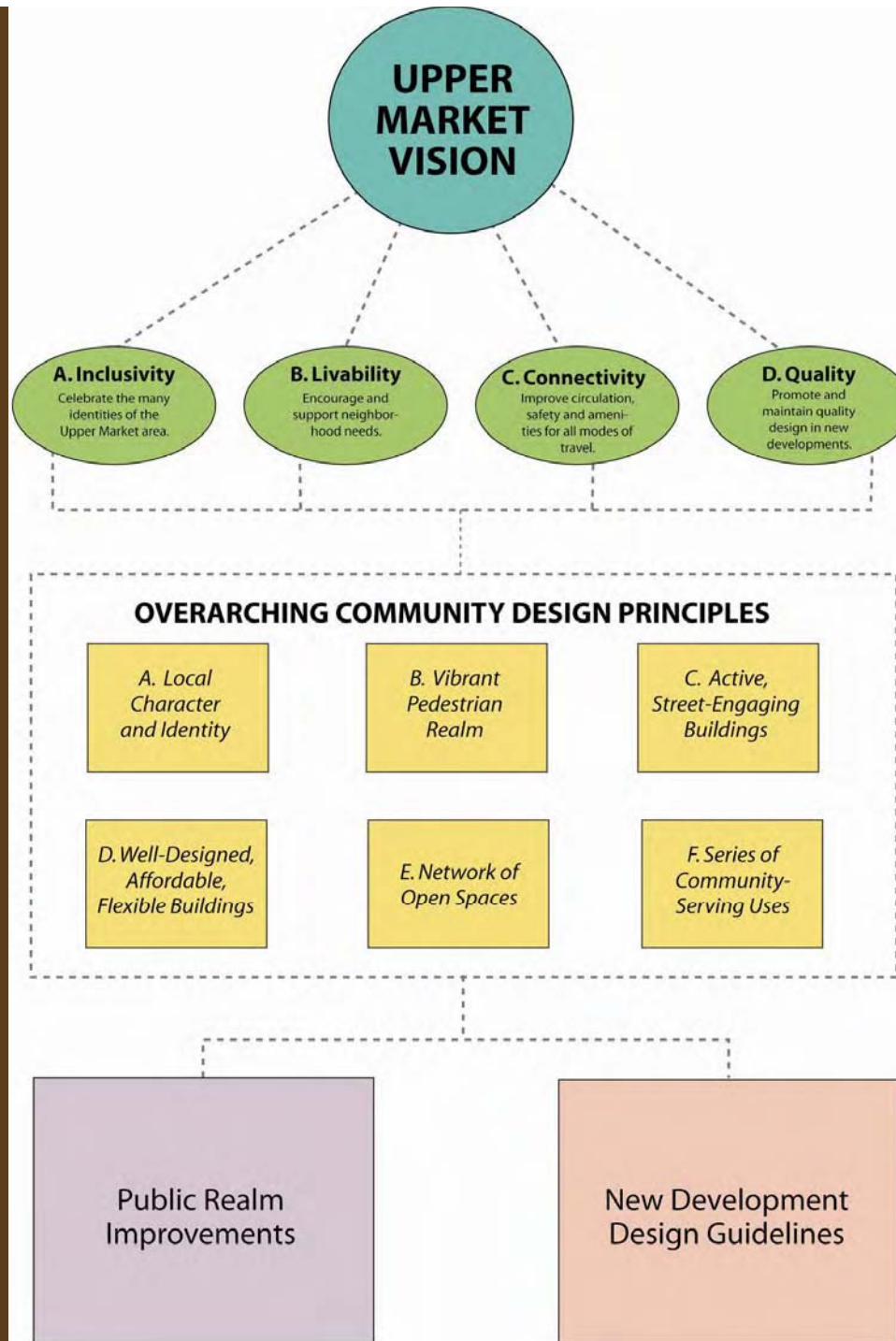


Network of Open Spaces and Community Uses



Emerging Community Design Strategies





I. Public Realm Improvements

- A. Sidewalks
- B. Stormwater Infrastructure
- C. Community Gathering Spaces
- D. Pedestrian/Transit Circulation
- E. Bike Circulation
- F. Parking

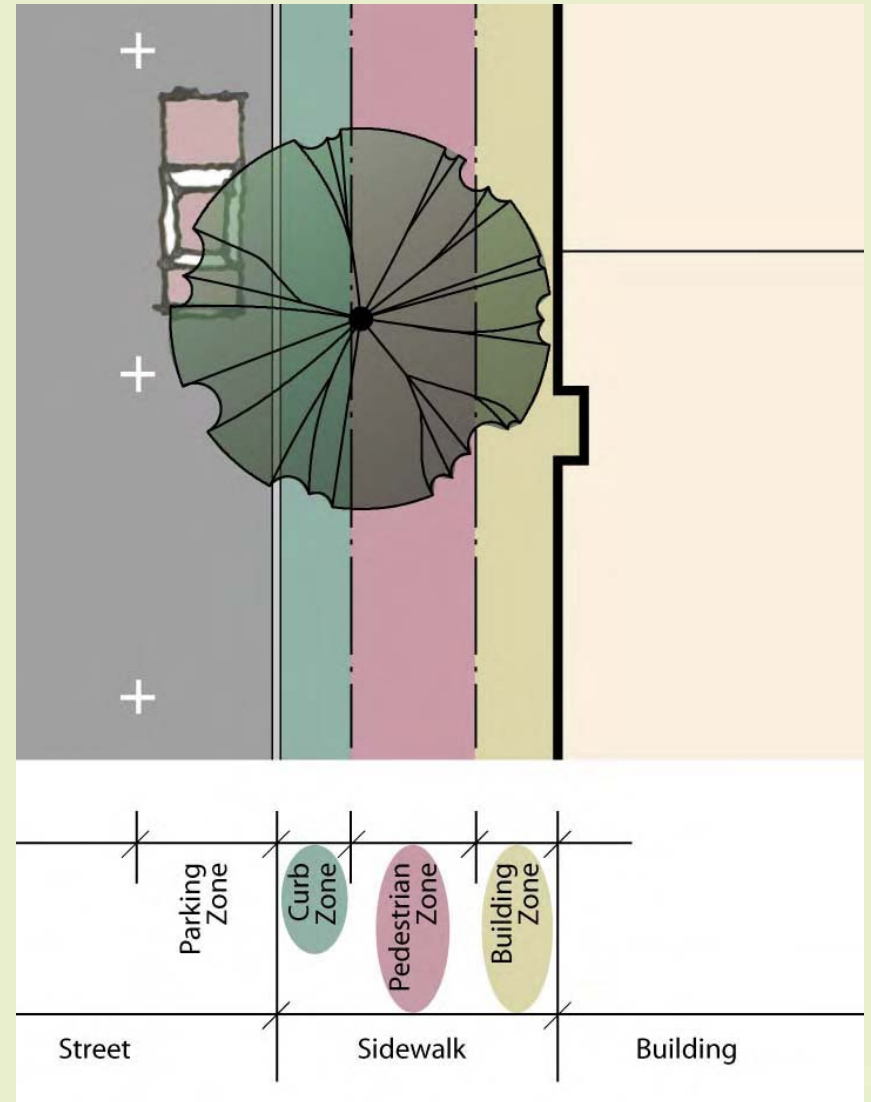






A. Sidewalks

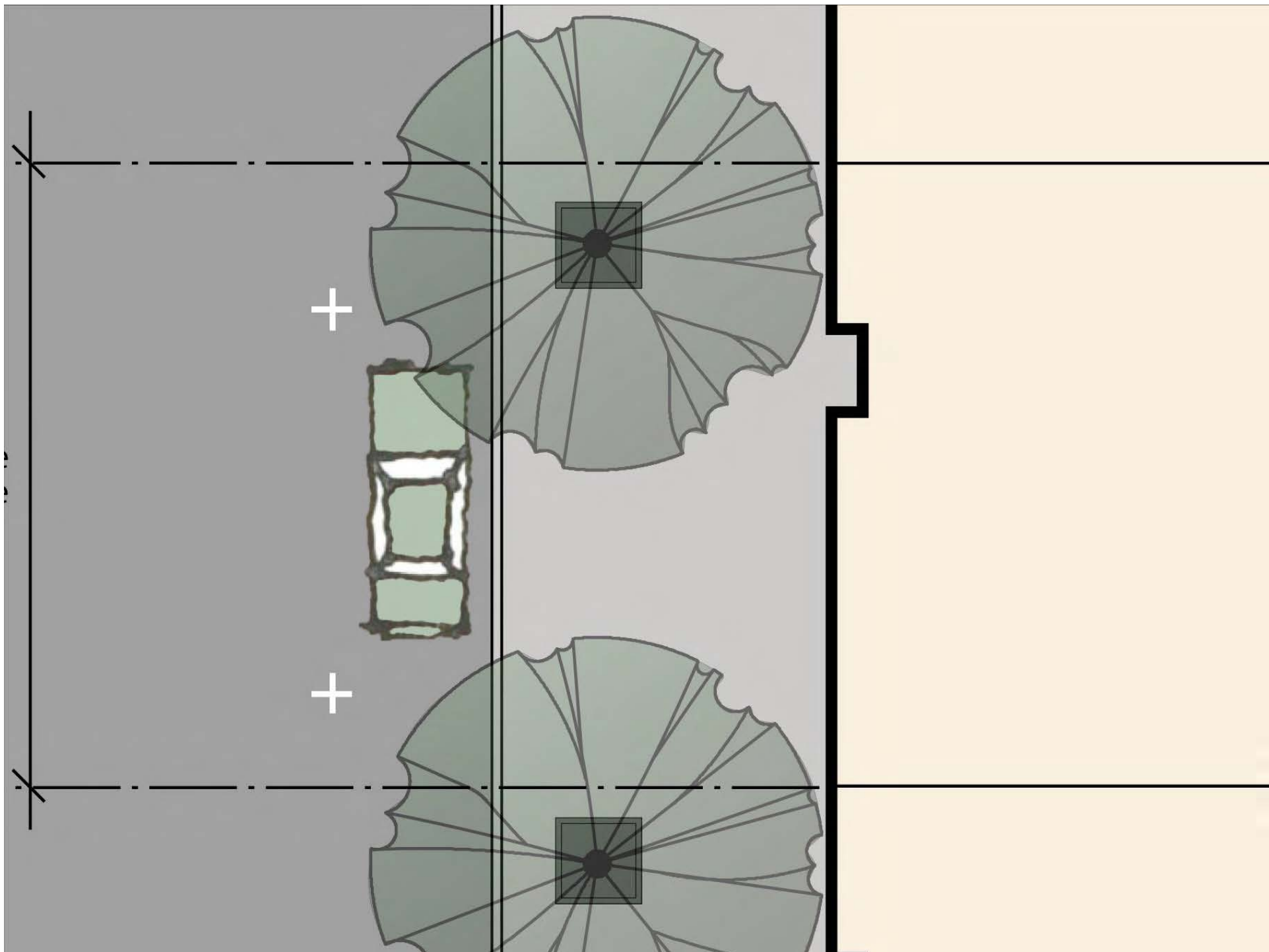
A1: Encourage socially engaging use of sidewalks such as seating, landscaping, display of goods and public art in the building and curb zone.

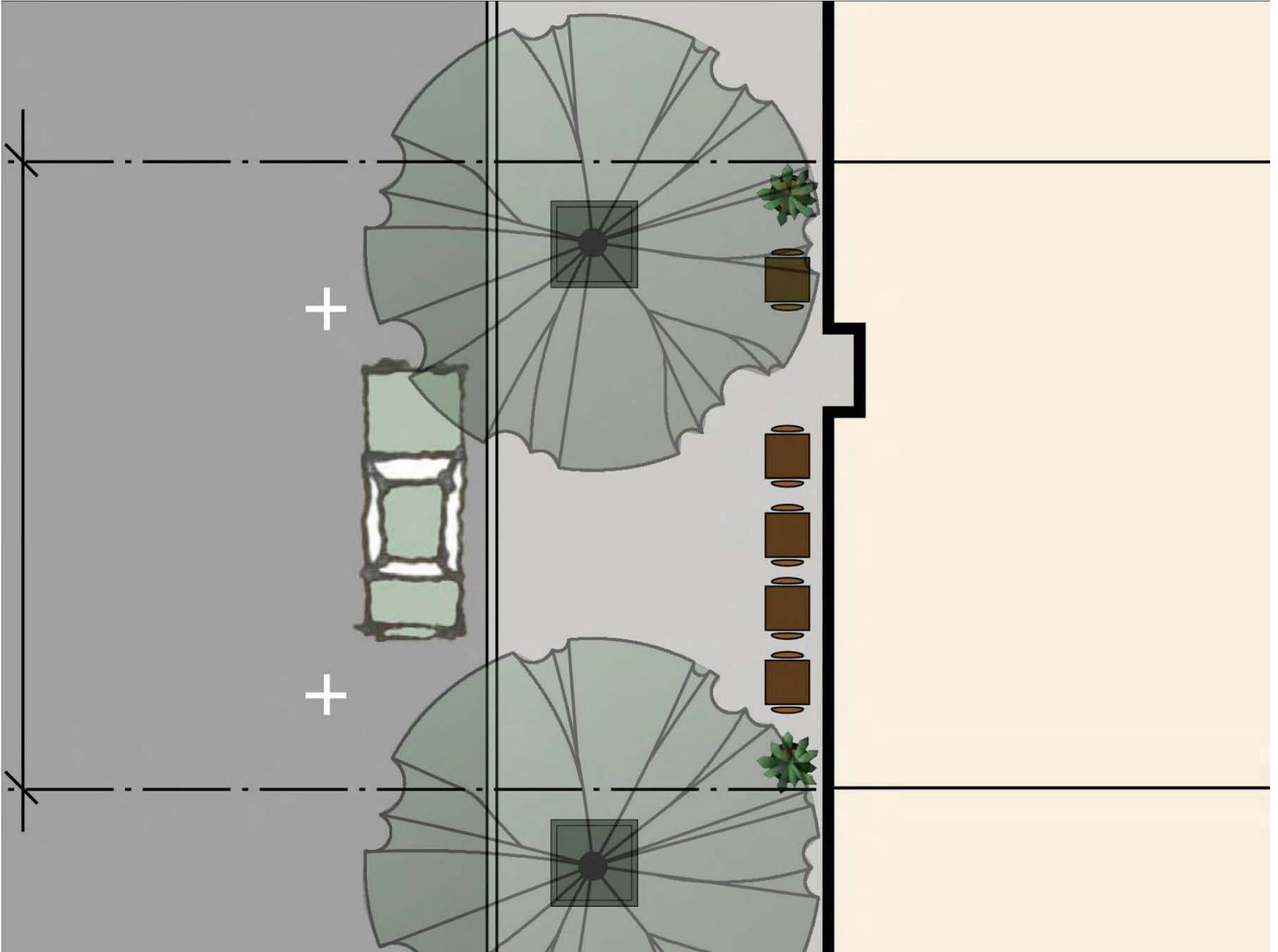


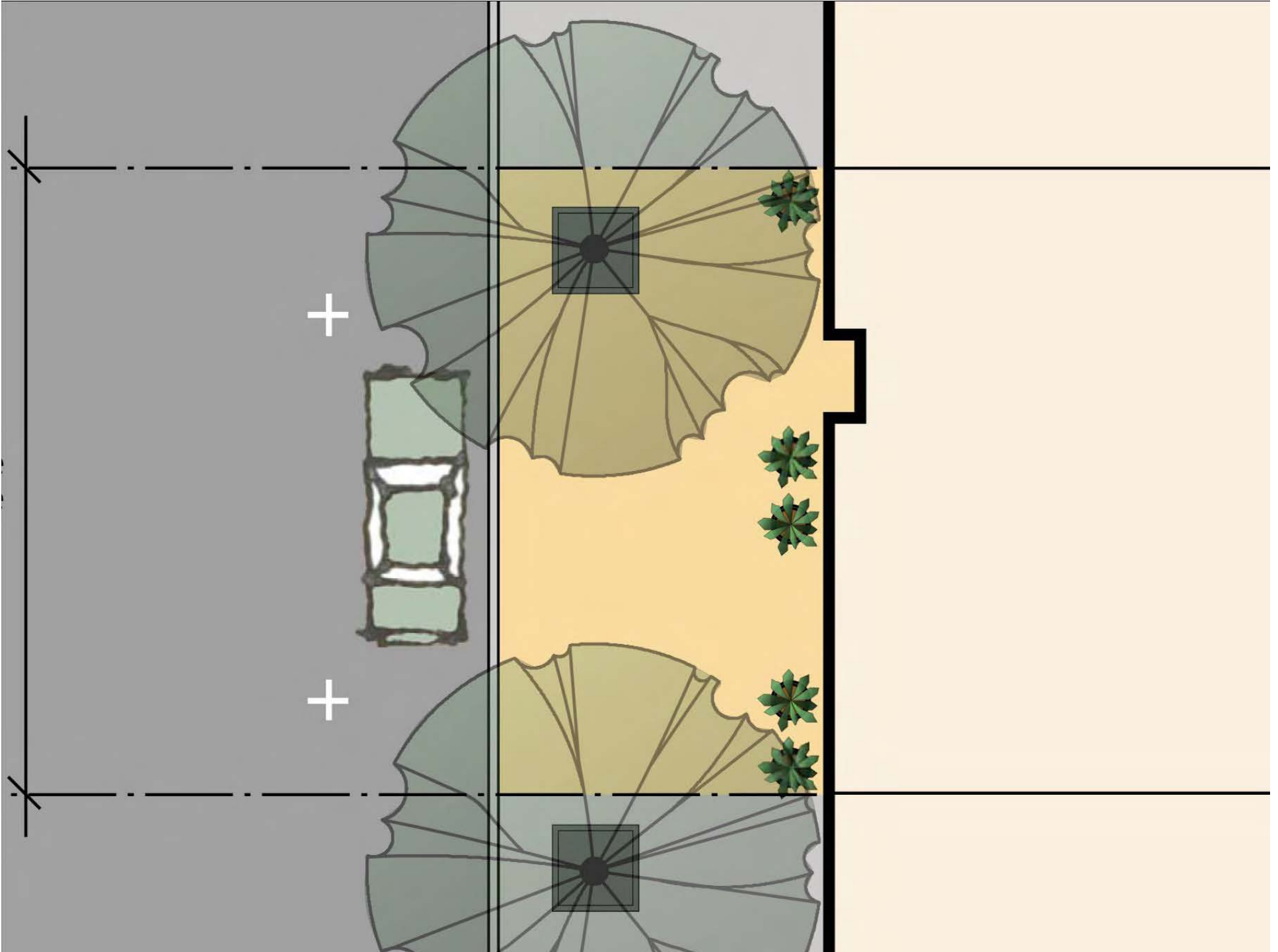


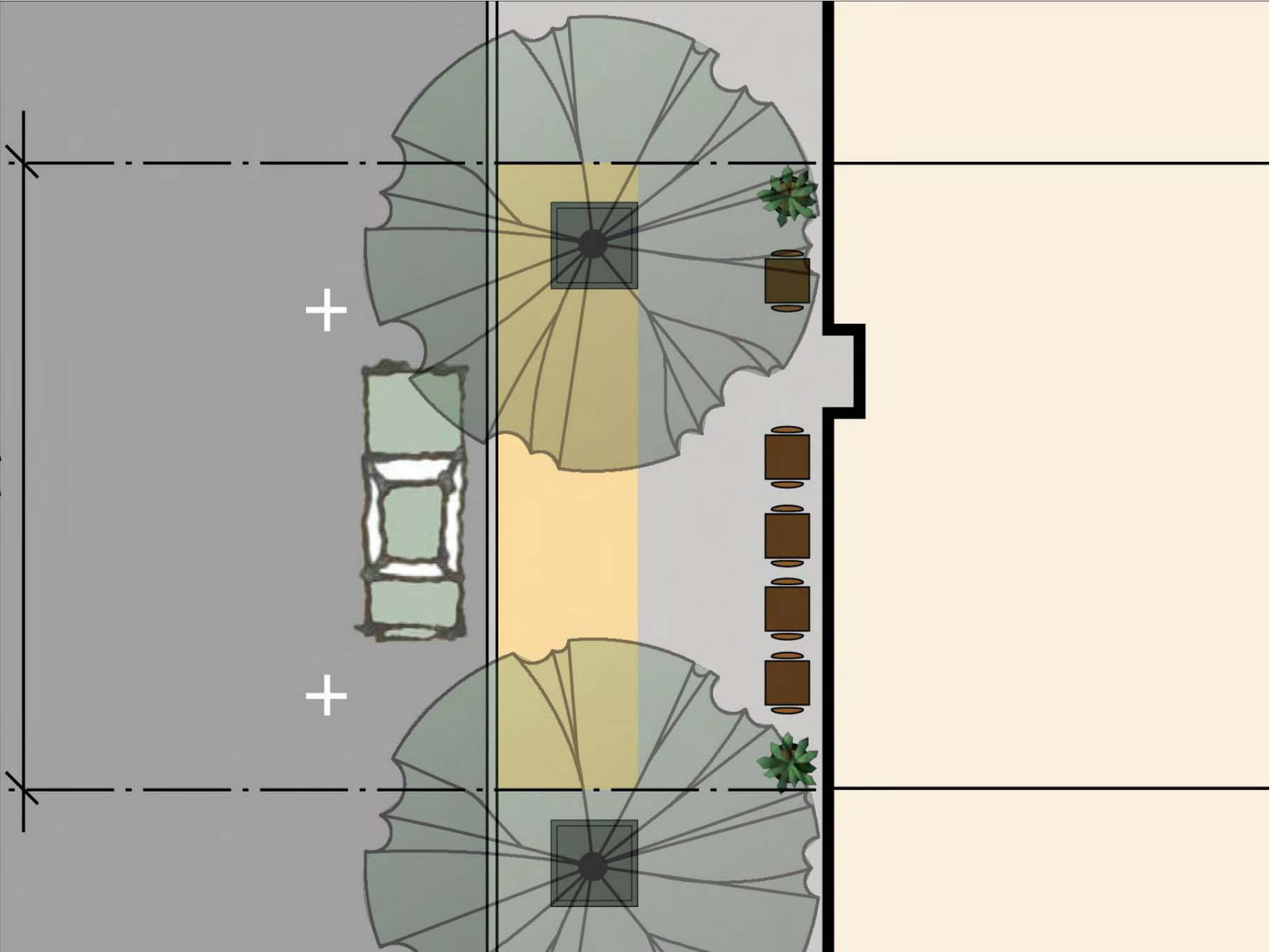


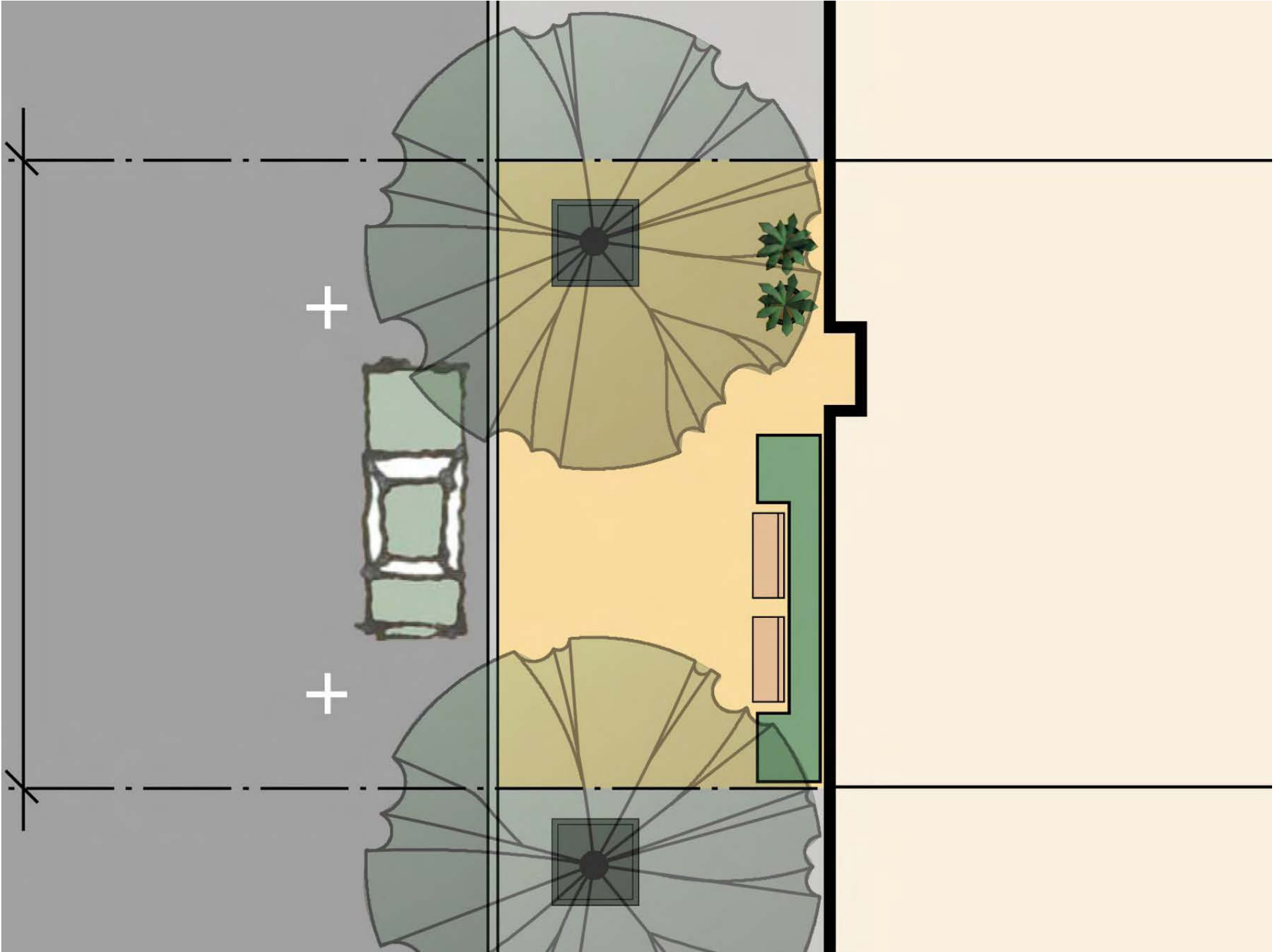


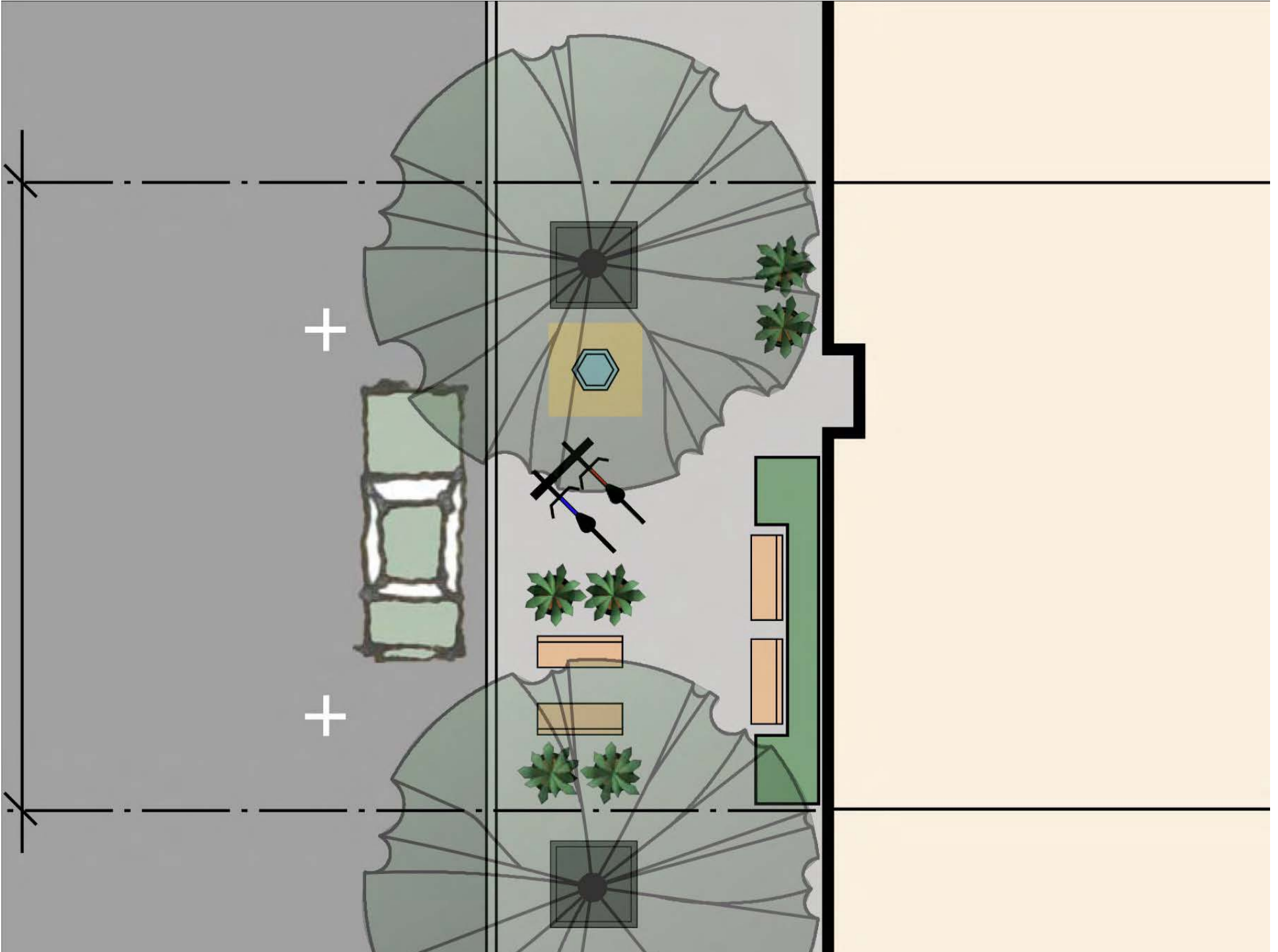


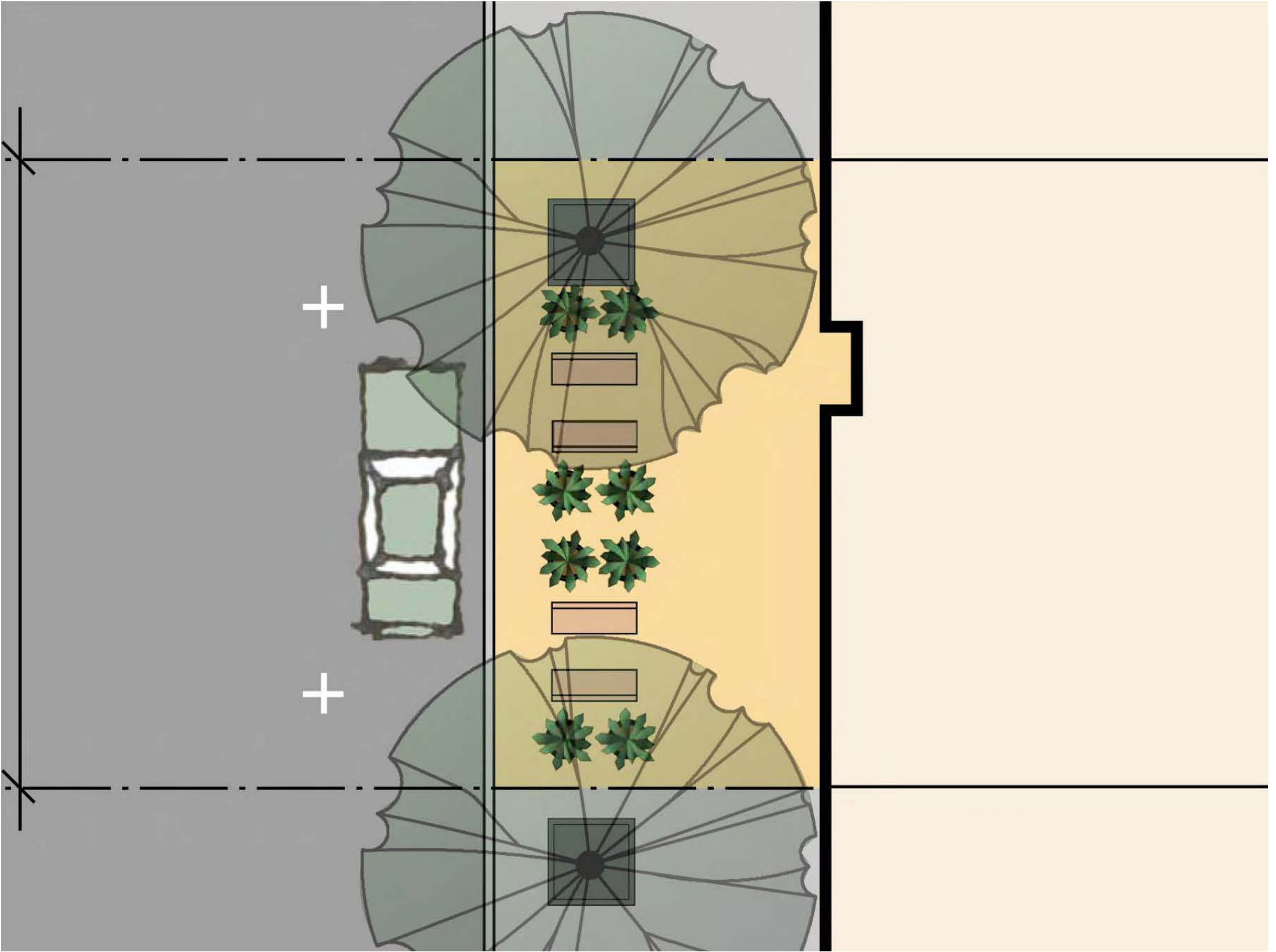


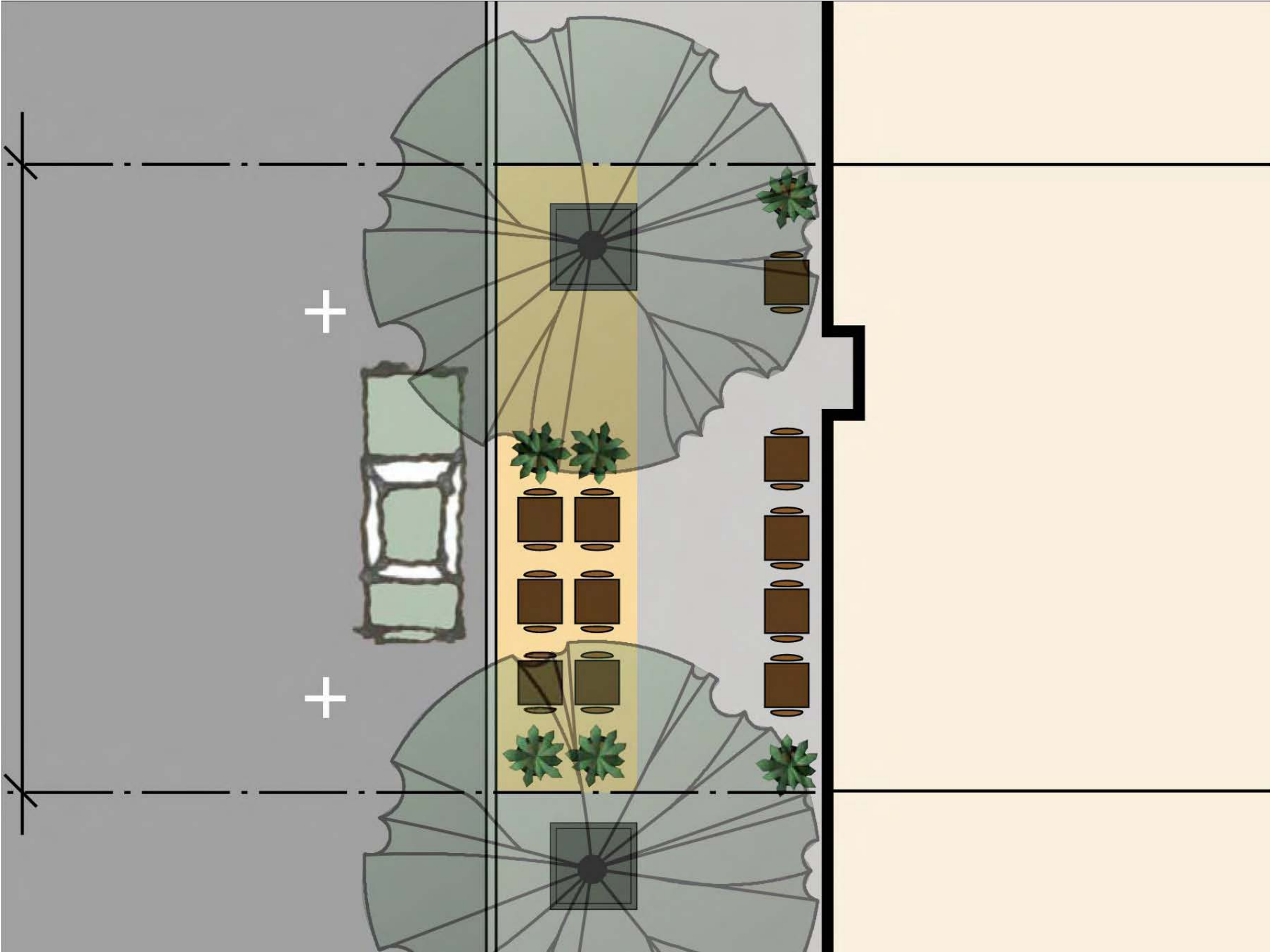






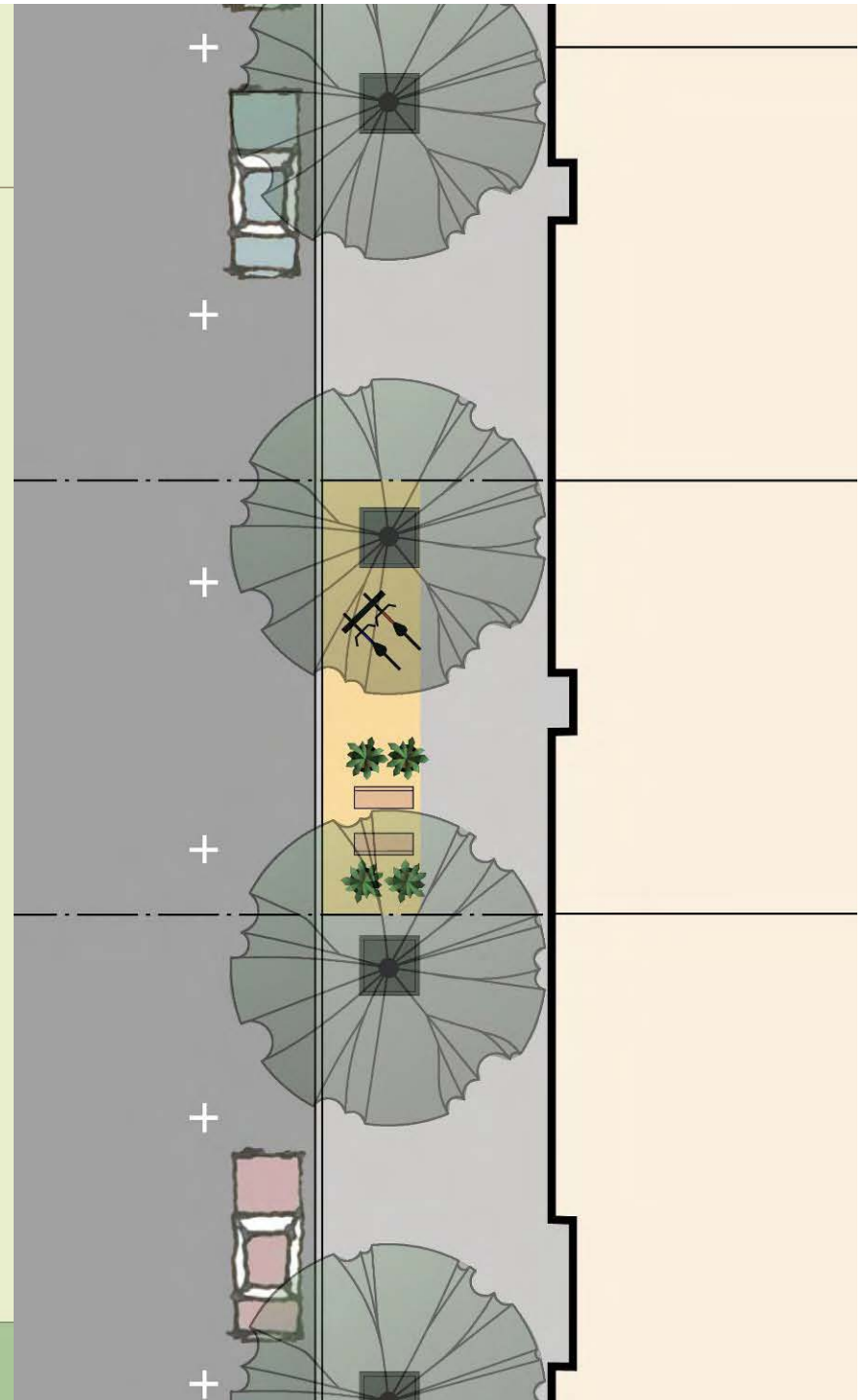


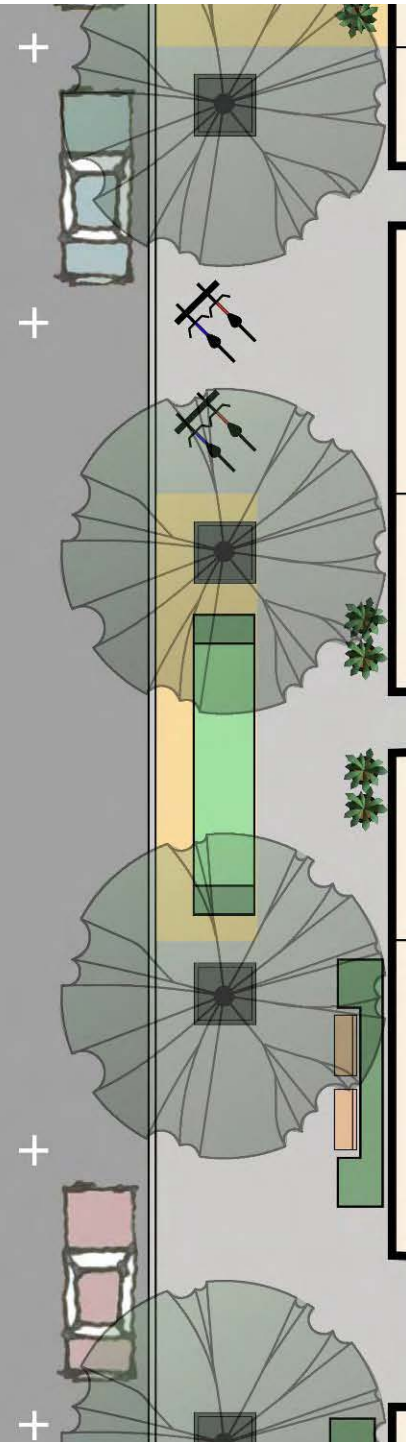


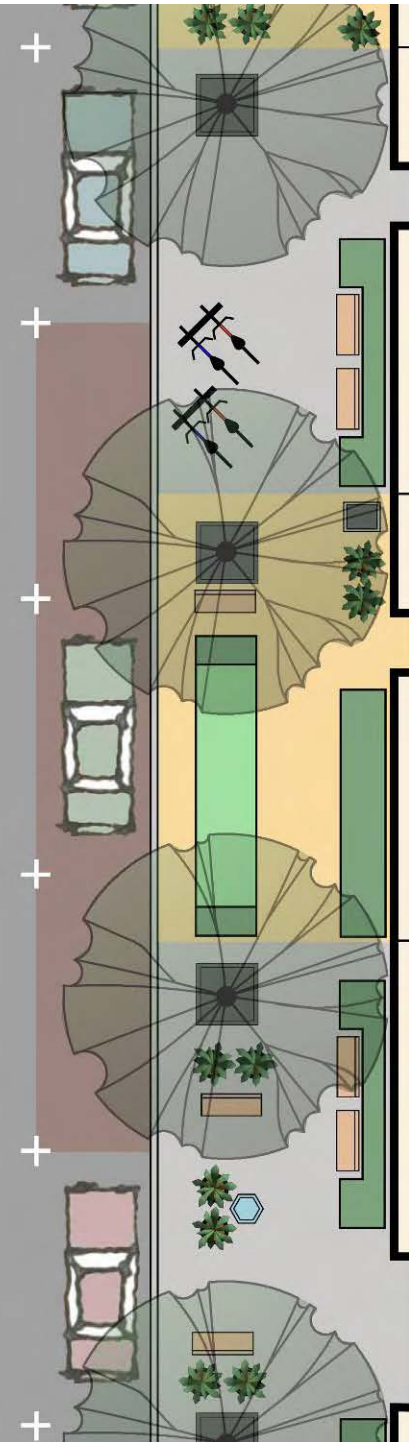


Sidewalks

Alternate and allow creative, organic design of building and curb zone design.







A. Sidewalks

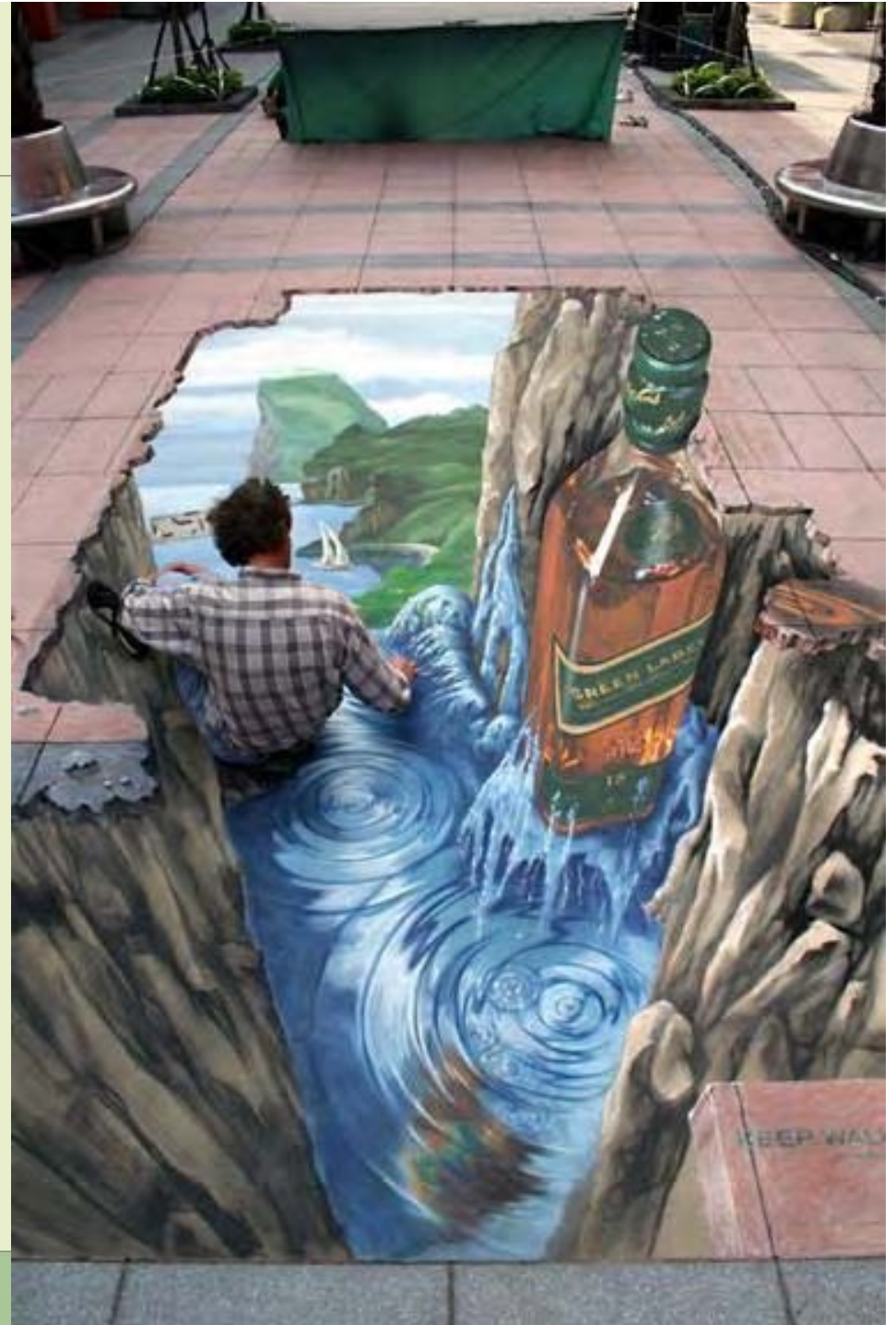
A2: Design and install sidewalk paving materials, art and signage that express the artful and various historical characters (LGBT, Mission Dolores, 1906 earthquake/fire, etc.) sculptural of the area.





B. Sidewalks

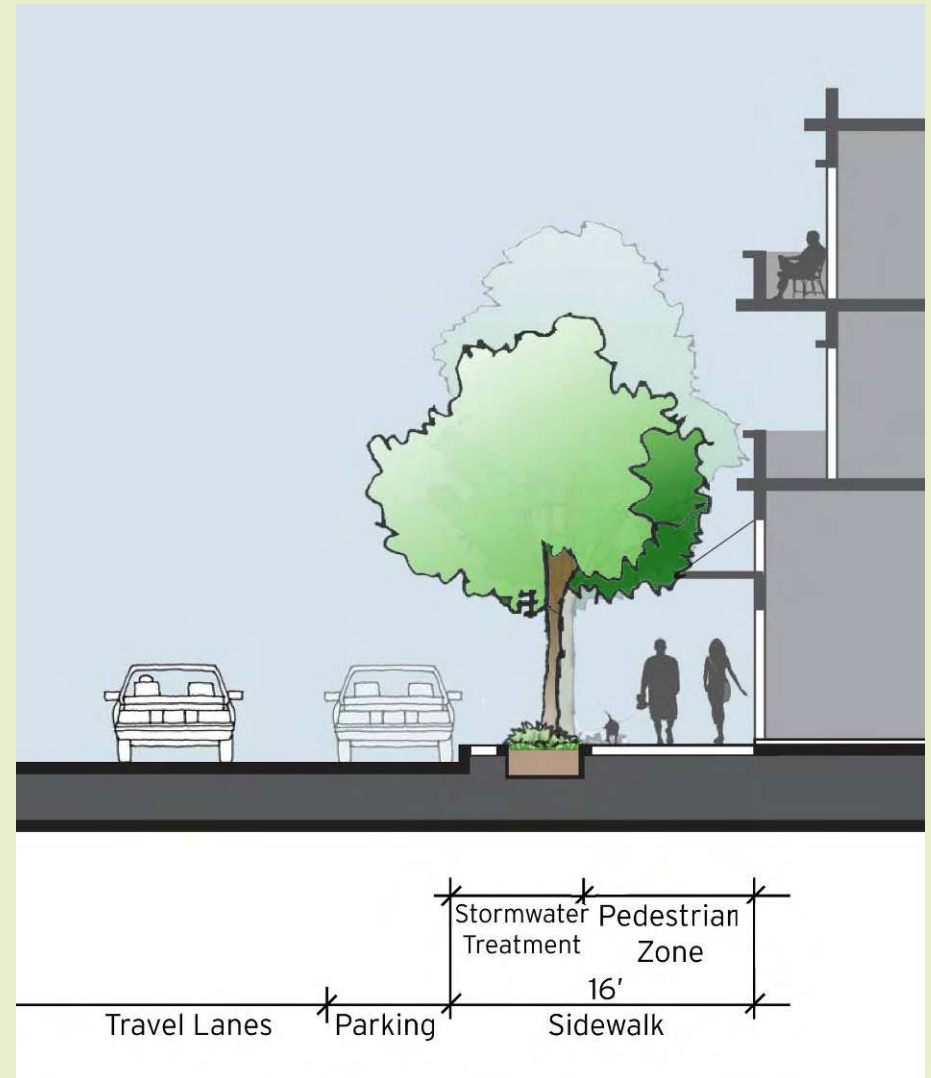
A3: Encourage street performances and commercial uses on sidewalks.

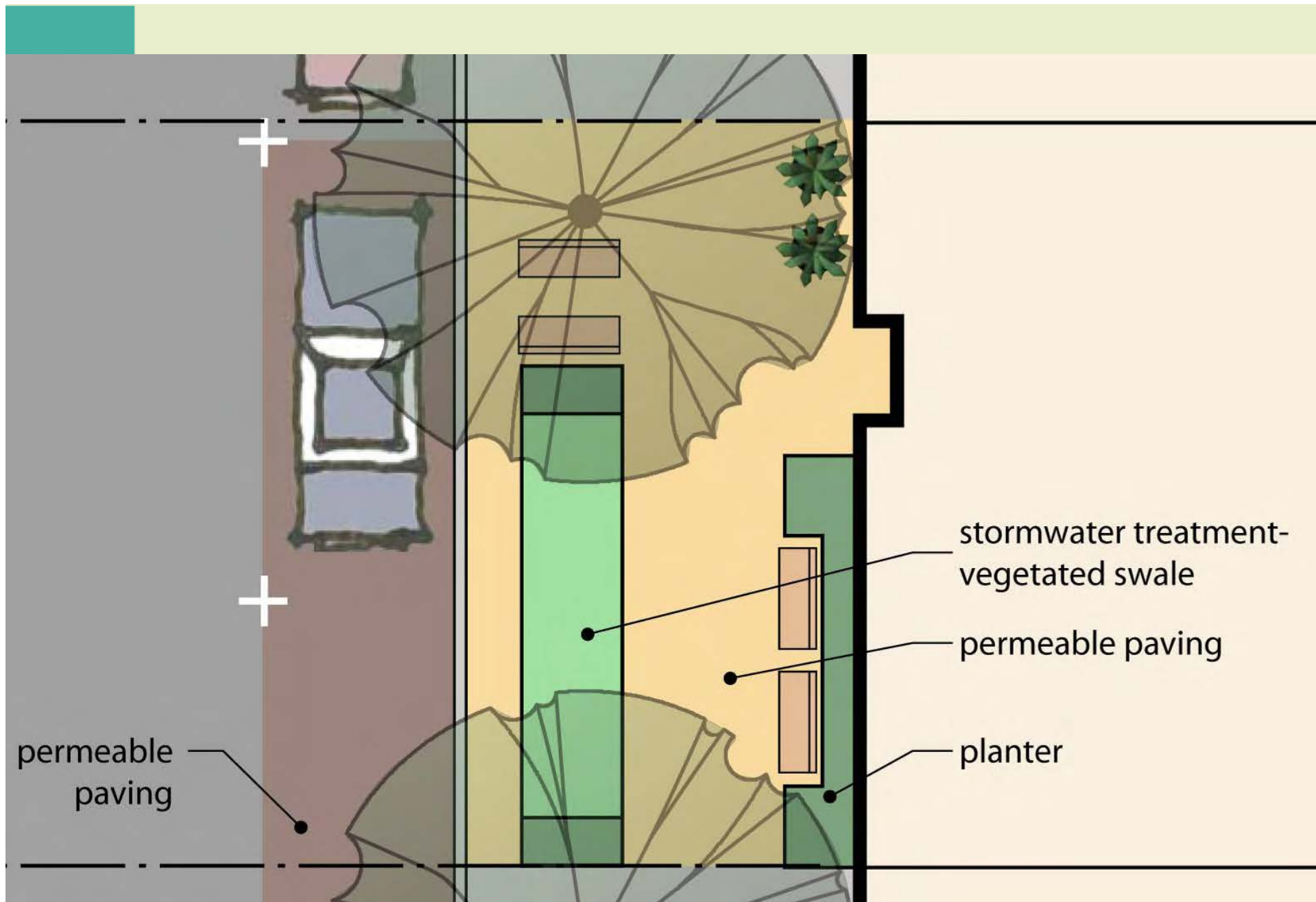


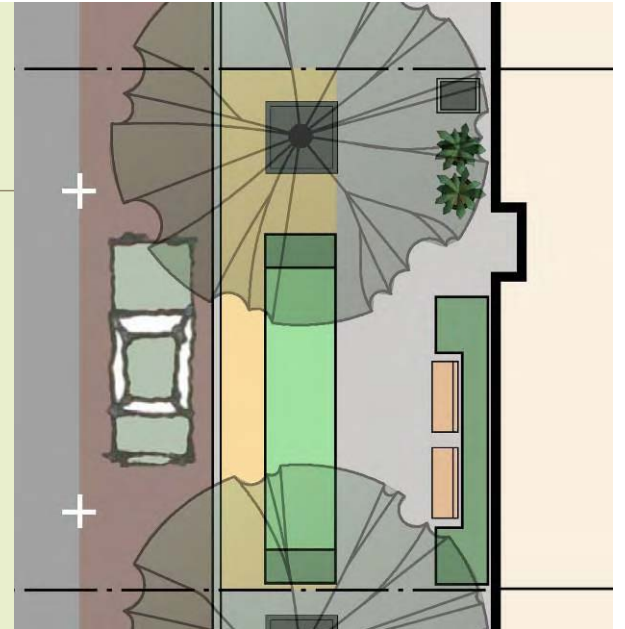


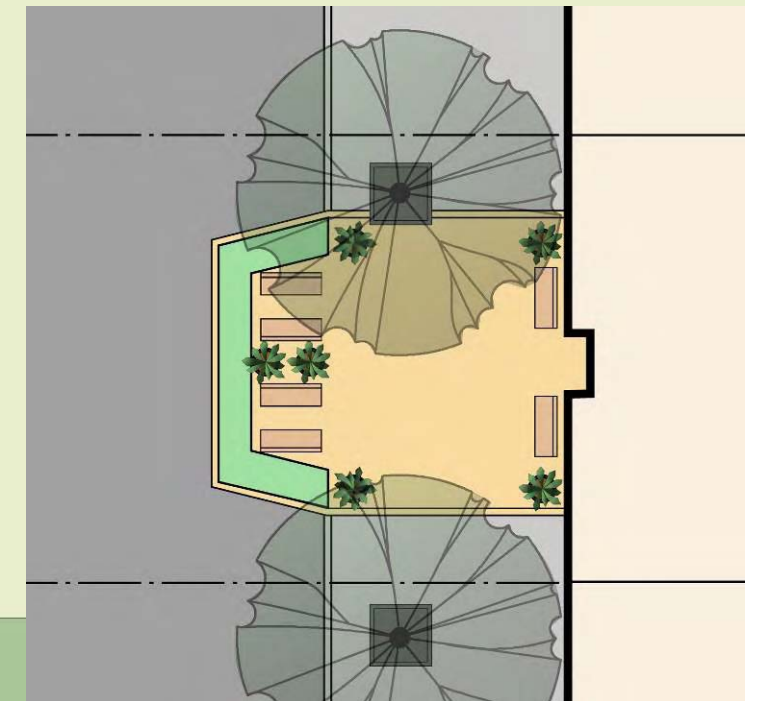
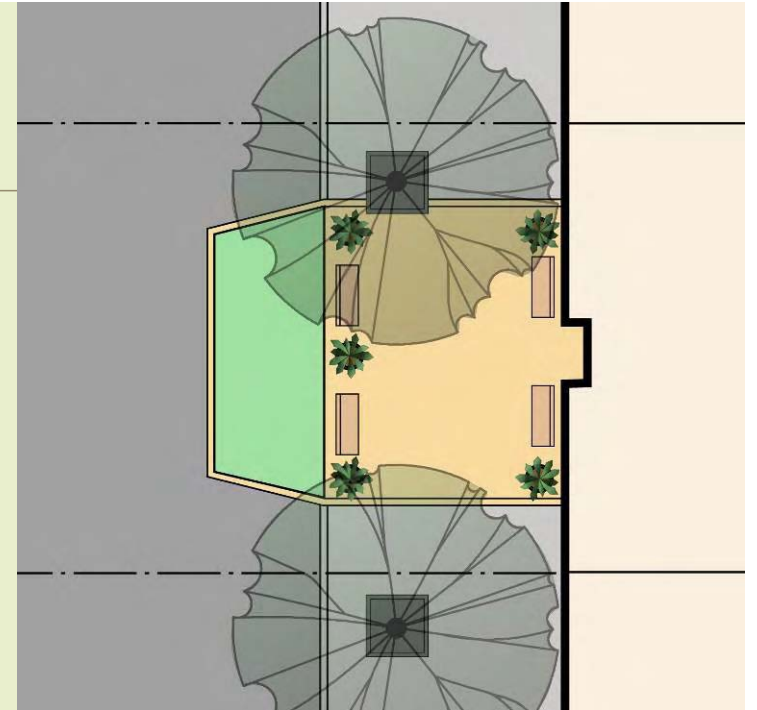
B. Green Infrastructure

B1: Install more natural landscaping and materials on sidewalks, occasional-on street parking spaces and the center median. Use permeable paving on sidewalks and retention basins.



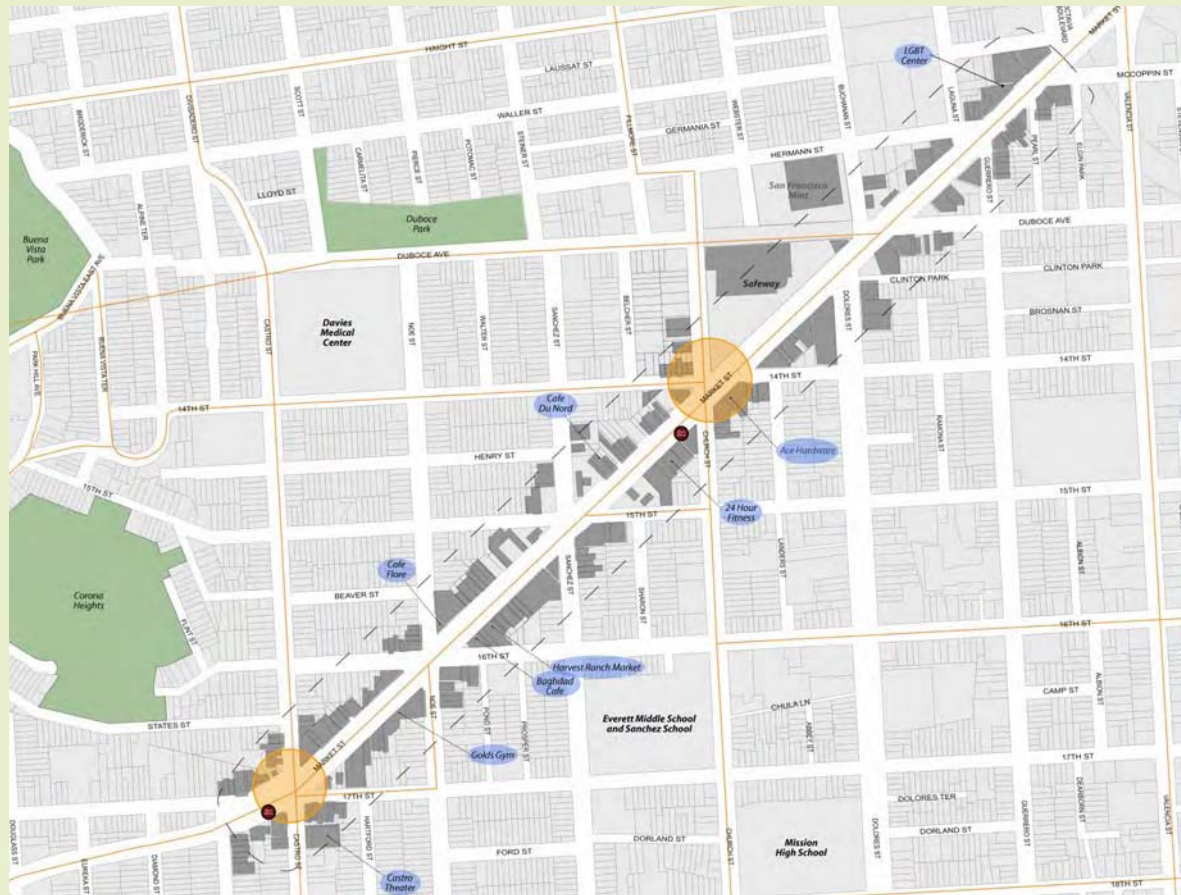






C. Community Open Space

C1: Create a community gathering space at the Castro and Market intersection. Build on Heidi Sokolowsky's Harvey Milk Plaza redesign. Create a flexible open space for gathering, events, and performances.

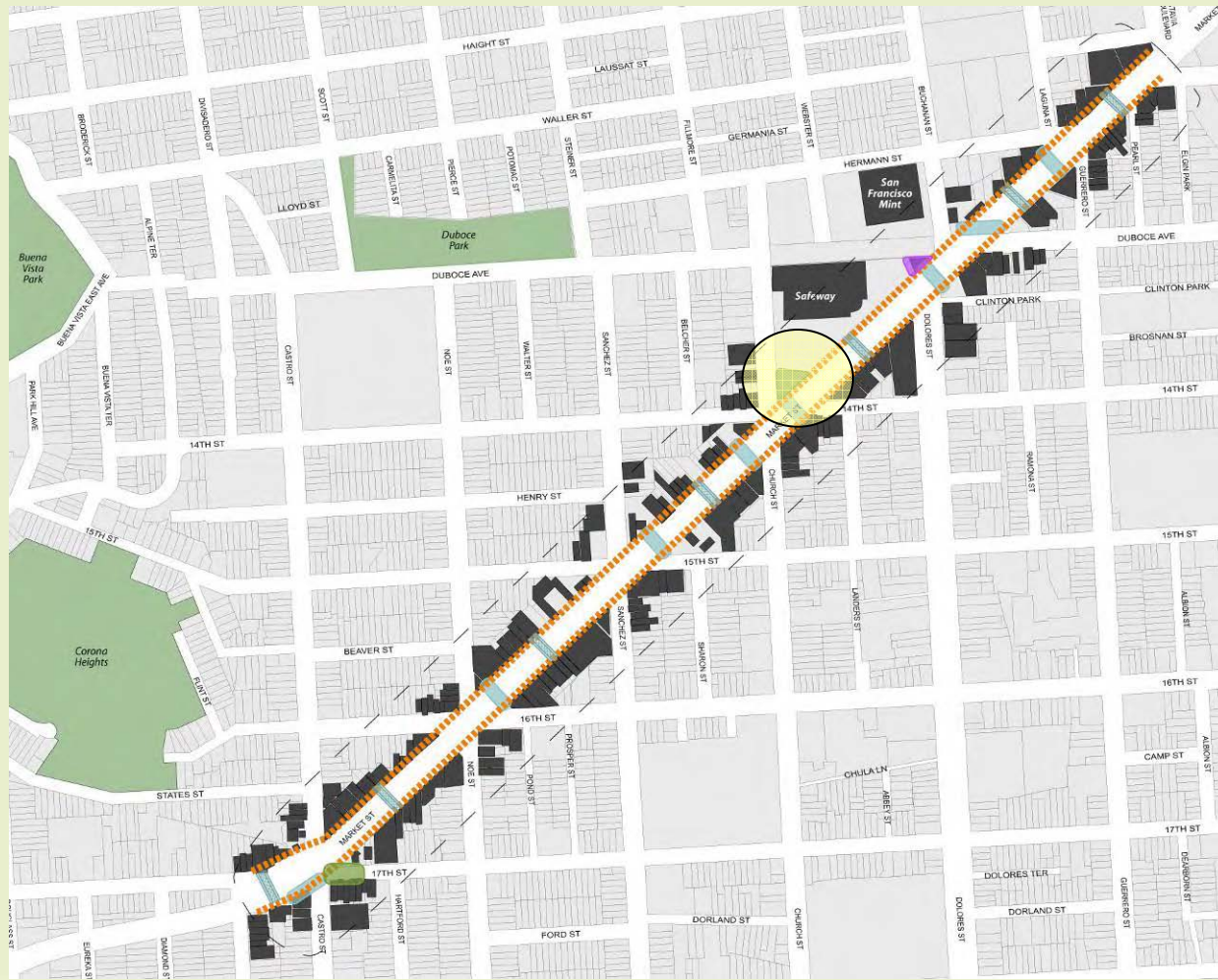






C. Community Open Spaces

C2: Create additional open spaces in the Upper Market area.



C2: Proposed Pocket Park or Plaza at Church and Market









C3: Center Median

C3: Incorporate a strong sense of artful, expressive and multi-faceted historical (LGBT, Mission Dolores, 1906 earthquake/fire, etc.) design elements with gateway features, art and landscaping in the center median.









MBAY
RESTAURANT
867-4653

ONE HOUR CLEANERS

D. Pedestrian/Transit-Oriented Circulation

D1: Increase and improve crossings for pedestrians across Market Street.

D. Pedestrian/Transit-Oriented Circulation

Use creative paving and materials in crosswalks:

- creative painting,
- tinted and stamped concrete.





D. Pedestrian/Transit-Oriented Circulation

Create pedestrian refuges for crosswalks across Market Street.



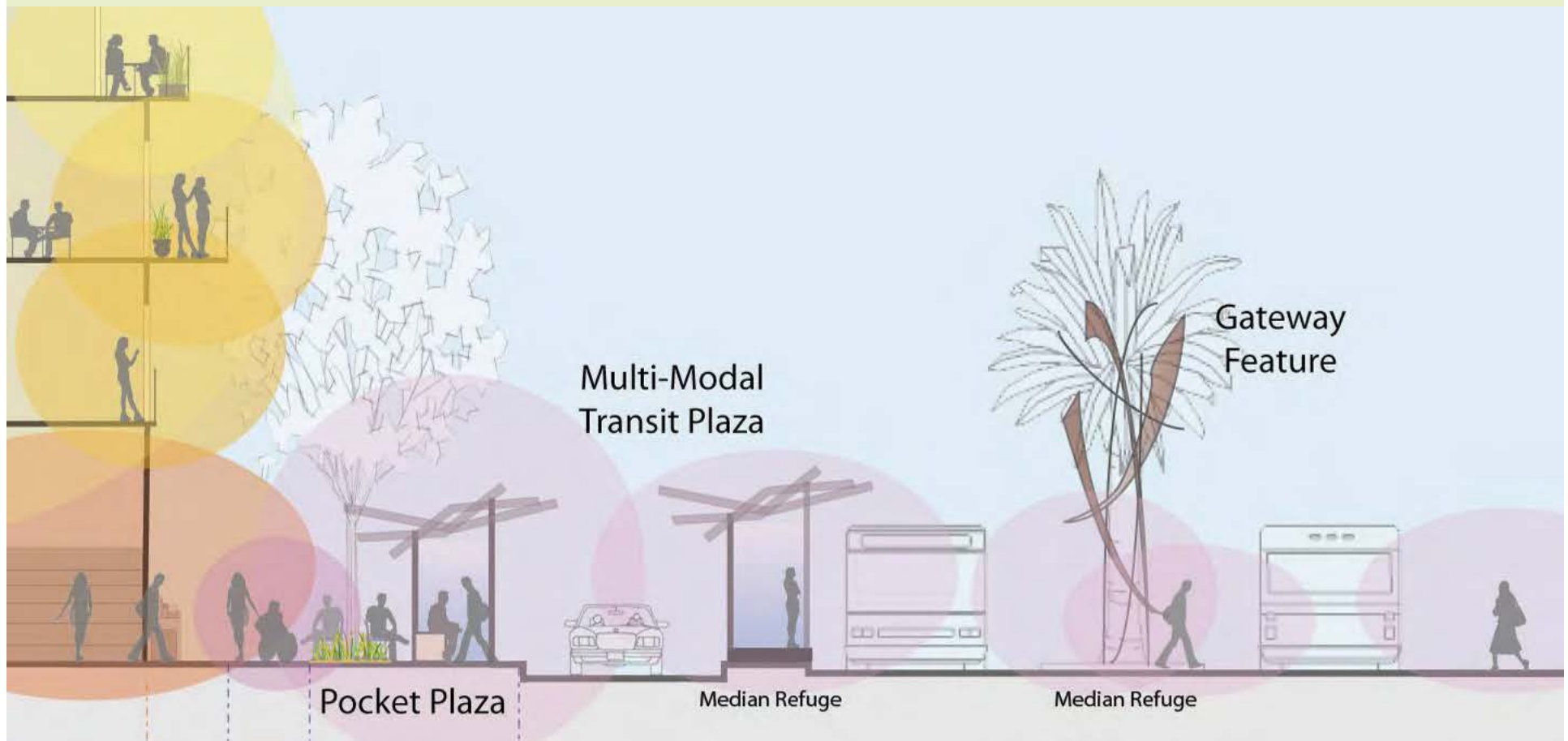
D. Pedestrian/Transit-Oriented Circulation

D2: Provide additional bulb-outs on residential side streets off of Market Street, where possible. Calms traffic off of Market Street.



D. Pedestrian/Transit-Oriented Circulation

D3: Create transit plazas that enhance public space around bus stops, including better signage and bus shelters.



METROPOLITAIN

NATION

REVEILLEZ VOS SOIREEES

REVEILLEZ VOS SOIREEES
HIPPODROME DE WINCENNES

LES GONTELLIS
PARIS 20e
TOUS LES SAMEDIS
DE 14H A 18H
DU 16 AU 23 SEPTEMBRE
BOULEVARD VOLTAIRE

← NOUS LA PLAGE PRS LE BOULEVARD VOLTAIRE

↓

↓

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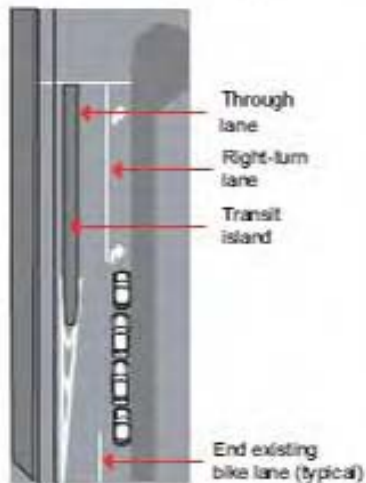
E. Bike

E1: Explore designs to connect Market Street bike lanes through major intersections as described in the San Francisco Bicycle Plan Update. Involves reducing curb extensions and/or removing on-street metered parking spots.

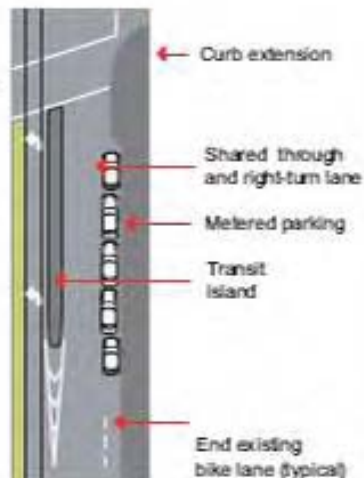


EXISTING CONDITIONS

TYPICAL 1
THROUGH LANE AND RIGHT TURN LANE

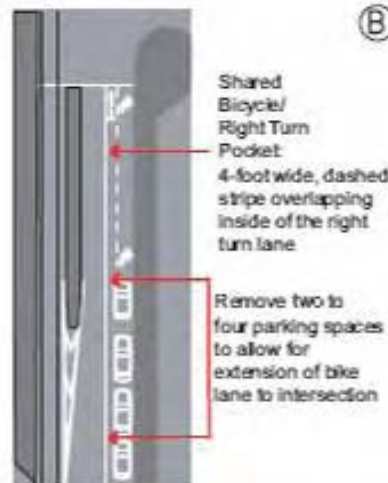


TYPICAL 2
SHARED THROUGH RIGHT TURN LANE

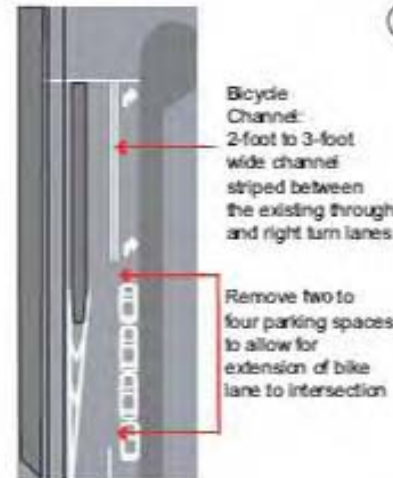


PROPOSALS

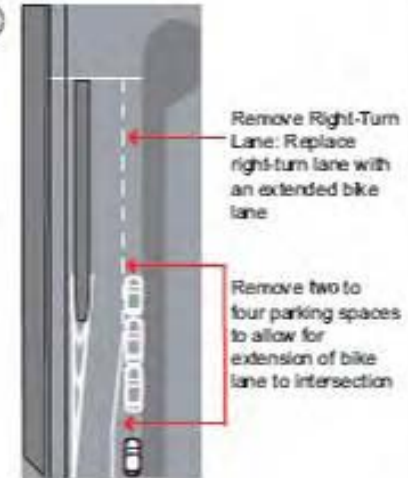
(A)



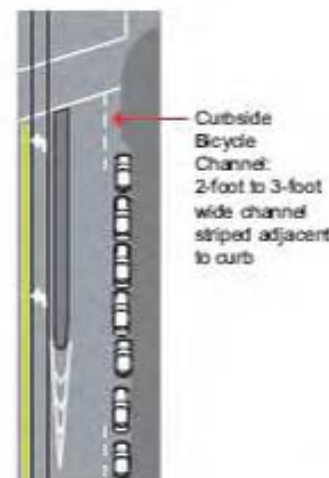
(B)



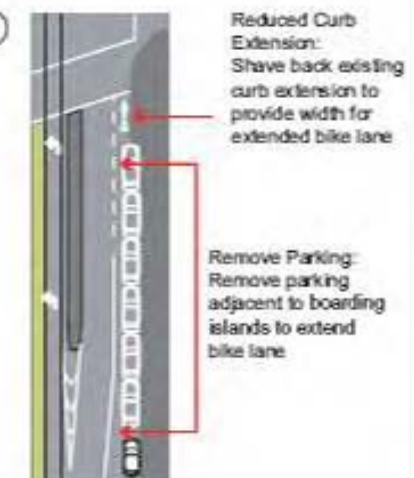
(C)



(D)



(E)



MARKET STREET

OCTAVIA STREET TO 17TH STREET

THIS DRAFT DIAGRAM IS DESIGNED FOR PUBLIC INPUT AND DISCUSSION PURPOSES. THIS IS A REPRESENTATIVE DIAGRAM AND IS NOT BASED ON ACTUAL SURVEY DATA. ALL INFORMATION PRESENTED IN THIS DIAGRAM IS SUBJECT TO MODIFICATION.

DRAFT 3/25/04

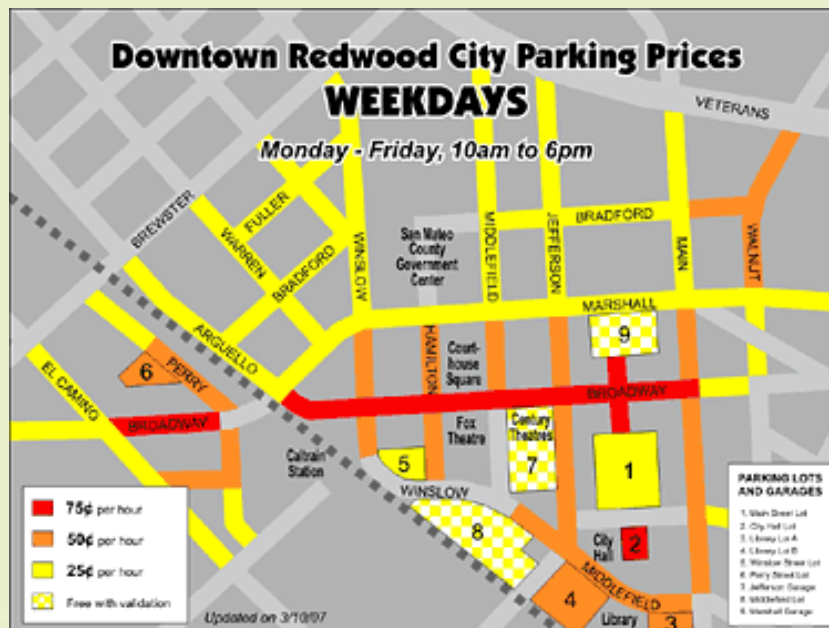


MARKET STREET (OCTAVIA TO 17TH) CROSS-SECTION CONCEPT SHEET |
SAN FRANCISCO BICYCLE PLAN UPDATE
PRELIMINARY ENGINEERING PRIORITY PROJECT SHEETS



F. Parking

F1: Explore parking management strategies for public parking: parking pricing plans, shared public parking, underground parking.



F. Parking

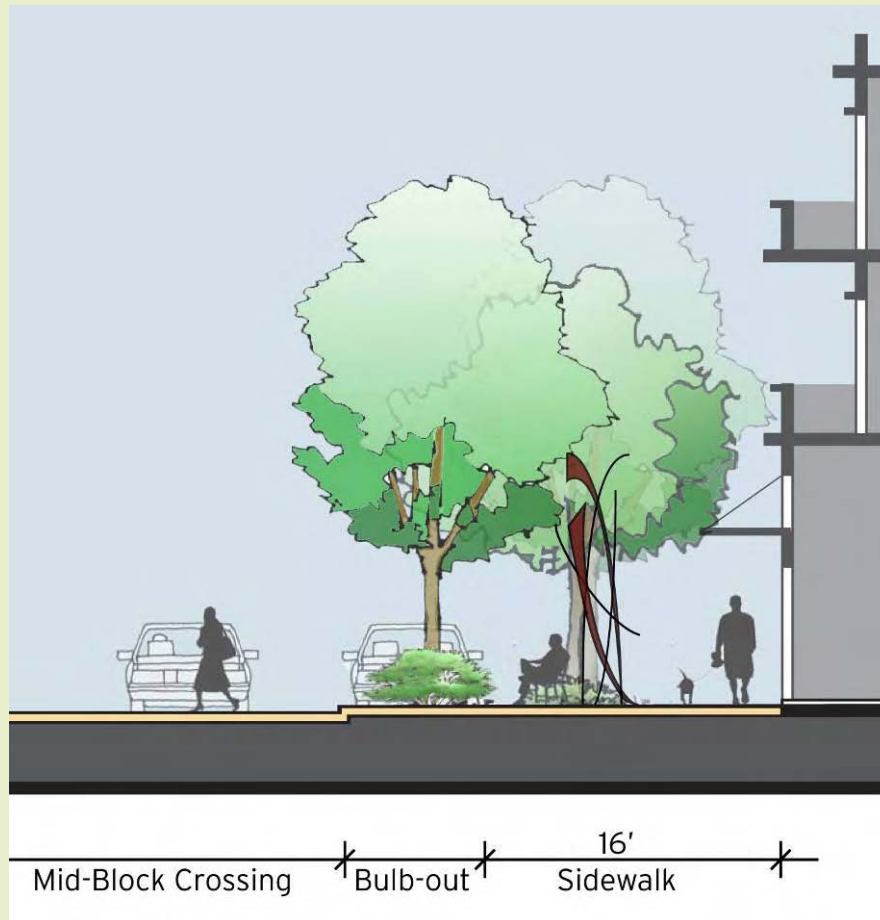
F2: Explore flexible use of parking spots for use as outdoor seating during evenings and weekends.





F. Parking

F3: Judiciously convert selective on-street parking space for expanded sidewalk gathering places or landscaping.





II. New Development Guidelines

- A. Building Height and Massing
- B. Active Ground Floor Design
- C. Upper Story Design
- D. Integrating with Natural Context
- E. Green Building
- F. Design Quality
- G. Land Use Recommendations

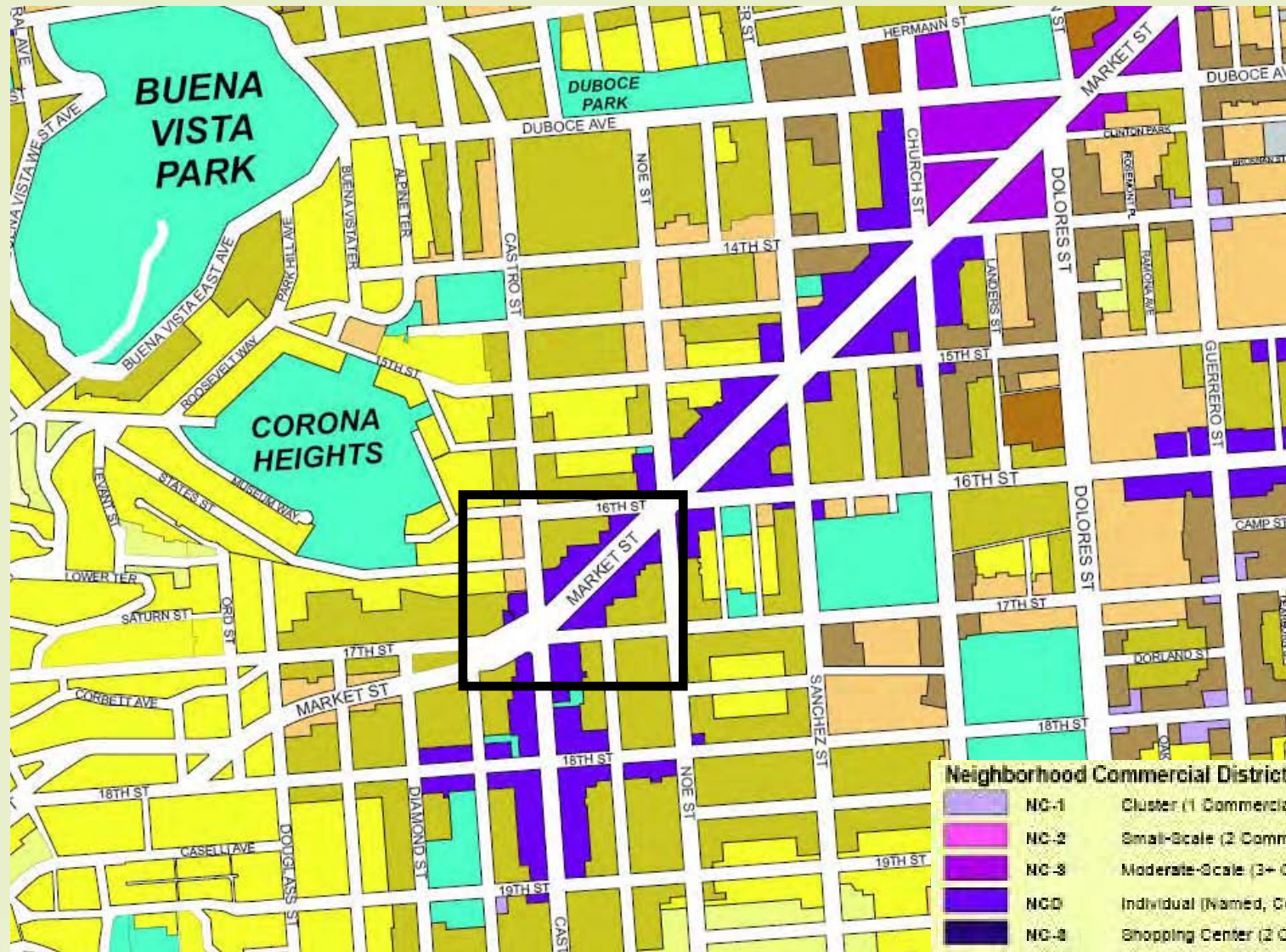
A. Building Height and Massing

A1: Consider a zoning overlay to allow for higher buildings at the intersection of Market and Castro Streets.

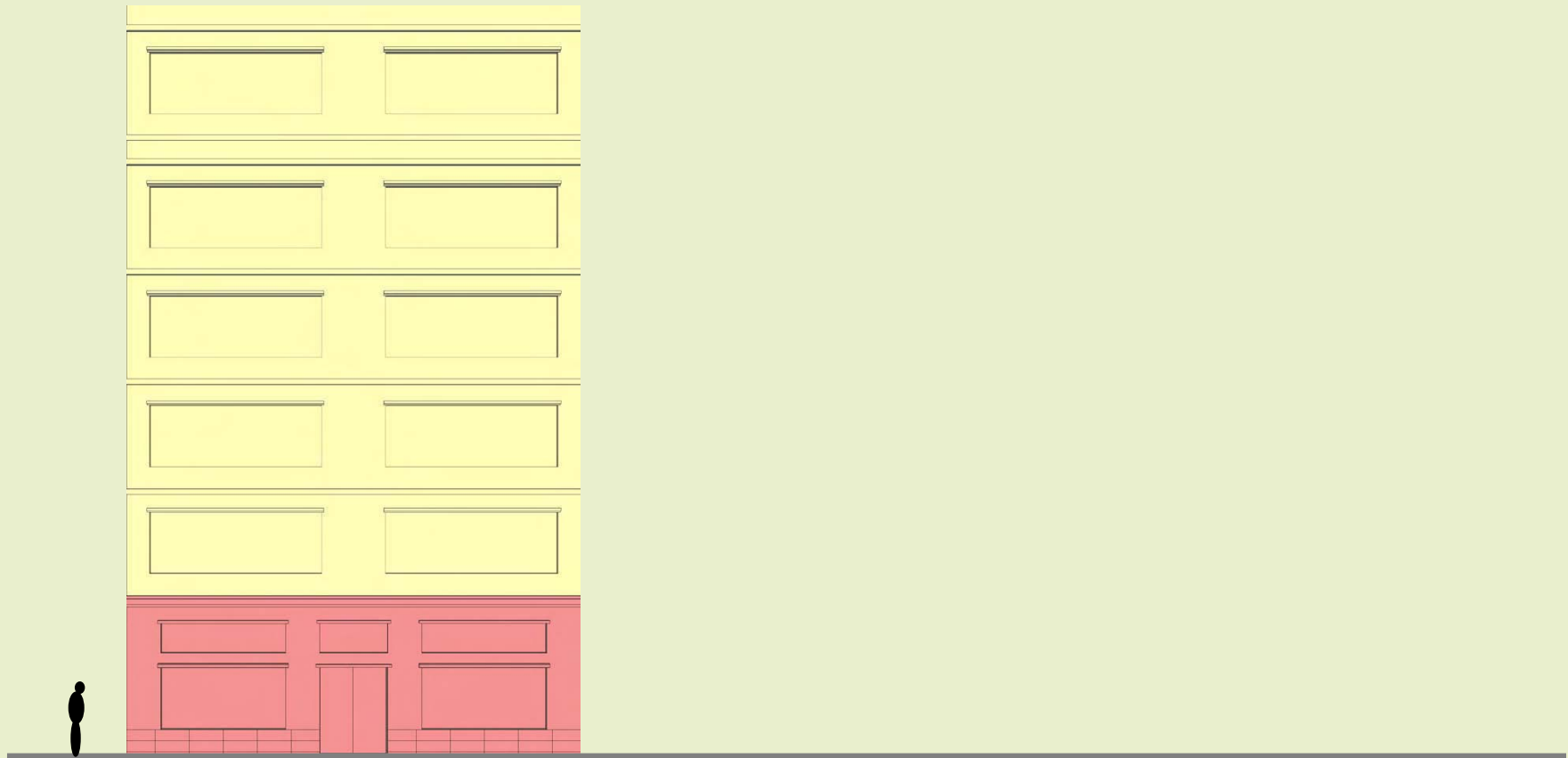
Market Octavia Zoning



Existing Zoning



Existing Height Limit: 65' Feet High at Corner Lots



Existing Zoning



Existing Zoning

Possible Amenities With Height Increase?

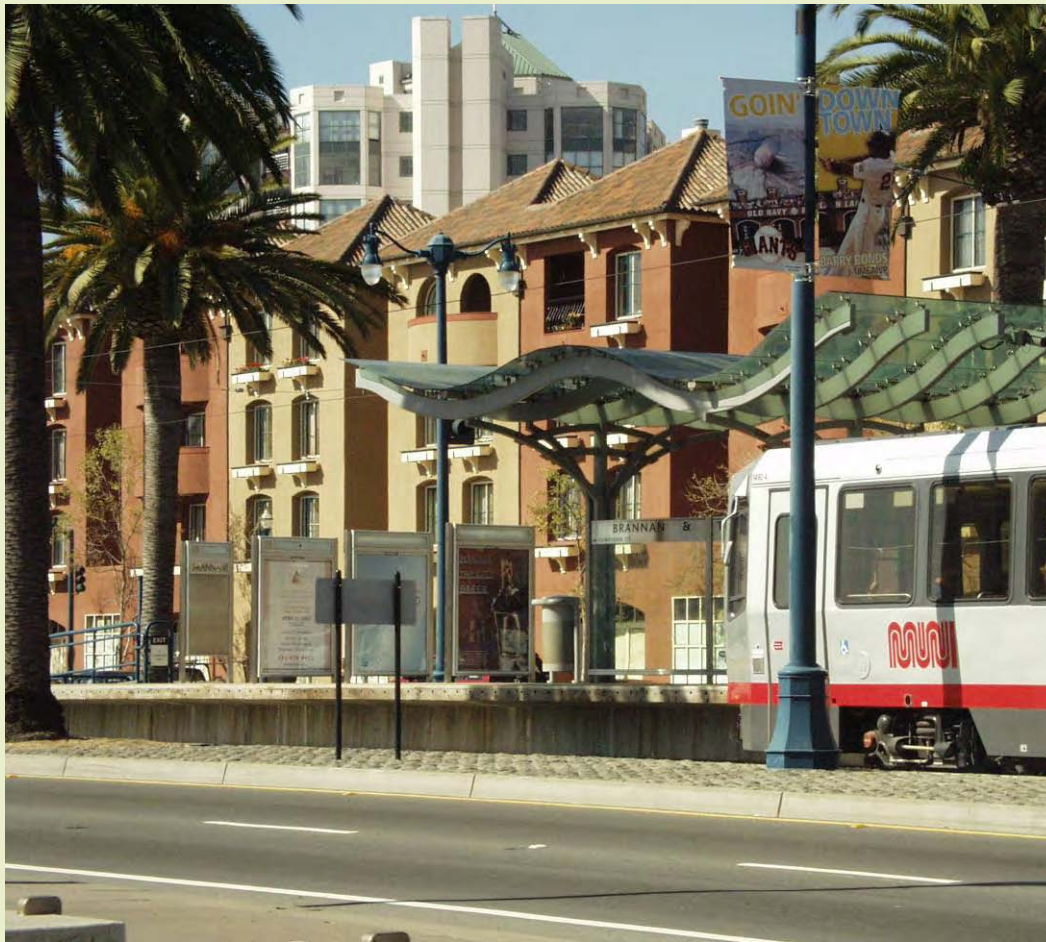
A. Building Height and Massing

A2: Setback higher floors to mitigate shadow/heights impacts and provide opportunities for balconies and terraces. Encourage setbacks on the south side of Market Street to increase amount of sunlight onto streets.



A. Building Height and Massing

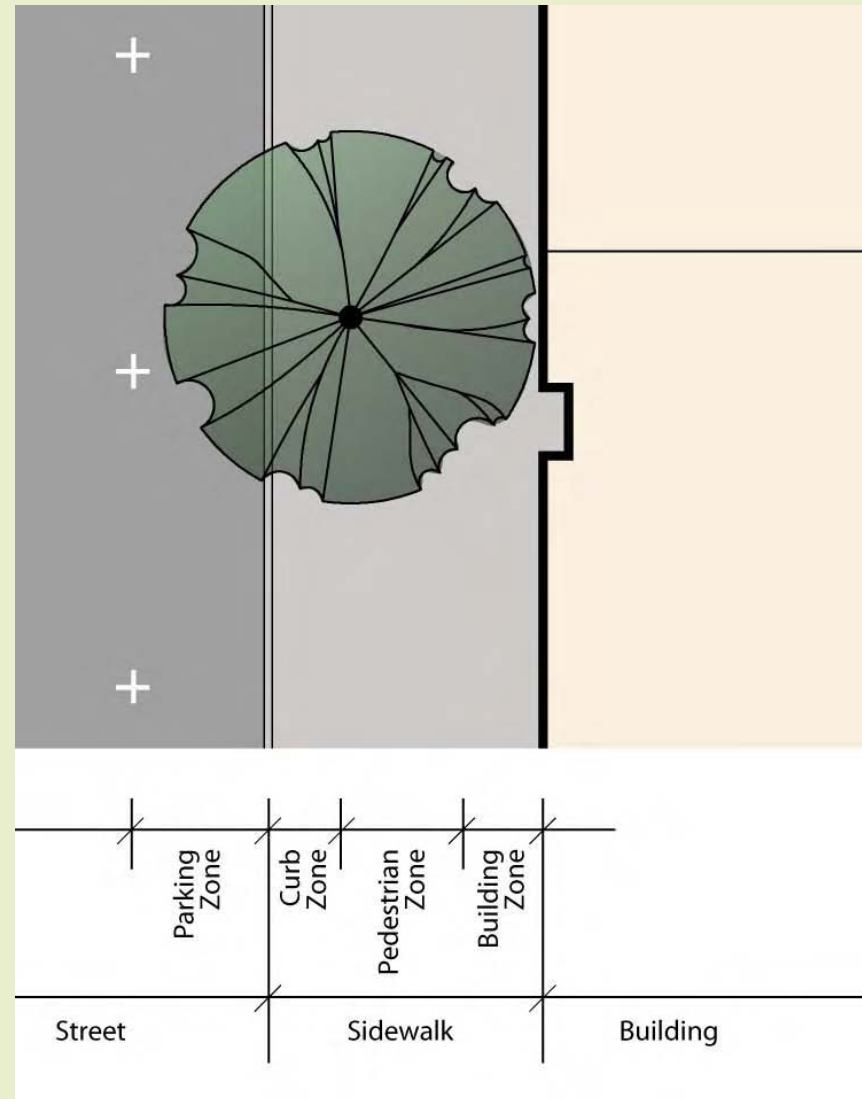
A3: Create a fine-grain appearance when infilling into an existing fine grain context, particularly on large lots.



B. Active Ground Floor Design

B1: Encourage an integration of interior building design in the sidewalk building zone:

- patio seating
- plantings
- goods and wares
- public art











B. Active Ground Floor Design

B2: Create engaging building entrances for large and institutional buildings through the following techniques:

- integrate sidewalk area into building entrance
- use light features in highlight building
- setback entrance from rest of building.





B. Active Ground Floor Design

B3: Encourage a range of building floor plates and retail spaces to support small, diverse and new commercial services.



B. Active Ground Floor Design

B4: Encourage large commercial developments on large lots to have engaging transparent facades, multiple pedestrian entrances, and outdoor seating. Encourage a strong public-private interface through the display of goods in the building zone of the sidewalk.



B. Active Ground Floor Design

B5: Minimize appearance of garage. Use creative garage door materials and design to minimize garage door appearance and integrate it into building façade.



B. Active Ground Floor Design

B6: Buildings on corner lots should have street-engaging elements such as windows and entrances on both sides of the street.





C. Upper Story Design

C1: Encourage operable, climate-sensitive windows, balconies and terraces of a range of sizes to provide a range of uses for indoor-outdoor activities.



C. Upper Story Design

C2: Encourage active uses on balconies, upper-floor setbacks and rooftops.













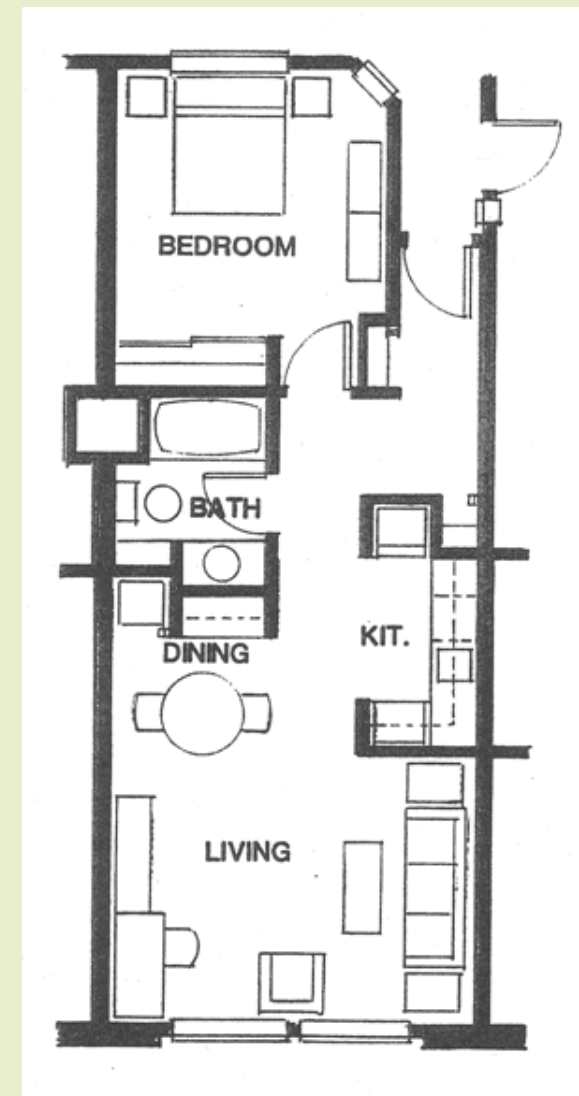


C. Upper Story Design

C3: Encourage housing developments that provide diverse and flexible configurations:

- provide for different ages, particularly seniors and assisted living,
- provide for different household sizes,
- encourage shared facilities in new development,
- encourage smaller residential units, more studios and 1 bedroom units

Studios and One Bedroom Apartments

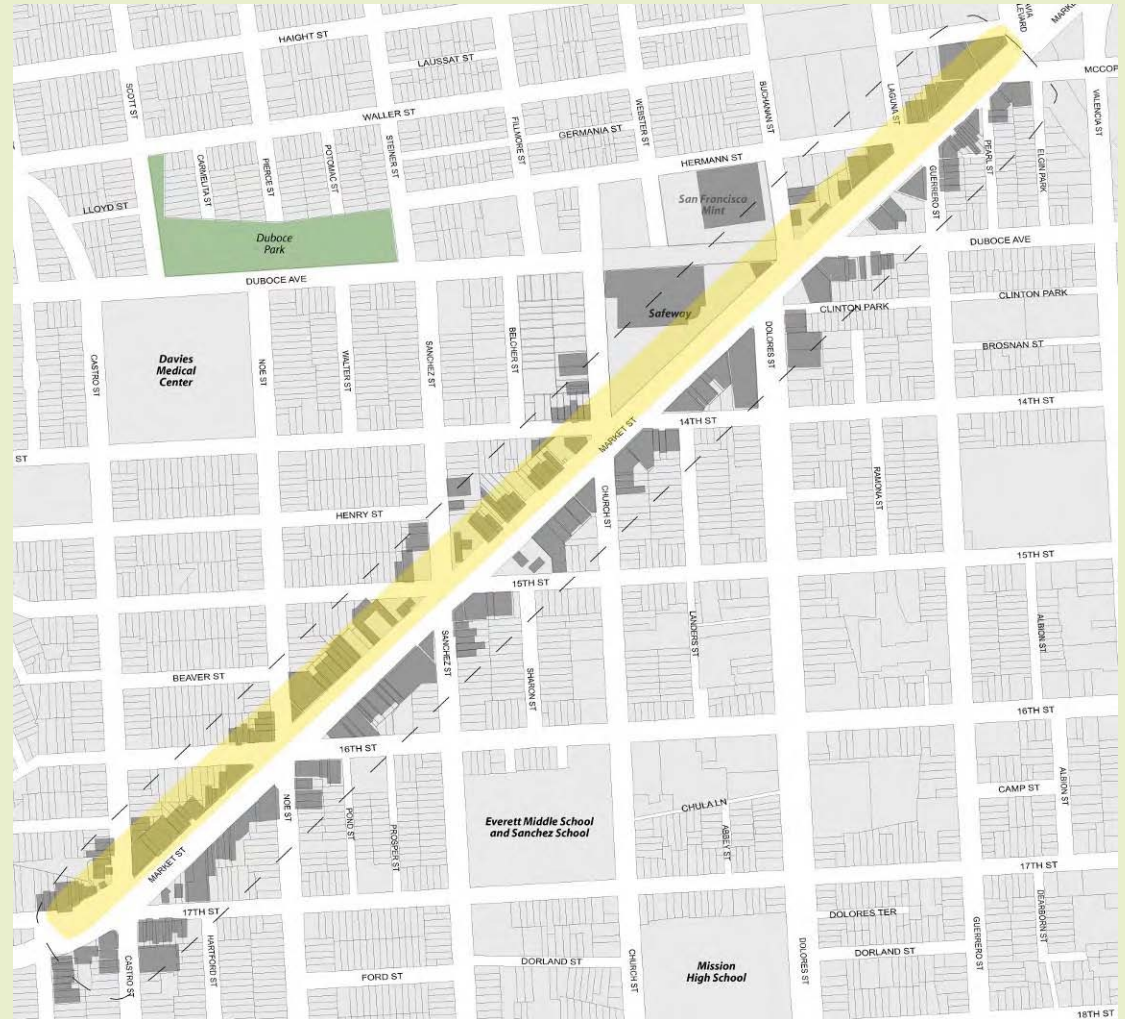


Swan's Market Cohousing, Downtown Oakland



D. Design For Natural Context

D1: Encourage new developments on the north side of Market Street to maximize outdoor elements such as sidewalk seating, courtyards and balconies.



D. Design For Natural Context

D2: Encourage creative treatment (steps, retaining walls, landscaping) to soften building edges in steep topographic building conditions. This will heighten the experience and views of the area's natural topography.



D. Design For Natural Context

D3: Encourage adjustable windows, sunshades, wind/rain protection patio elements that allow residents to have plantings and use outdoor balcony space comfortably.



E. Green Buildings

E1: Encourage green building certification – LEED or GreenPoint Rated (GPR) – in new construction projects.



F. Architectural Style

Buildings in the Upper Market area are diverse in materials and architectural styles. No specific palette of materials, colors or architectural styles are specified by the community in terms of new development. However, given the area's eclectic and colorful nature, new development should demonstrate a creative and tasteful approach to materials, colors and style.

F. Architectural Style

F1: Create design competitions for high profile sites.



*1st Place Winners of the Octavia Boulevard
Housing Design Competition*

F. Architectural Style

F2: Encourage project sponsors to have open dialogue with the community.

G. Land Use Recommendations

G1: Encourage the rethinking of the Safeway site design through the following recommendations:

- improved pedestrian edge (rotating art displays, street trees) along Market Street
- ground floor retail along Market Street,
- a park and housing,
- improved areas around the recycling center near Safeway through the following techniques:
 - increased policing,
 - incorporating the recycling center into a building structure,
 - relocating the recycling center to another appropriate location.

G. Land Use Recommendations



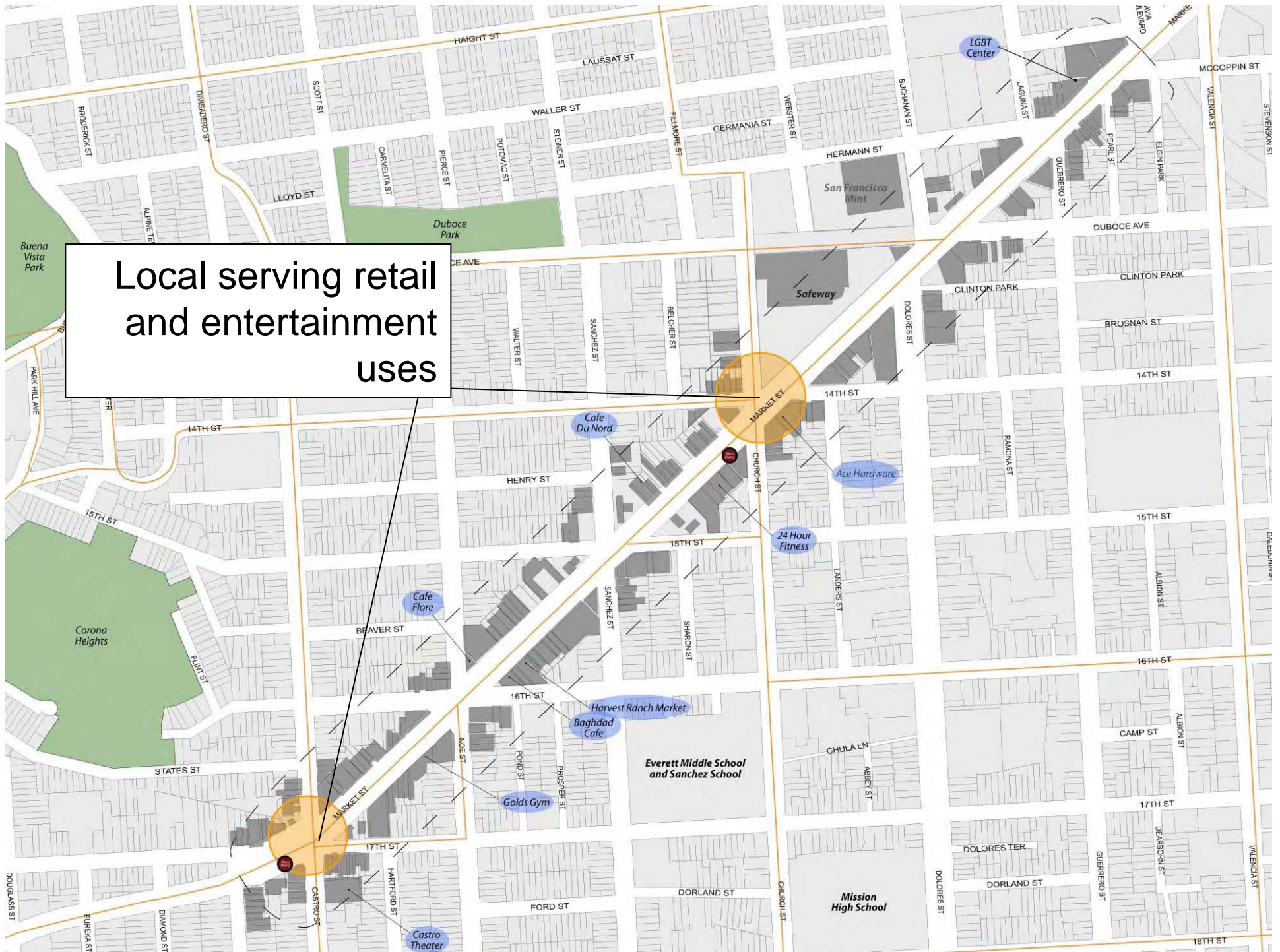
1 inch equals 40 feet

G. Land Use Recommendations

G2: Encourage local serving commercial and entertainment uses – examples of uses identified by community members include:

- restaurants,
- high-quality grocery stores, bakeries, markets,
- boutique hotels,
- bars and sex-clubs,
- small office space,
- pet services,
- other . . .

Local serving retail and entertainment uses

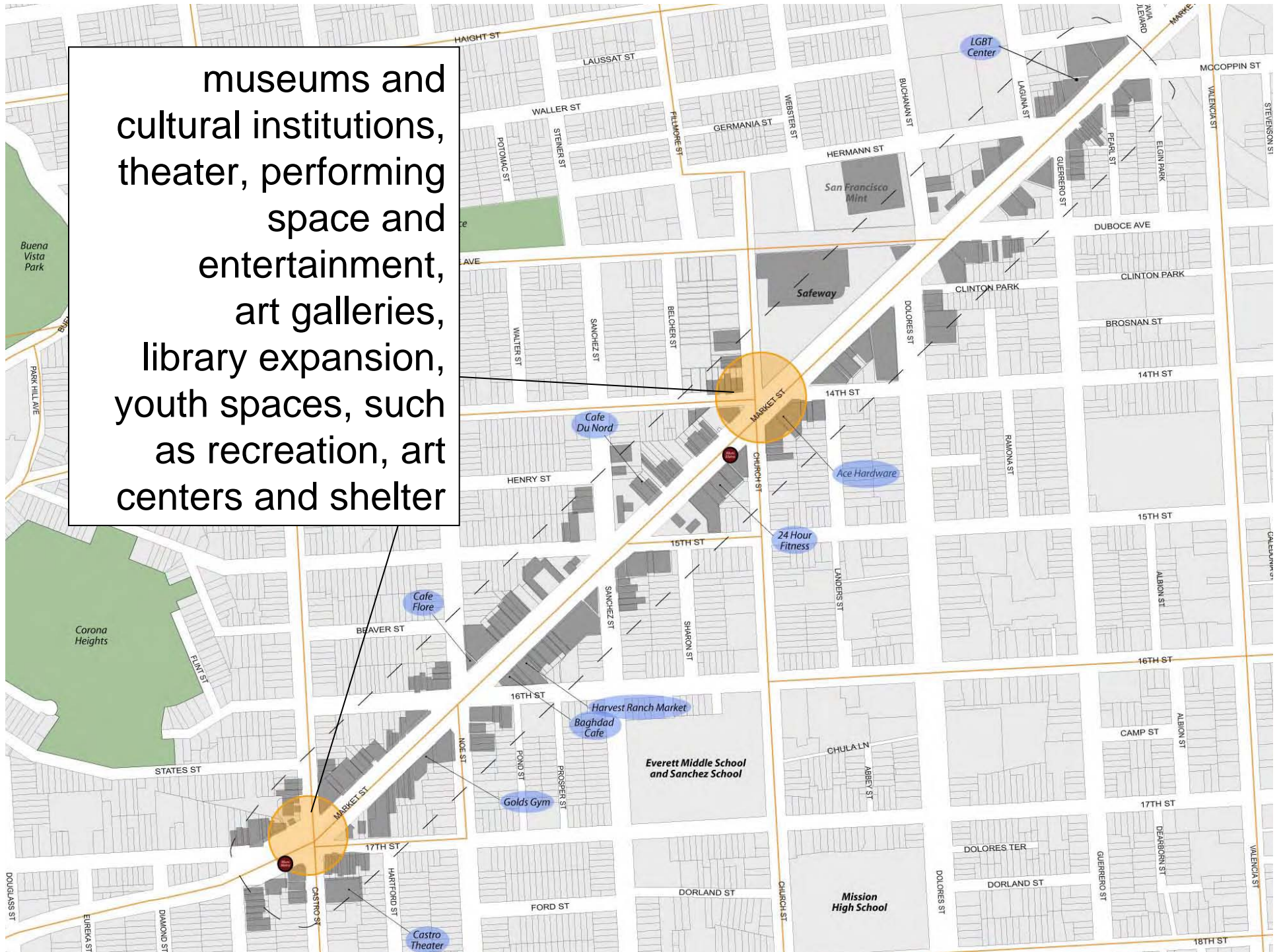


G. Land Use Recommendations

G3: Encourage community and cultural land uses – examples of uses identified by community members include:

- museums and cultural institutions,
- theater, performing space and entertainment,
- art galleries,
- library expansion,
- youth spaces, such as recreation, art centers and shelter
- other . . .

museums and
cultural institutions,
theater, performing
space and
entertainment,
art galleries,
library expansion,
youth spaces, such
as recreation, art
centers and shelter



Small Group Discussion

Small Group Discussion Topics . . .

1. Vision Elements
2. Community Design Principles
3. Public Realm Improvements
4. New Development Design Guidelines

CITY AND COUNTY OF SAN FRANCISCO PLANNING DEPARTMENT

upper market
community
workshop series
and plan document

INTERVIEW | May 2007

