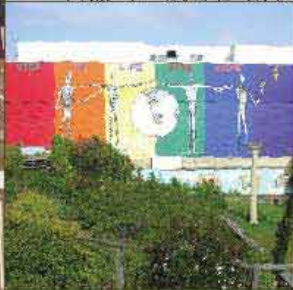


CITY AND COUNTY OF SAN FRANCISCO PLANNING DEPARTMENT

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

# 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?"

Queer in the City II - clip 01 of 14 1 of 14 videos

YouTube

Title

# Upper Market Project Process

**PHASE I:  
Visioning**

**Community  
Workshop #1:  
Visioning**

**PHASE II:  
Community  
Design  
Framework**

**Community  
Workshop #2:  
Opportunity  
Site Areas**

**PHASE III:  
Opportunity  
Site Area  
Design  
Direction**

**Community  
Workshop #3:  
Community  
Design  
Framework**

**PHASE IV:  
Production  
and Review  
of Draft &  
Community  
Plans**

**Final  
Community  
Plan**

# **“Virtual” Walking Tour**

# Upper Market Focus Area





# LGBT Center



# Market St Looking South Toward Downtown



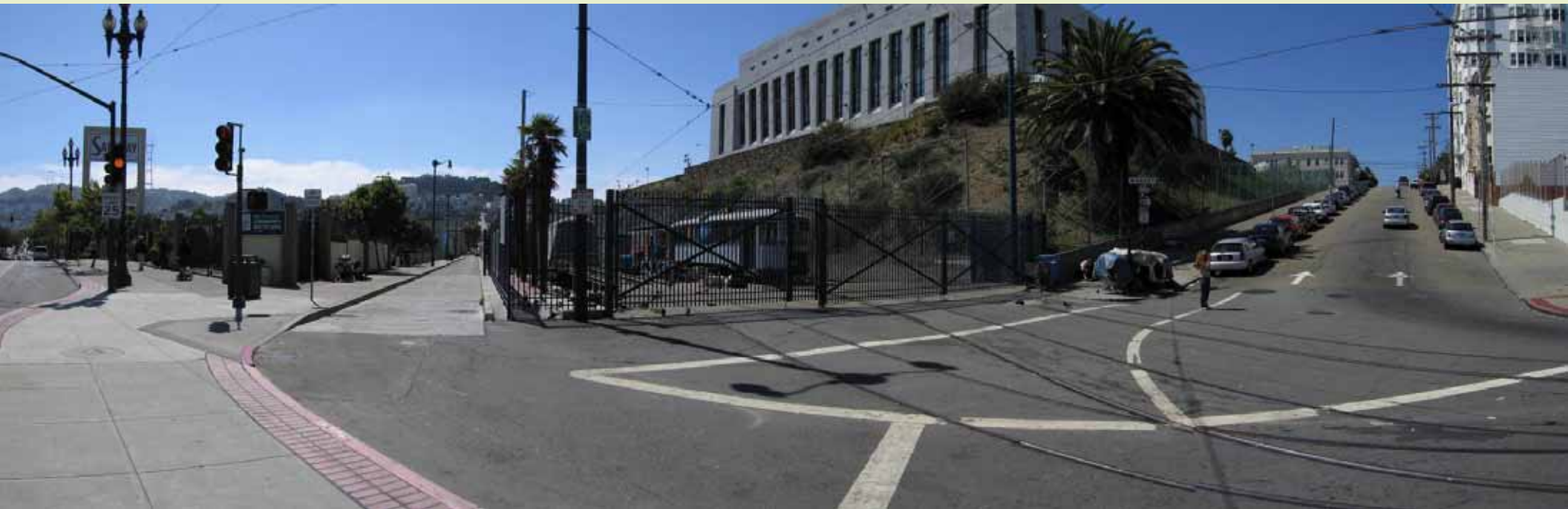
# 76 Station at Laguna



# Dolores and Market Streets



# The Mint Building



# Market Street looking Downtown



# Church and Market Streets









# Noe and Market

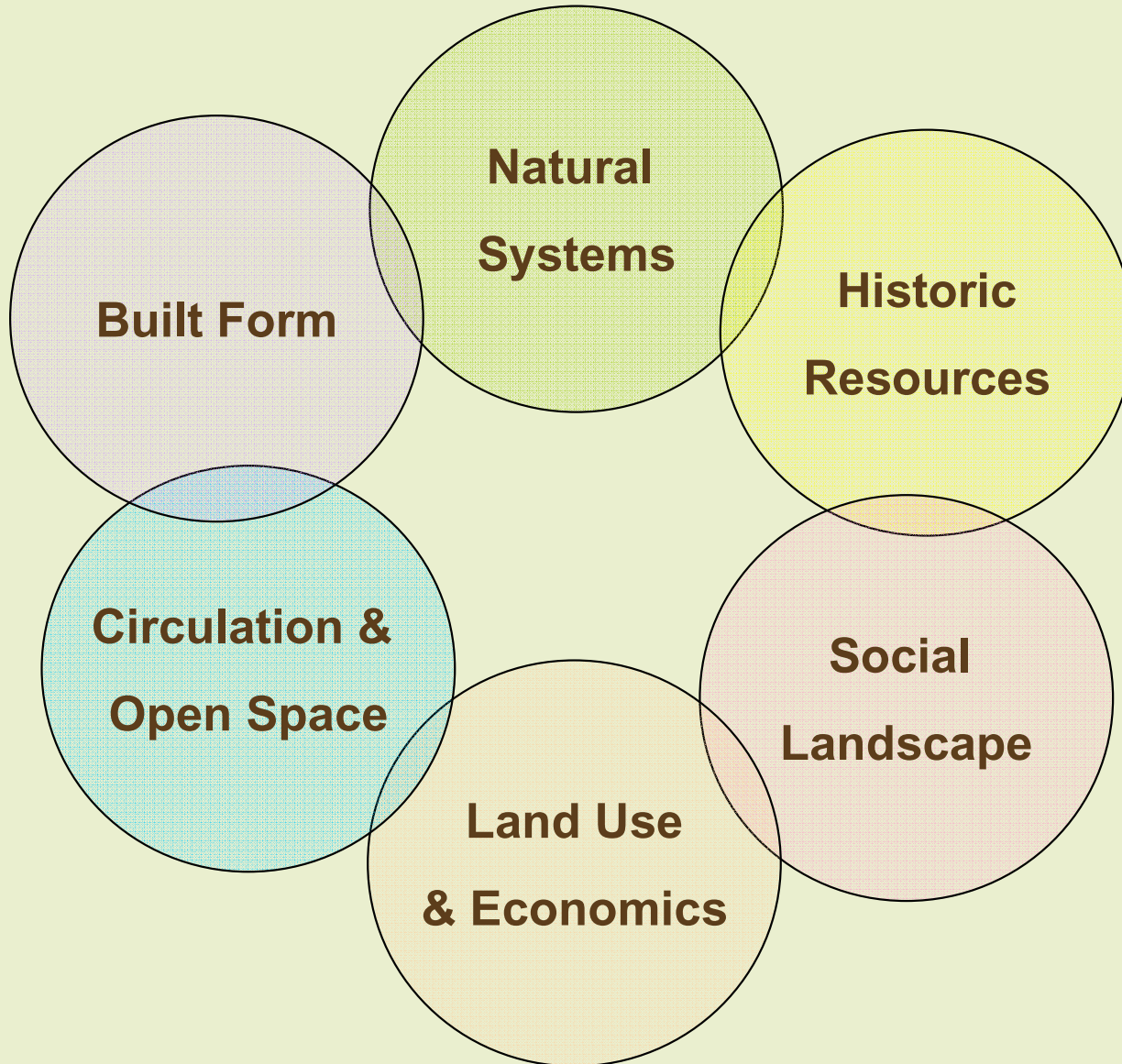






# Existing Conditions

# Urban Design Elements



# Natural Systems

# Asset: Topography



**Nestled  
in a Bowl**

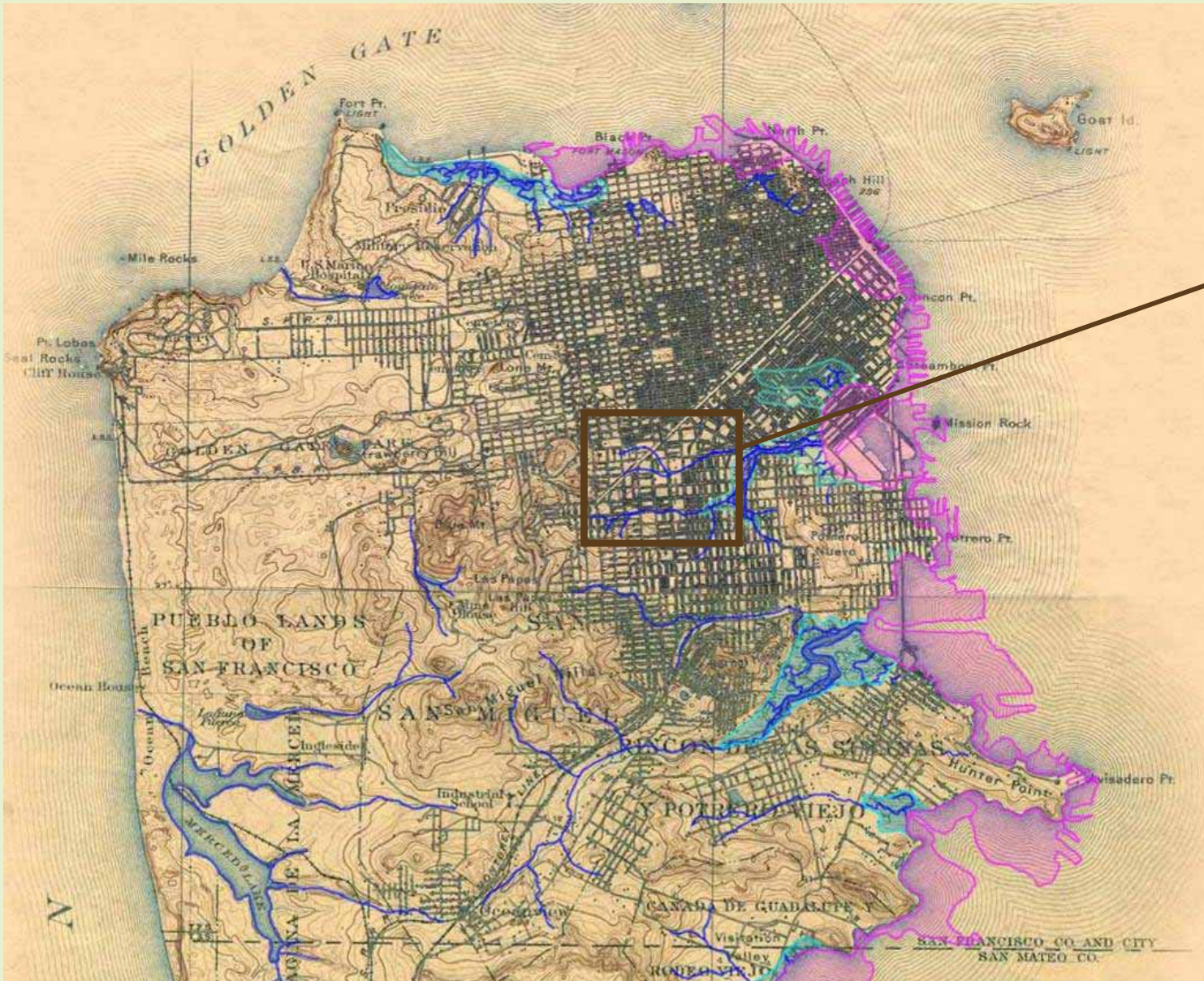


# Issue: Topography



United States Mint Building. Market St. at Buchanan St. looking northwest.

# Asset: Historic Watershed



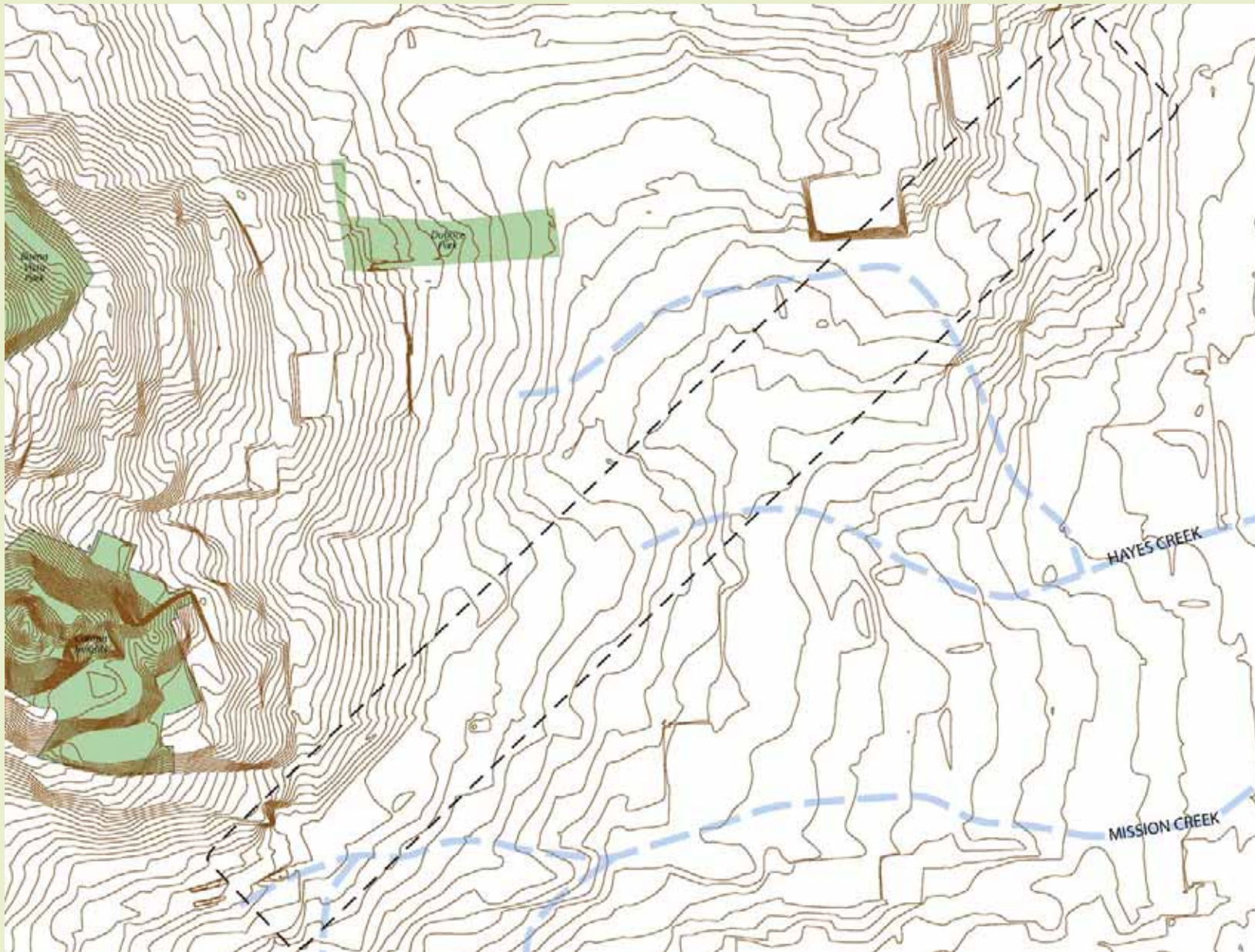
Hayes  
and  
Mission  
Creeks

# Issue : Wind and Fog



Title

# Natural Systems



LEGEND

- Study Area
- Existing Park
- 5' Contour Interval
- Historic Creeks as approximated by historic maps

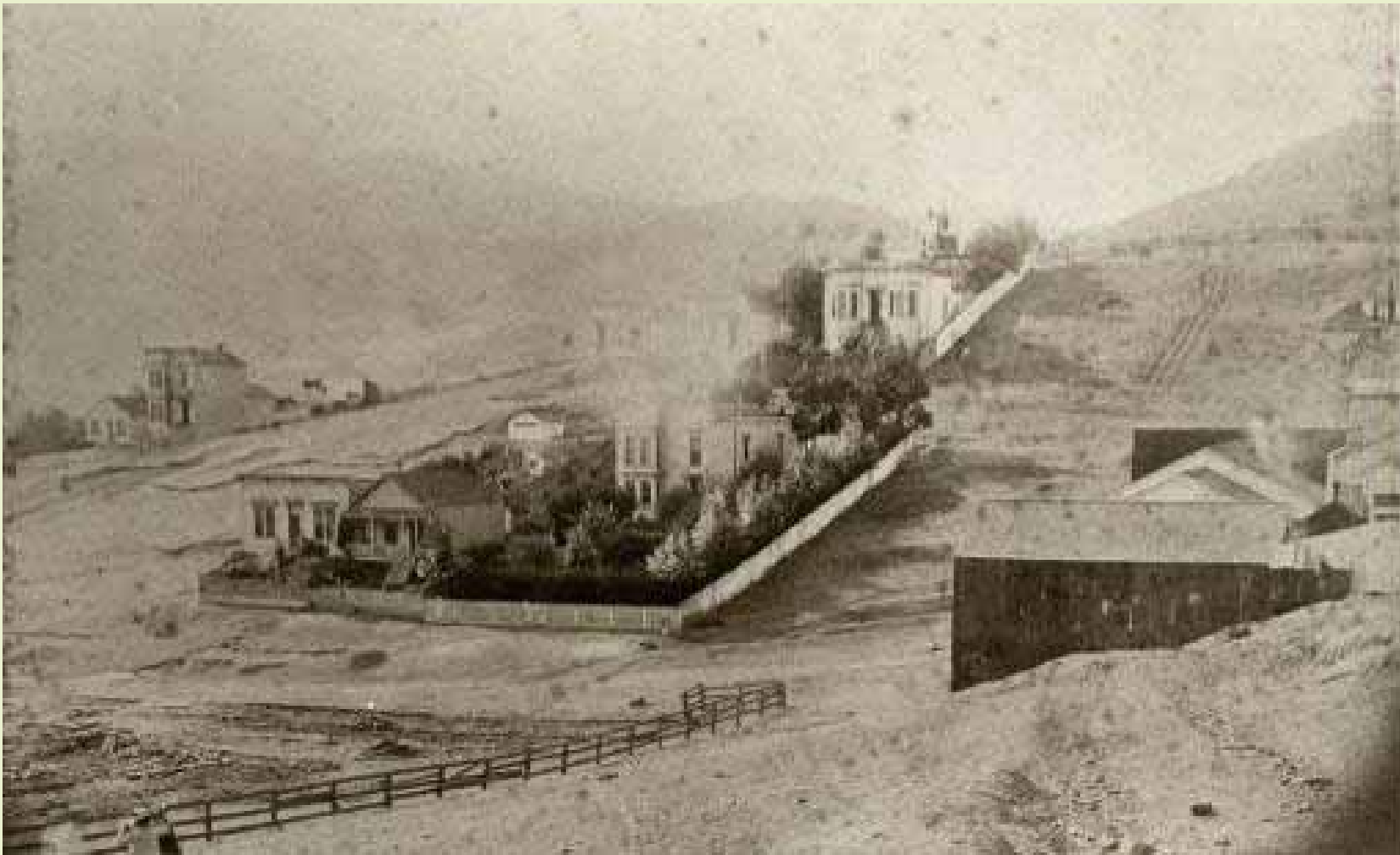
# Other Opportunities

- Preserve views to hills (Twin Peaks, Buena Vista, etc.)
- Encourage creek awareness
- Install wind shelters
- Install plantings on sidewalks
- Explore stormwater best management practice opportunities

# Historic Resources

# Asset: Cultural History

**German, Scandinavian, Irish, Spanish and Mexican communities**



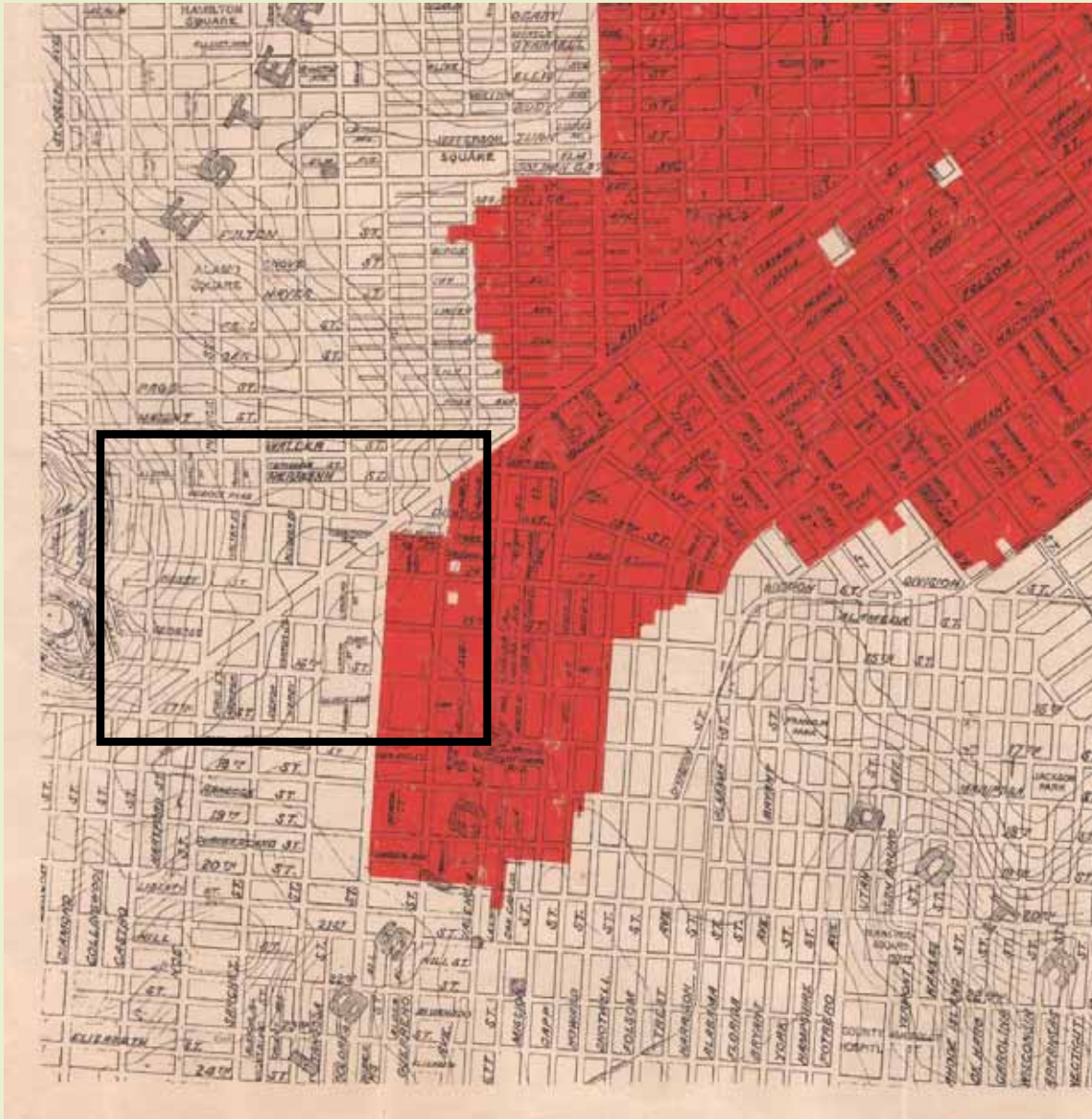
Eureka Valley 1880s

# Asset: Upper Market History

- 1886** Streetcar line extends to Upper Market
- 1906** Post-earthquake growth and mixed use development
- 1914** Twin Peaks tunnel
- 1945** Post-war Decline
- 1970s** Castro emerges as LGBT destination



# Asset: Post-1906 Architecture



**Buildings  
Destroyed  
in 1906 Fire**

# Asset: LGBT Historic Landmarks

- **Castro Theater**
- **McCormick House**
- **Carmel Fallon Building**
- **Harvey Milk Residence and Camera Shop**
- **AIDS Memorial Quilt**



Castro Theater

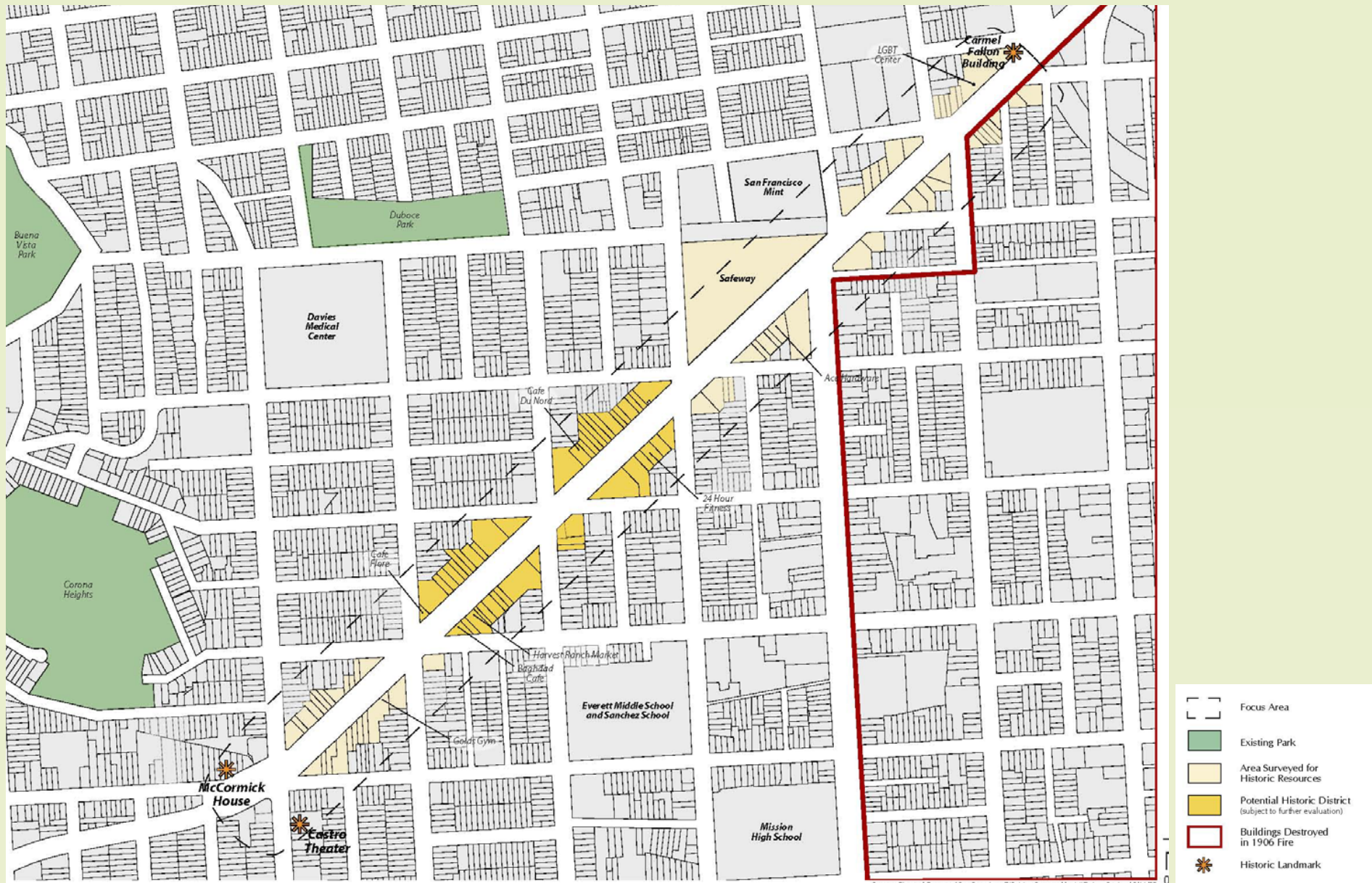


Harvey Milk



Carmel Fallon Building

# Asset: Historic Resources



# Asset: Historic District Character



# Opportunities

- **Public Art**
- **Cultural Institutions, i.e. LGBT history museum**
- **Historic Preservation**
- **LGBT History and Public Art/Space**

# Social Landscape

# Asset: Passionate, Active and Educated Community



# Asset: Safe Space for the LGBT Community





# Asset: Social Diversity



# Asset: Sense of Community



# Issue: Desire for more LGBT-serving Institutions

- LGBT History Museum
- PAWS
- Theatre Rhino



Petchitecture 12, 2007 by PAWS at the Westin St. Francis



Theatre Rhinoceros

# Land Use and Economics

# Assets: Active Groundfloor Uses



# Asset: Full Service Neighborhood



# Asset: Great Adjacent Neighborhoods



# Asset: Castro as a World Renowned Destination





# Issue: Underutilized Sites

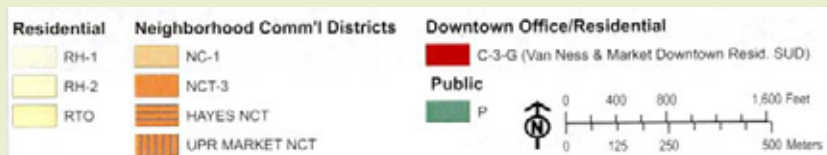
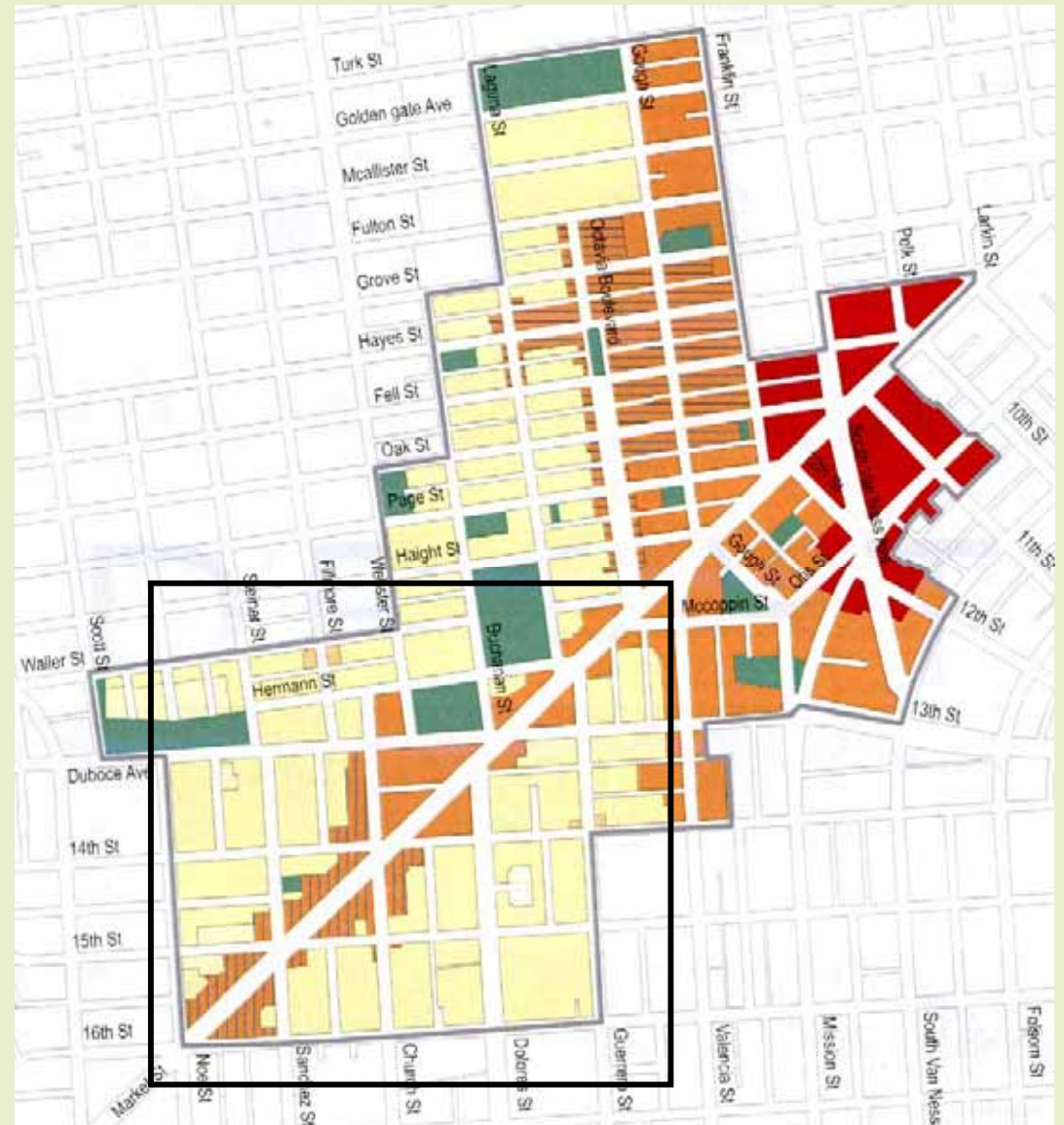


# Issue: Expensive Housing Market



# Market/Octavia Plan: Land Use Designation

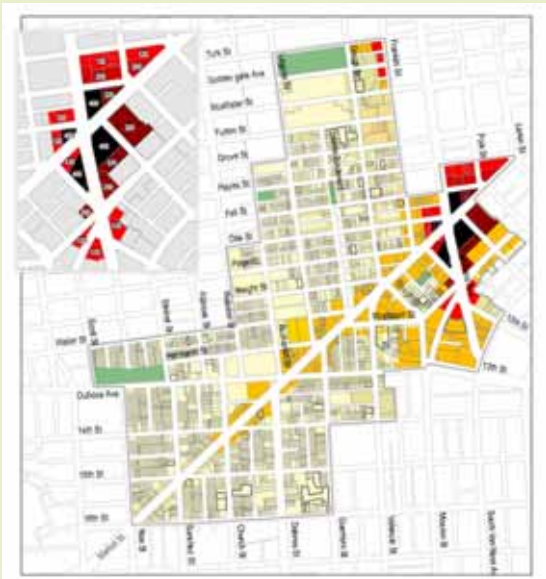
- Market Street Neighborhood Commercial Transit Corridor



# Market/Octavia Plan: Zoning and Review

- Employ the zoning controls of the Market and Octavia Plan
- No significant environmental review beyond a negative declaration or a categorical exemption

# Market/Octavia Plan: Height Districts

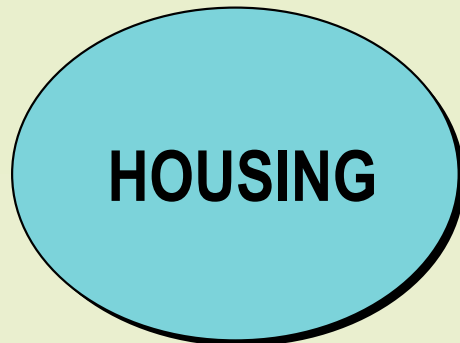


40'	65'	120'
40'/50'	80'	200' Tower/120' Podium
50'; 55'	85'	250' Tower/85' Podium

# Market/Octavia Plan

- **Community Impact Fee**
  - Parks
  - Streetscape improvements
  - Subsidizing affordable housing
- **Inclusionary Policy**
  - 15% affordable housing requirement

# Asset: Feasible Land Uses for New Construction



## For-Sale Housing Market Strong

- Median Home Price: ~\$870,000
- Low Inventory

## Rental Housing Market Strong

- Avg. Rent: ~\$2,400 per month
- SF rents up 7.5% (05-06)

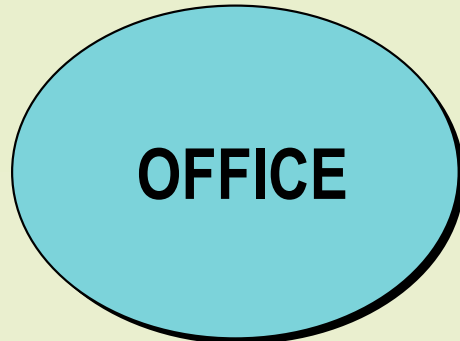
# Asset: Feasible Land Uses for New Construction



- **Strong Local Demand**
- **Ground Floor Commercial Frontage Required**
- **Hard to Find Tenants for Available Space**

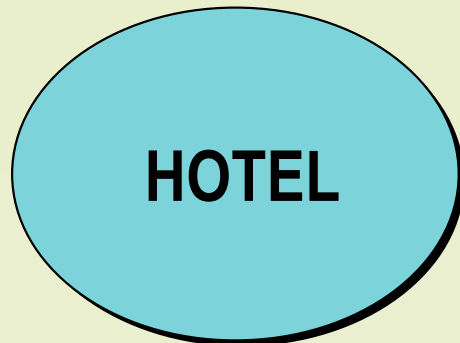


# Asset: Feasible Land Uses for New Construction



- **San Francisco Office Market Fairly Strong**
- **Upper Market Office Constraints**
  - Relatively smaller sites
  - Tenants must offer services “Available to the General Public”

# Asset: Feasible Land Uses for New Construction

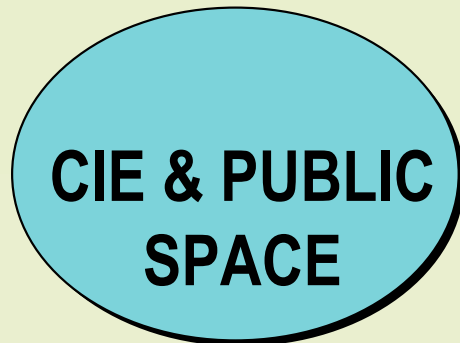


- **San Francisco Hotel Market is Strong**
- **Upper Market Potential Niches**
  - Boutique Hotels
  - Seasonal Tourists versus Business Travelers
  - LGBT Visitors

# Asset: Feasible Land Uses for New Construction

## Cultural, Institutional, and Educational (CIE) Uses

- Cannot Support High Lease Rates
- Requires Private Donations, Public & Private Grant Funding



## Public Spaces

- Will require subsidies

# Asset: Feasible Land Uses for New Construction

Housing

- For Sale and Rental Markets Highly Feasible

Retail

- Feasible

Office

- Low Feasibility

Hotel

- Boutique Hotels Feasible

Cultural/  
Institutional/  
Public Space

- Feasible with Donations or Grant Funding

**Seifel**  
CONSULTING INC.

# Opportunity: Development Interest

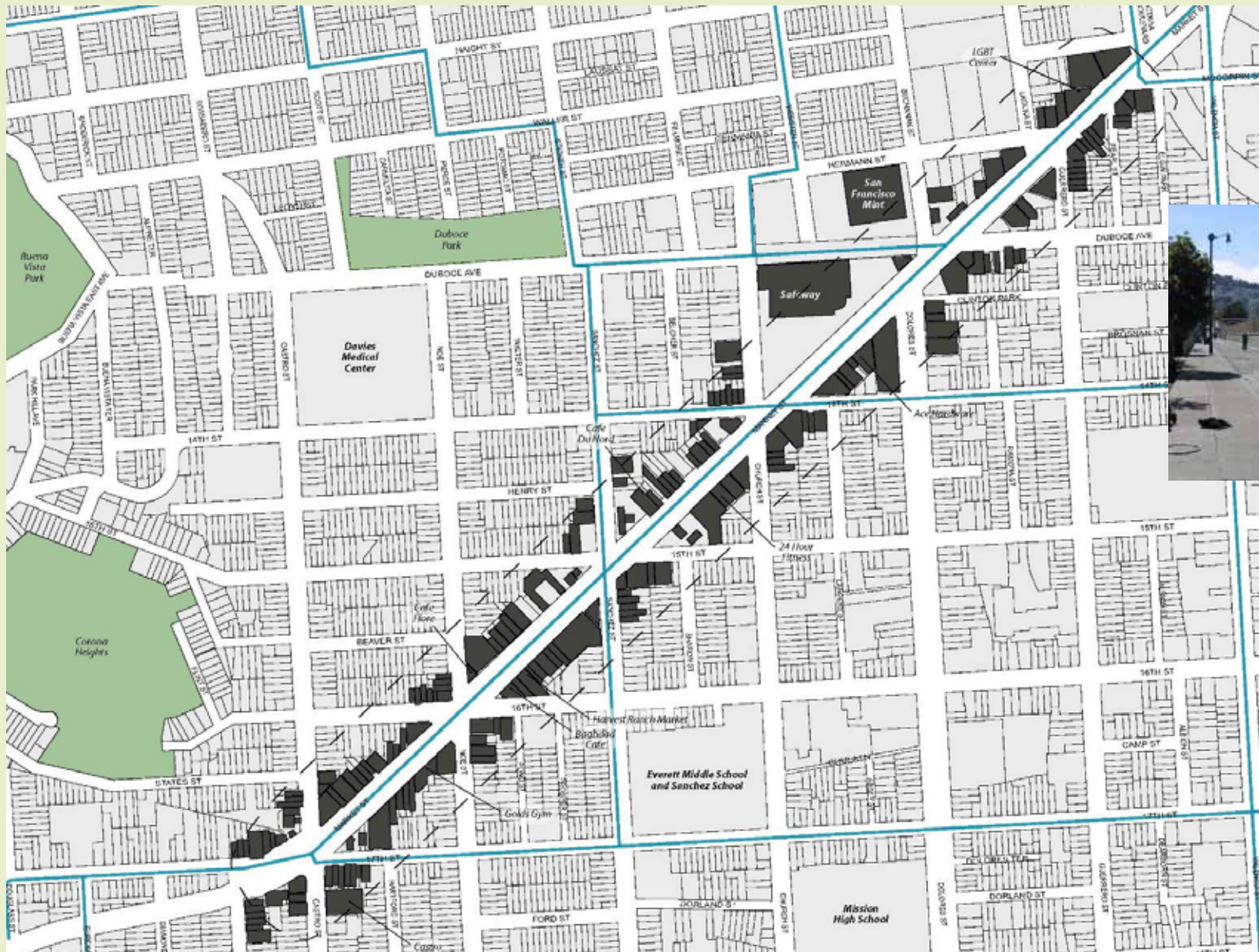


# Circulation and Open Space

# Asset: Transit Network



# Asset: Bike Network

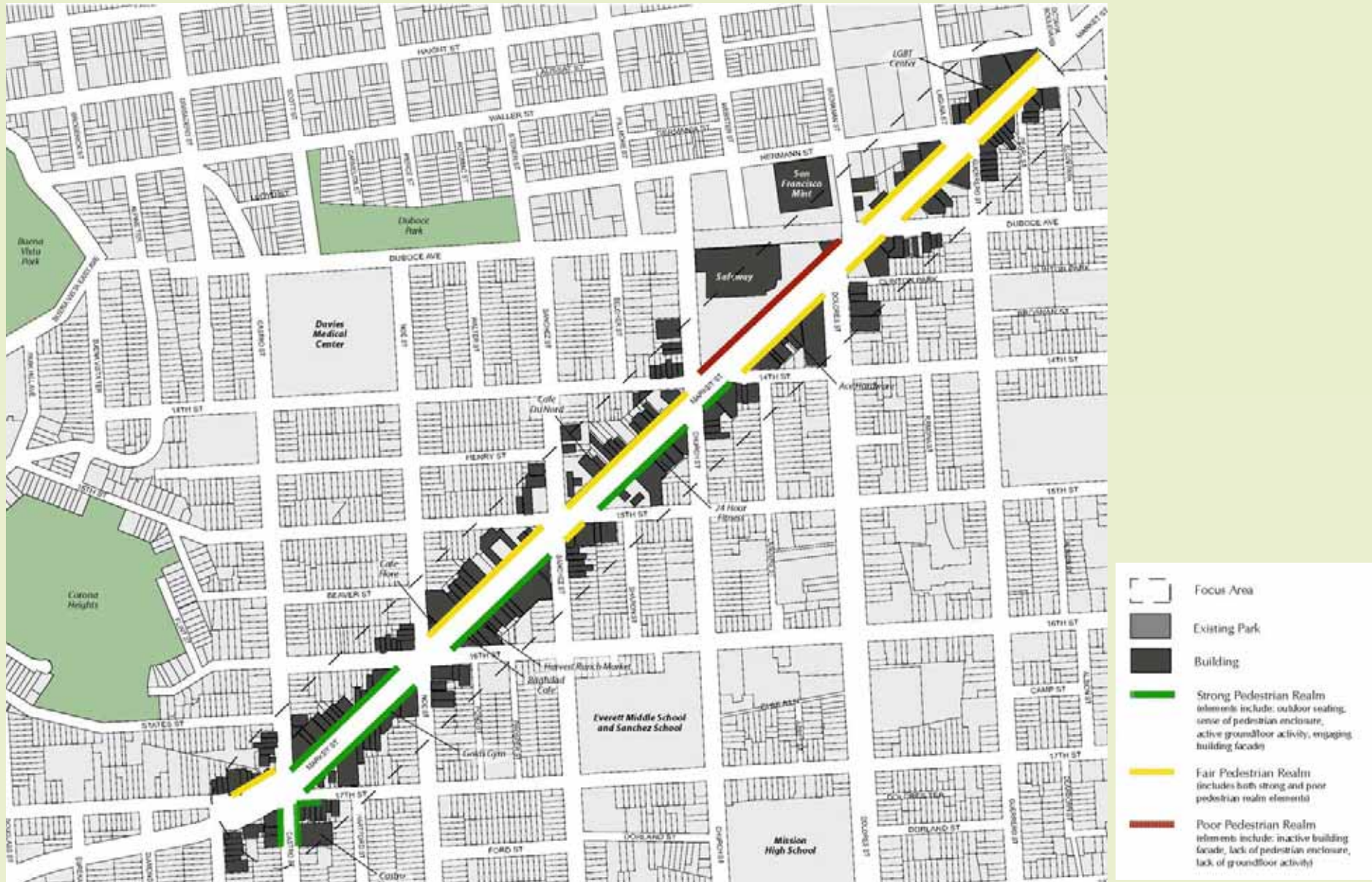




# Issue: Tough on Bikes



# Issue: Inconsistent Pedestrian Realm



# Asset: Areas with Pedestrian Friendly Street Environment



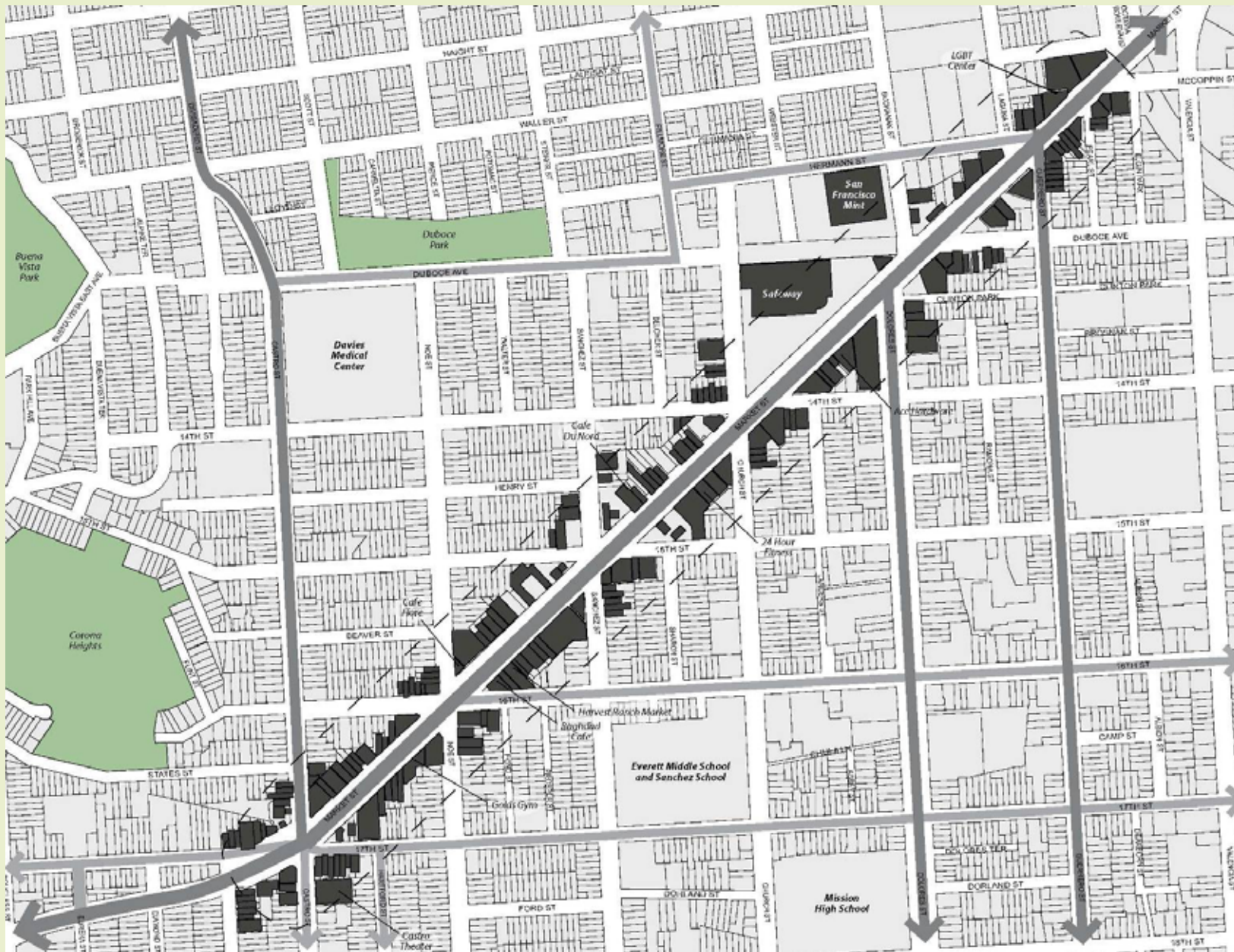
# Asset: Great Sidewalk Culture



# Issues: Areas With Poor Pedestrian Edges



# Auto Network



# Issue: Market Street is Wide and Loud



Market St looking toward Castro

# Issue: Meeting of Grids





# Issue: Poor Pedestrian Connectivity



**Wide Triangular Intersections**



**Mid Block Intersections**

# Issue: Lack of Quality Public Spaces



# Issue: Lack of Green Space



# Opportunities

- Sidewalk plantings



Shotwell Greenway, SF

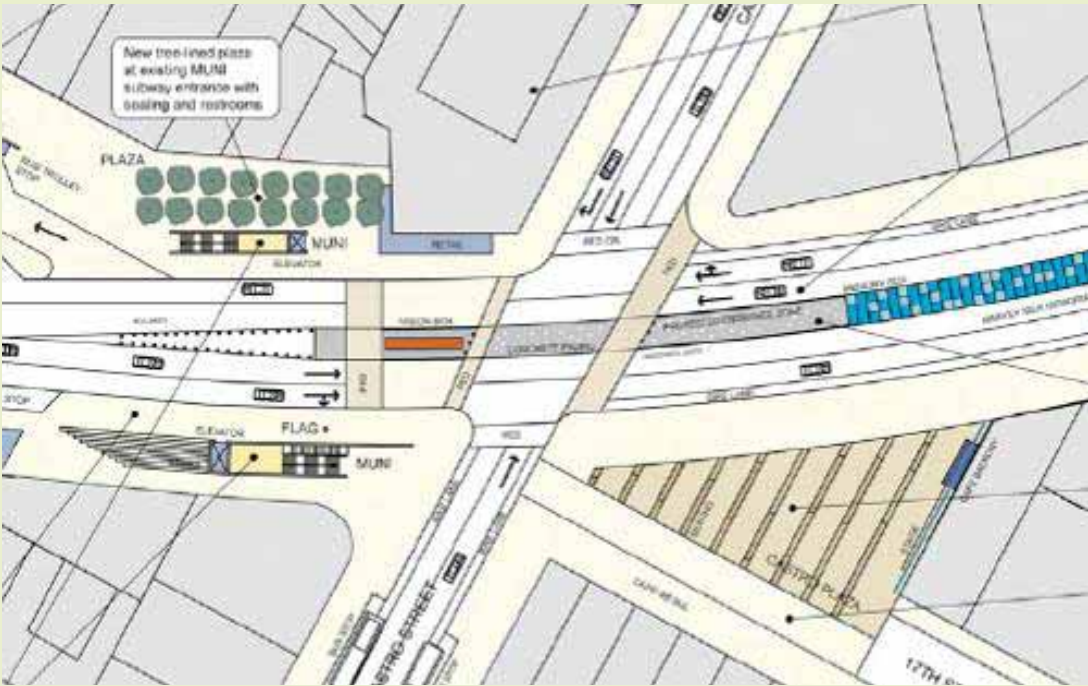


San Jose/Guerrero, SF



Michigan Avenue, Chicago

# Opportunity: Heidi Sokolowsky's Harvey Milk Plaza Redesign

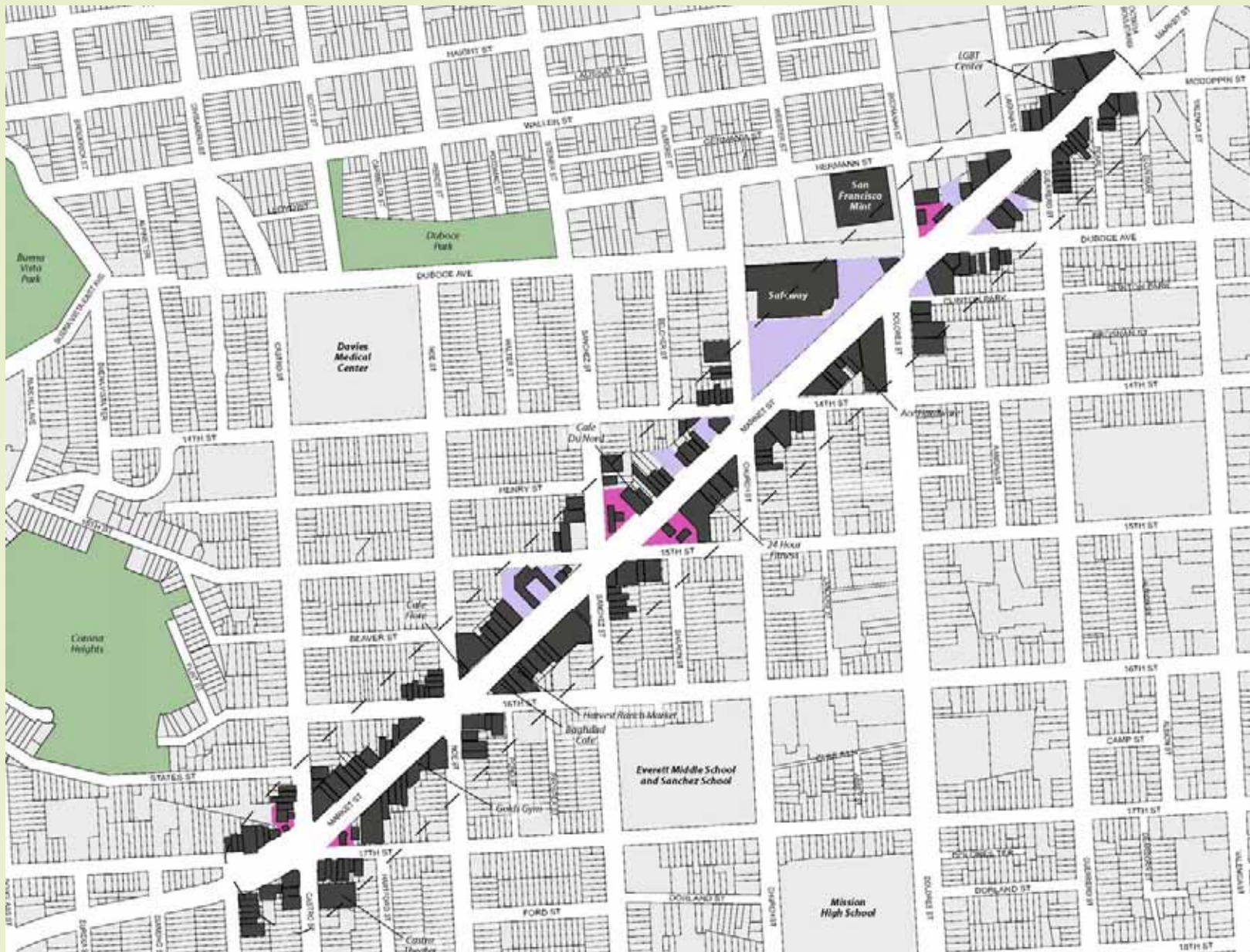


# Opportunities

- **Create a range of sizes of public spaces**
- **Improve pedestrian crossings**
- **Connect intermittent bike lanes**
- **Improve sidewalks**
- **Public art**

# Built Form and Character

# Built Form and Character





# 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**

# Asset: Historic Commercial Facades



# Asset: Historic Mixed Use Design

## Window Details



## Dynamic Roofline



# Asset: Engaging Ground Floor Commercial Design

## Awnings and Signage



## Transparent and Open



# Asset: Diverse Palette of Materials and Color



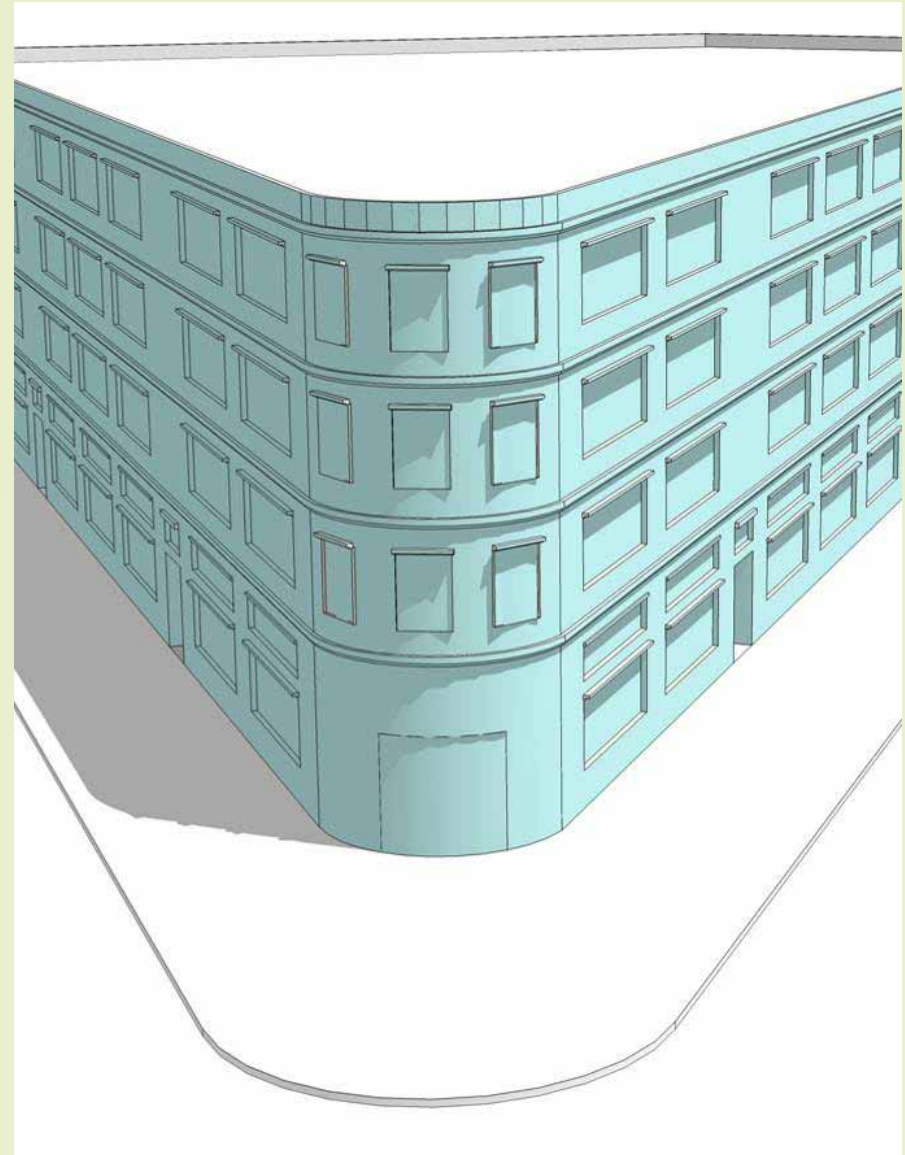
# Issue: Inactive Building Facades

- Glazing windows
- Lack of doors and windows
- Lack of architectural detail
- Fencing



# Triangle Lot Opportunity: Strong Building Edge

- Flatiron buildings provide a sense of enclosure to the street



# Triangle Lot Opportunity: Strong Building Edge

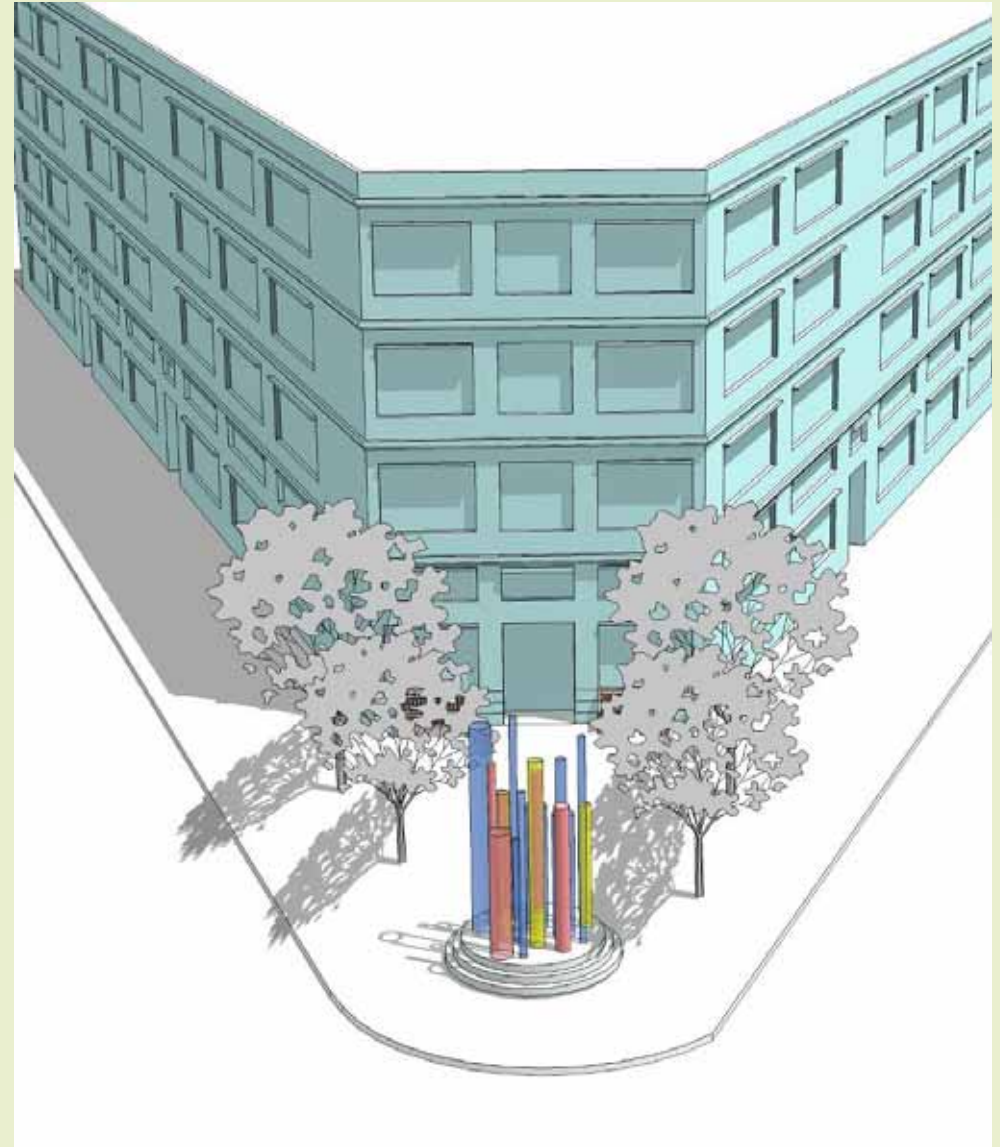
- Columbus Avenue in North Beach





# Triangle Lot Opportunity: Pocket Plaza

- Small plazas for public art, outdoor dining and landscaping can provide some respite and visual relief to Market Street



# Triangle Lot Opportunity: Pocket Plaza Precedents

- **Downtown Market Street**

**Public Art**



**Pocket Plaza**



**Gathering**



# Large Group Discussion

# Discussion Questions

## Vision

*What does Upper Market look like in 25 years?*

# Discussion Questions

## Vision Elements

*How should we create the vision?*

# Draw Us Your Thoughts!



MARKET

CITY AND COUNTY OF SAN FRANCISCO PLANNING DEPARTMENT

upper market  
community  
workshop series  
and plan document



INTERVIEW | May 2007

