

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



## 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?"



# 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**



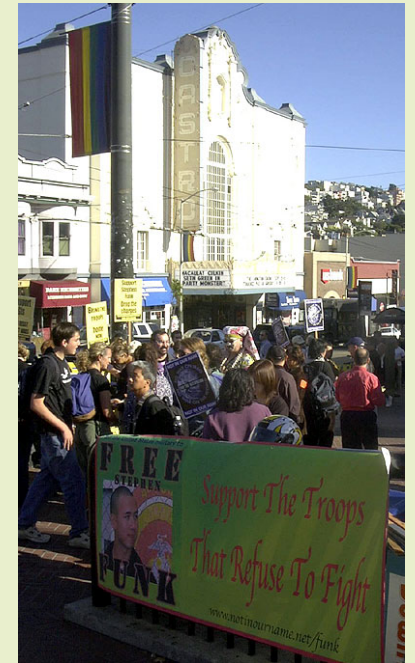
# Summary of Workshops #1 & #2

# Workshop #1: Existing Conditions and Visioning



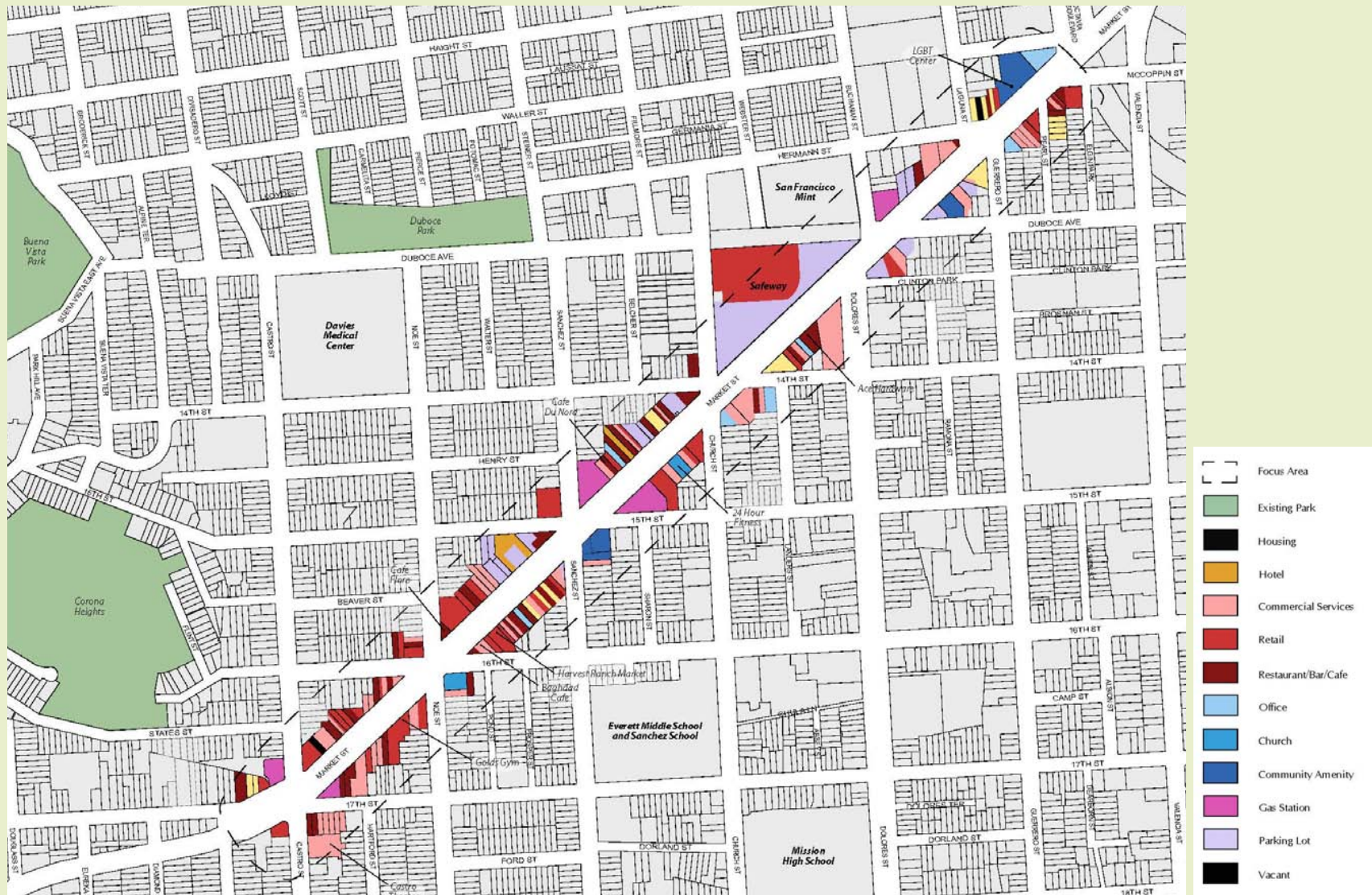


# Local Character and Identity





# Assets: Active Groundfloor Uses





# Local Character and Identity

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



# Asset: Fine Grain Blocks

## Market Street between Sanchez and Noe



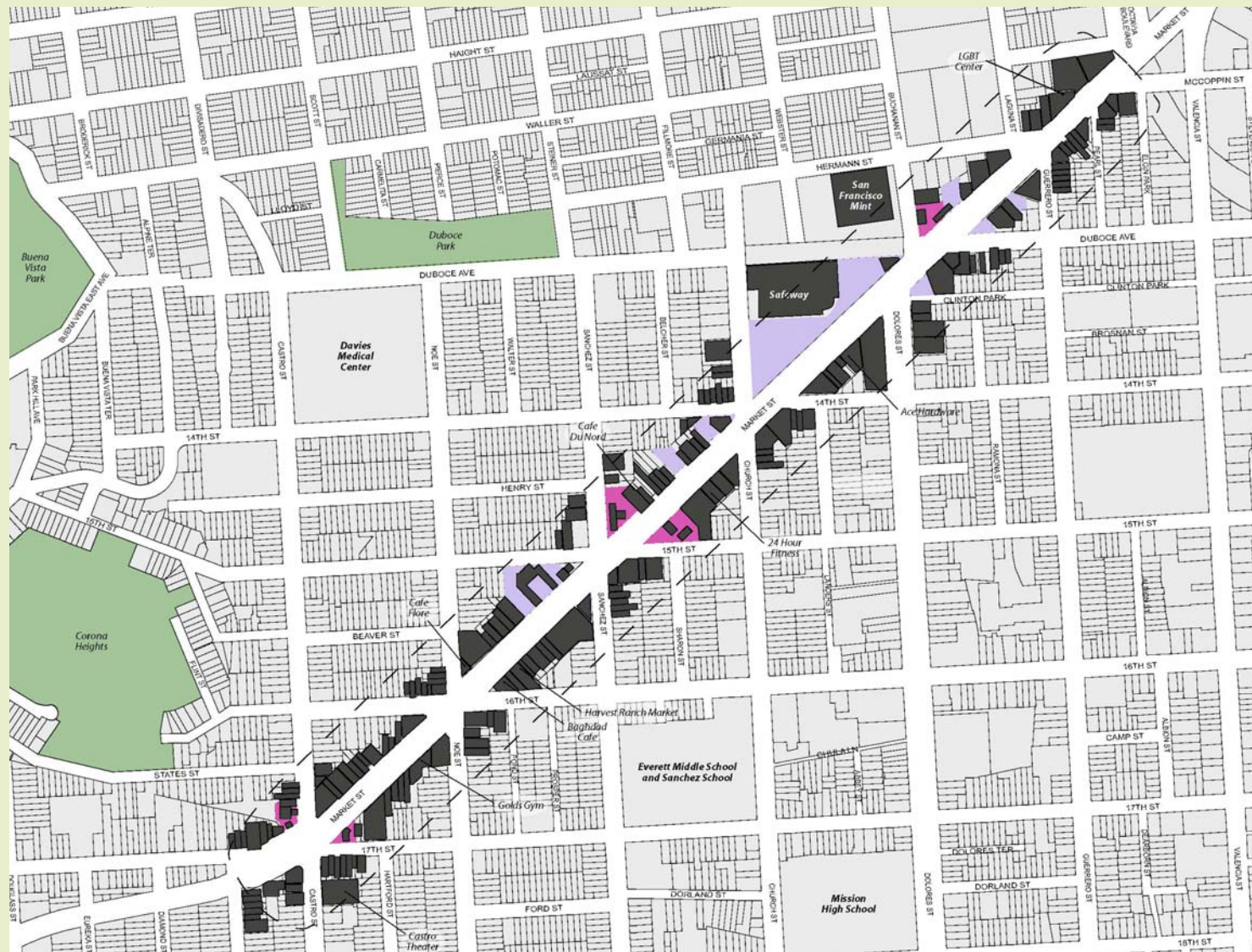
**North Side: 10 commercial entrances; 4 residential entrances**



**South Side: 23 commercial entrances; 7 residential entrances**



# Built Form and Character



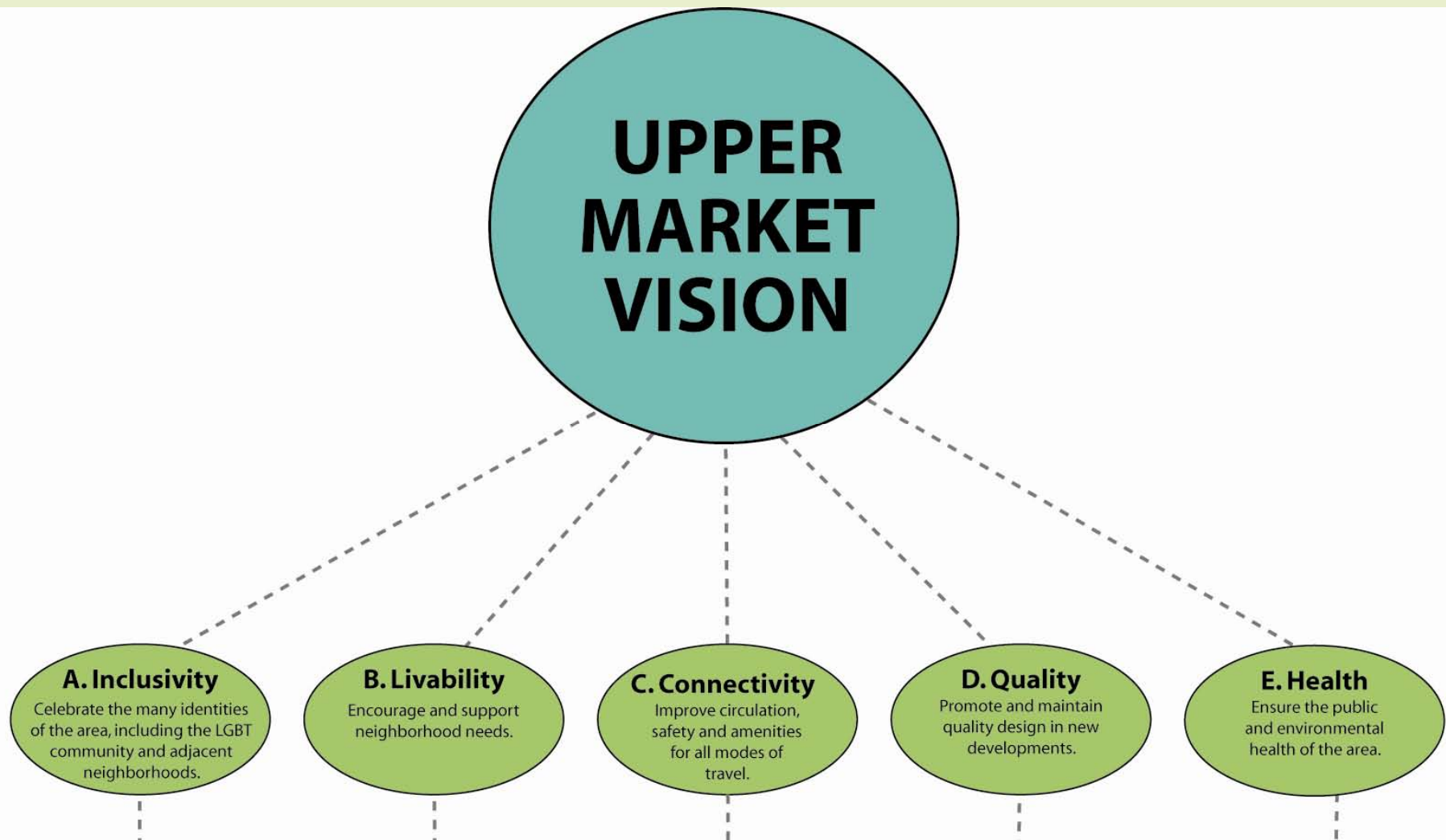


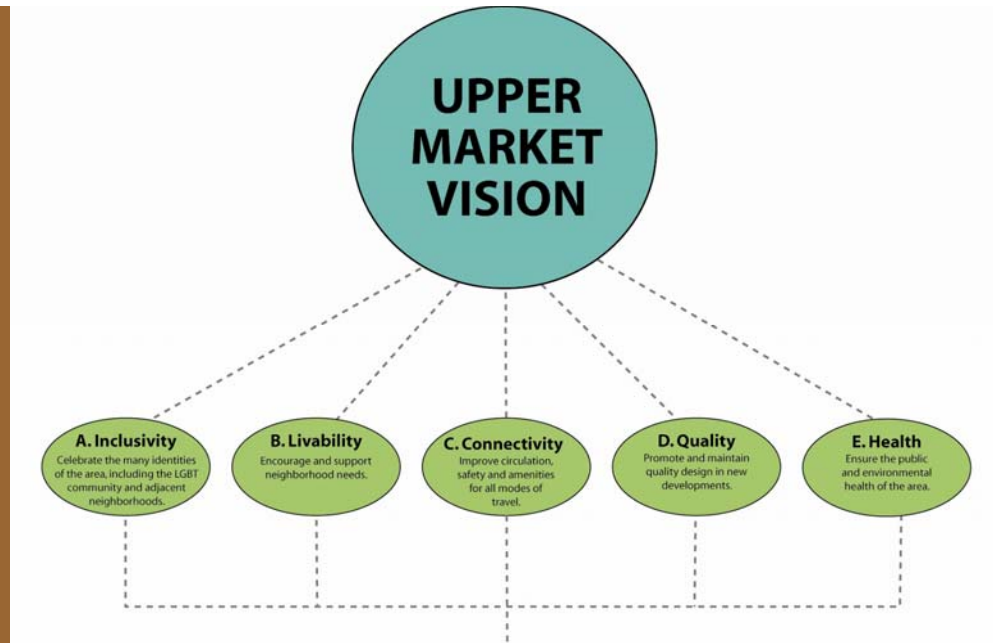
# Asset: Transit Network

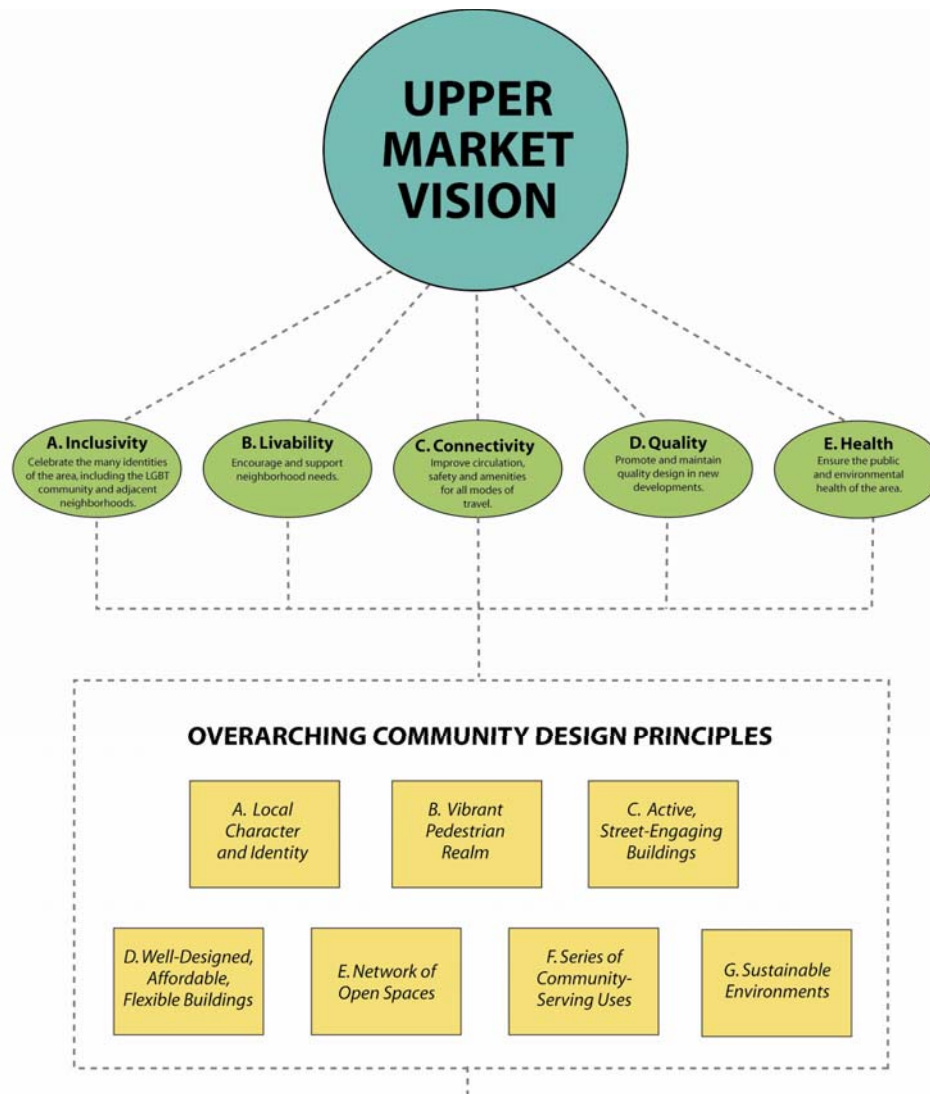


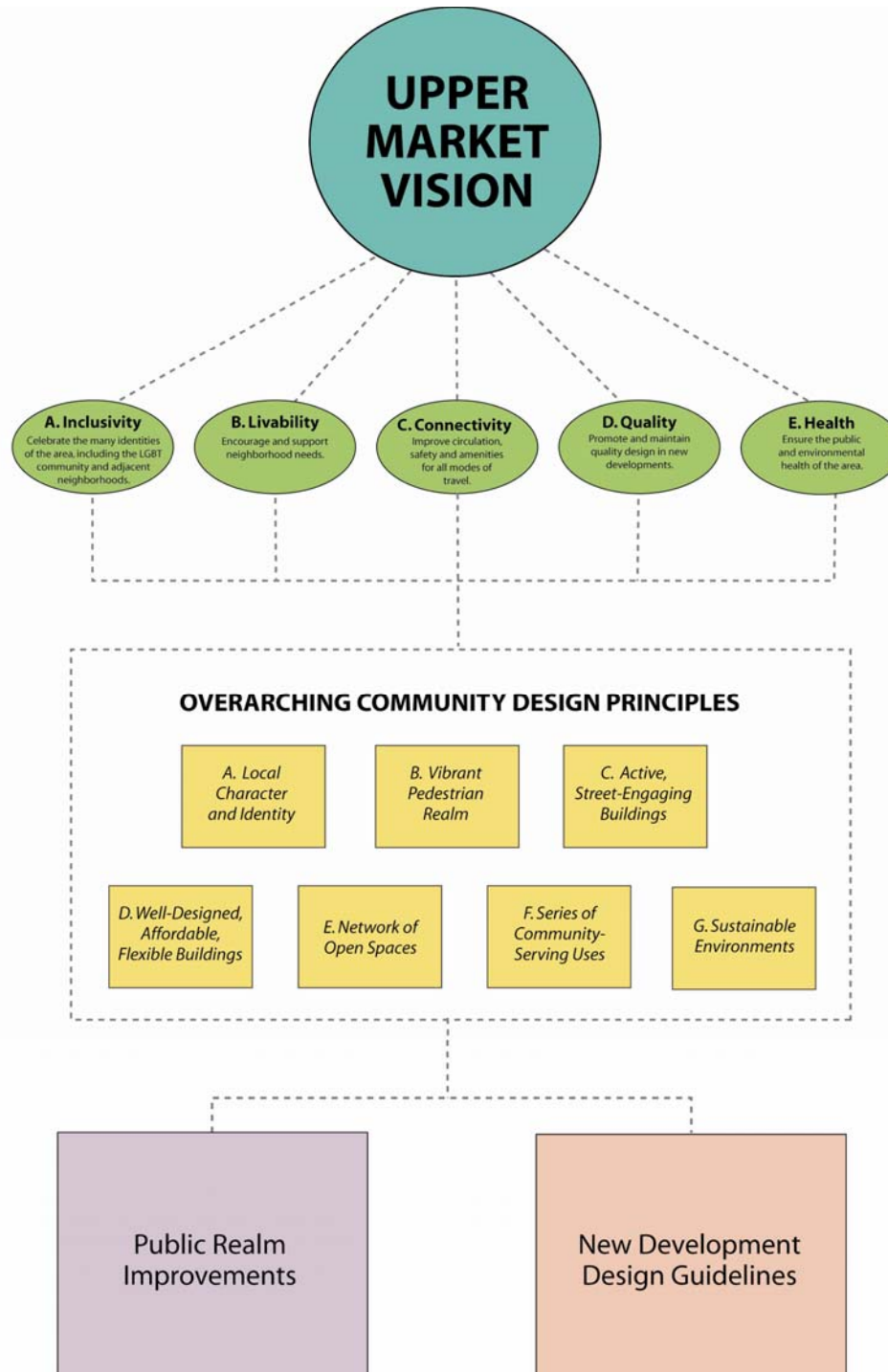


## Workshop #2: Vision Framework and Preliminary Design Strategies











# Preliminary Public and Private Realm Design Strategies



# Small Group Discussion and Report Back



# Workshop #2 Comment Card Summary

## III. PUBLIC REALM IMPROVEMENTS

RANK YOUR  
PREFERENCE  
(1 = Highest Priority  
14 = Lowest Priority)

### A. Sidewalks

A1: Encourage socially-engaging use of sidewalks by adjacent businesses for flexible seating, landscaping, display of goods in the building zone and curb zone. Alternate and allow creative, organic design of building and curb zone design.

\_\_\_\_\_

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.).

\_\_\_\_\_

A3: Encourage street performers 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. Open Spaces

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.

\_\_\_\_\_

C2: Create additional open spaces in the Upper Market area, such as at the Church and Market intersection.

\_\_\_\_\_

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.

\_\_\_\_\_

### D. Pedestrian / Transit-Oriented Improvements

D1: Improve and increase crossings for pedestrians across Market Street. For example, use creative, low-maintenance pavement materials in/on crosswalks or create pedestrian refuges for crosswalks across Market Street.

\_\_\_\_\_

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

\_\_\_\_\_

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

\_\_\_\_\_

### E. Bike-Oriented Improvements

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.

\_\_\_\_\_

### F. Parking

F1: Explore parking management strategies for public parking: parking pricing plans, shared public parking, parking structures and/or underground parking.

\_\_\_\_\_

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

\_\_\_\_\_

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

\_\_\_\_\_

## IV. NEW DEVELOPMENT DESIGN GUIDELINES

### A. Upper Market Building Height and Massing

agree disagree agree with modifications

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

☐ ☐ \_\_\_\_\_

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

☐ ☐ \_\_\_\_\_

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

☐ ☐ \_\_\_\_\_

### B. Active Ground Floor Design Features

B1: Encourage ground floor building design to promote active uses of the sidewalk building zone.

☐ ☐ \_\_\_\_\_

B2: Encourage engaging building entrances for large and institutional buildings through techniques such as:

☐ ☐ \_\_\_\_\_

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

☐ ☐ \_\_\_\_\_

B4: Encourage large commercial developments on large lots to have engaging transparent facades, multiple pedestrian entrances, and outdoor seating.

☐ ☐ \_\_\_\_\_

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

☐ ☐ \_\_\_\_\_

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

☐ ☐ \_\_\_\_\_

### C. Upper Market Upper Story Design Features

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

☐ ☐ \_\_\_\_\_

C2: Encourage gardens on balconies, upper-floor setbacks and rooftop.

☐ ☐ \_\_\_\_\_

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

☐ ☐ \_\_\_\_\_

### D. Incorporate Natural Systems in Building Design

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

☐ ☐ \_\_\_\_\_

D2: Encourage creative treatment (steps, retaining walls, landscaping) to soften building edges in steep topographic building conditions.

☐ ☐ \_\_\_\_\_



# Community Feedback – Public Improvements

	Ranked by Respondents in Top 5	Overall Ranking
A1	52	1
A2	17	11
A3	5	14
B1	40	3*
C1	40	4*
C2	36	5
C3	22	7**
D1	41	2
D2	18	10
D3	22	8**
E1	19	9
F1	28	6
F2	11	13
F3	15	12

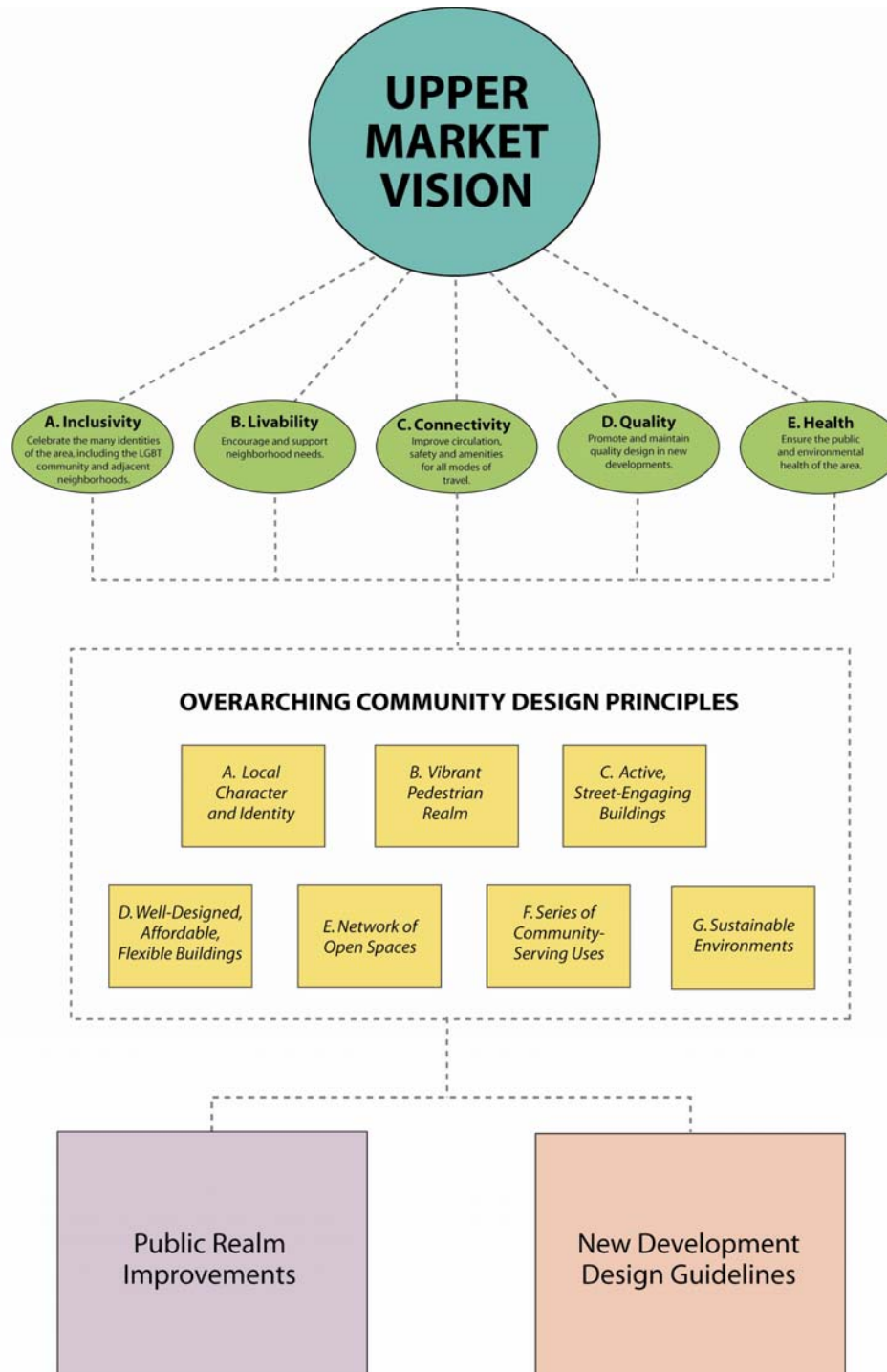
# Community Feedback – Development Guidelines

	AGREE	DISAGREE	NO COMMENT
A1	55	20	5
A2	67	3	10
A3	68	2	10
B1	71	1	8
B2	65		15
B3	71		9
B4	67	2	11
B5	69	3	8
B6	69	2	9

	DISAGREE	NO COMMENT	AGREE
C1	67	2	11
C2	71		9
C3	66	3	11
D1	71	1	8
D2	70		10
D3	69		11
E1	67	1	12
F1	51	14	15
F2	72	1	7
G1	67	4	9
G2	62	6	12
G3	64	4	12

# Emerging Upper Market Design Plan





# I. Public Realm Improvements

A. Sidewalks

B. Stormwater Infrastructure

C. Community Gathering Spaces

D. Pedestrian/Transit Circulation

E. Bike Circulation

F. Parking

G. Maintenance

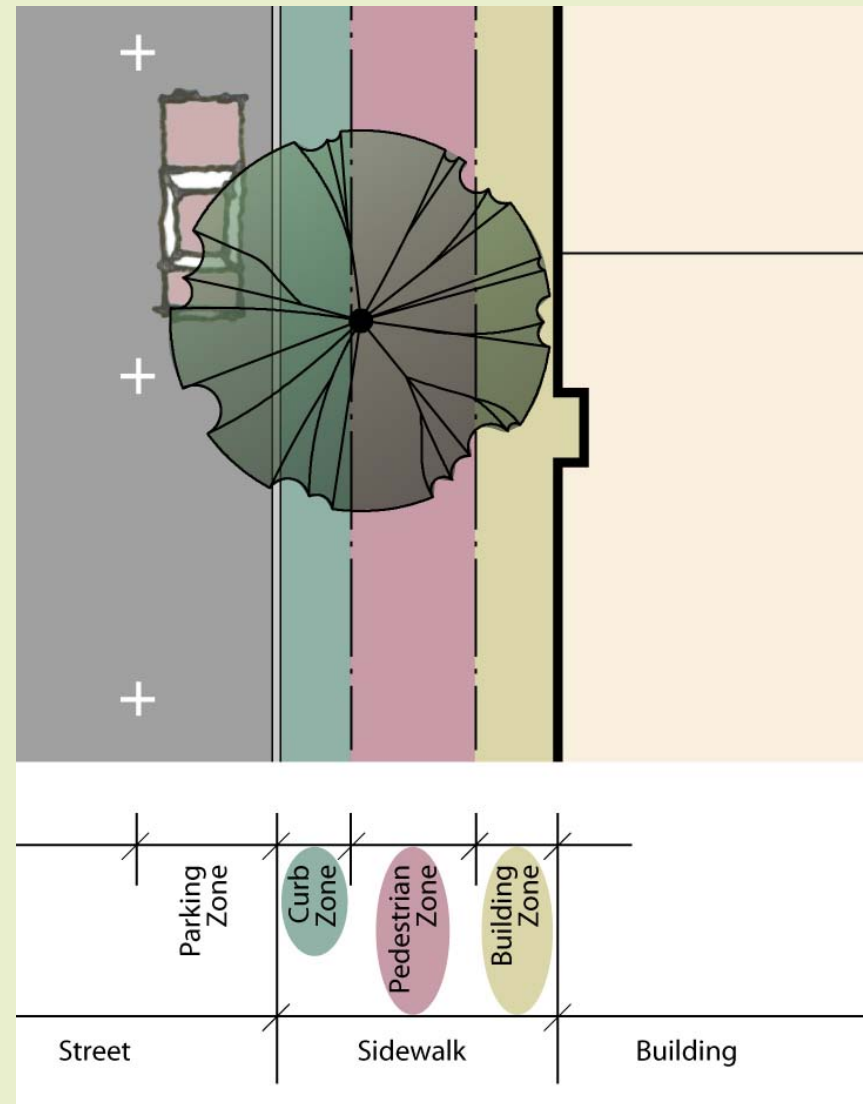
H. Design Excellence





## A. Sidewalks

**A1:** Encourage socially-engaging design (flexible outdoor seating, landscaping, display of goods, etc.) of sidewalks adjacent to active uses. Alternate and encourage creative, organic design that enhances existing uses and character.









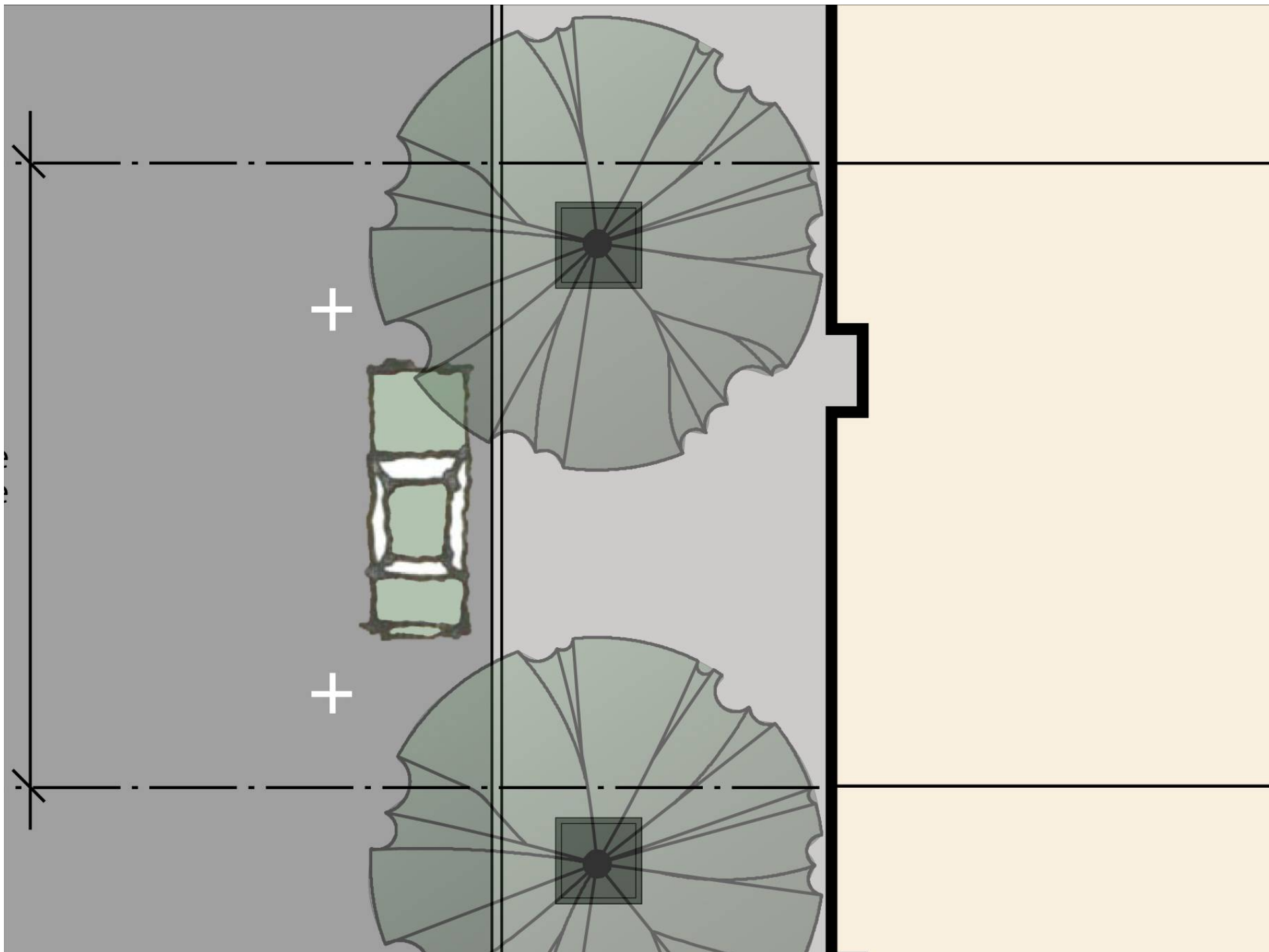




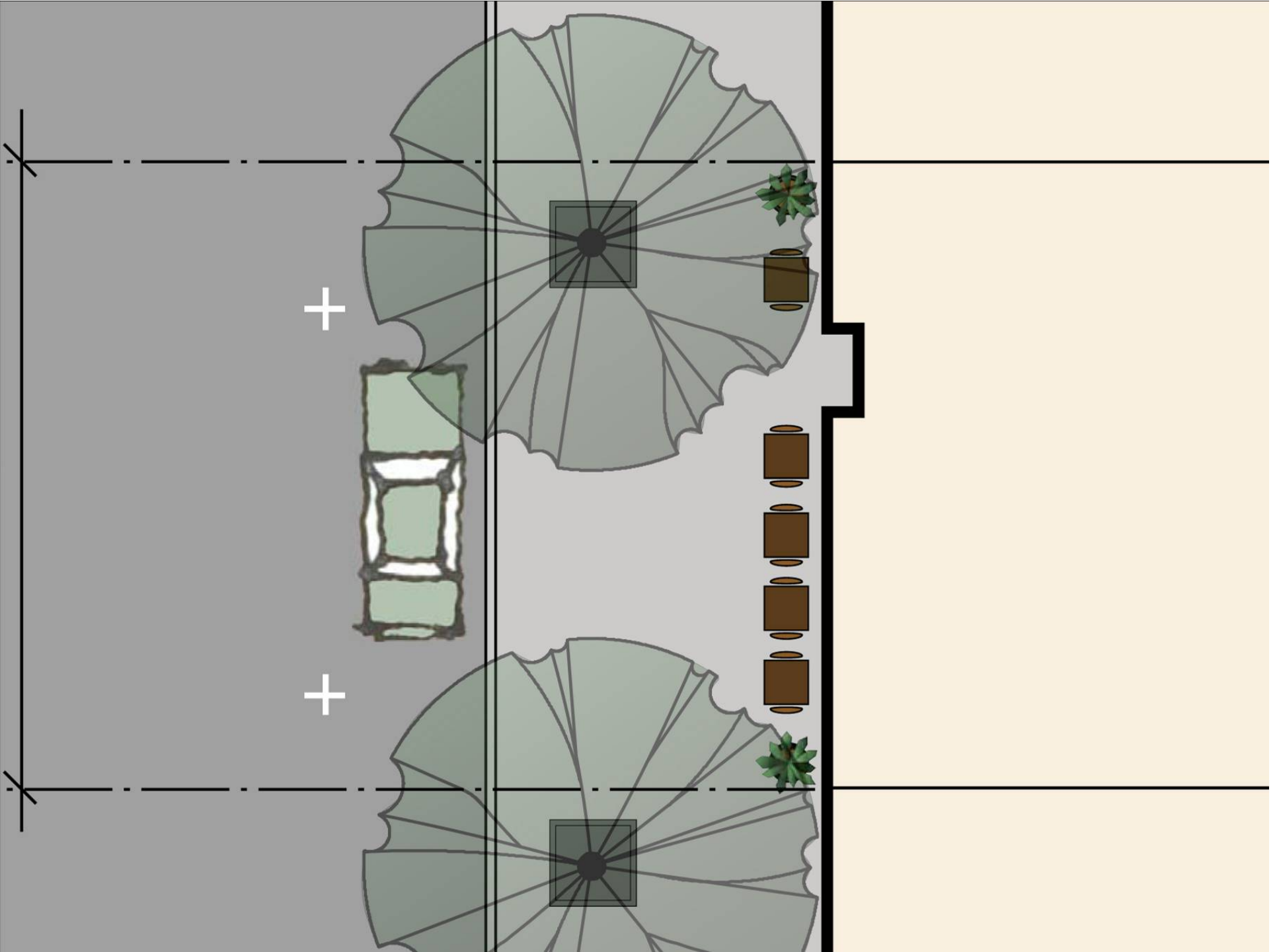


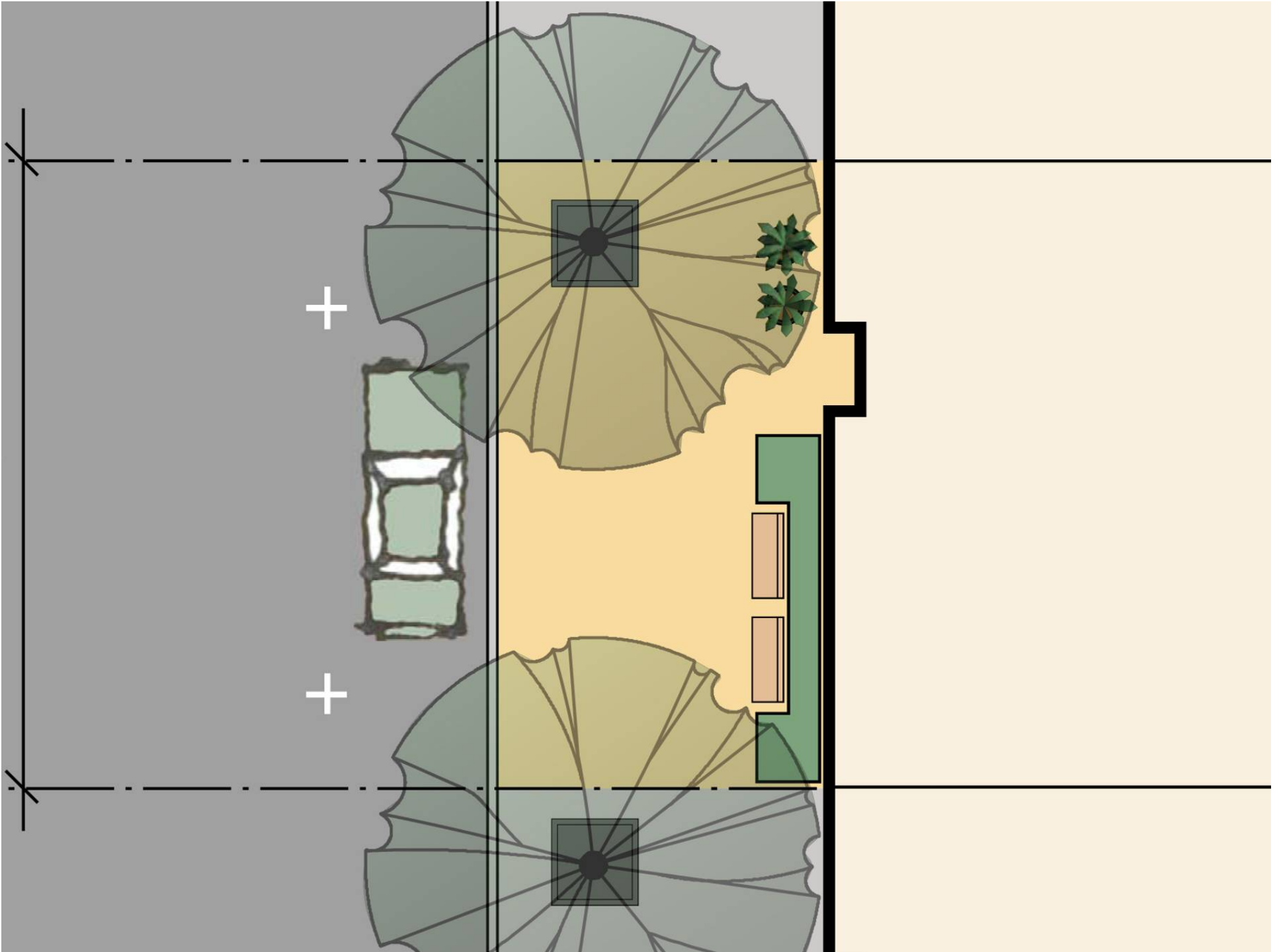


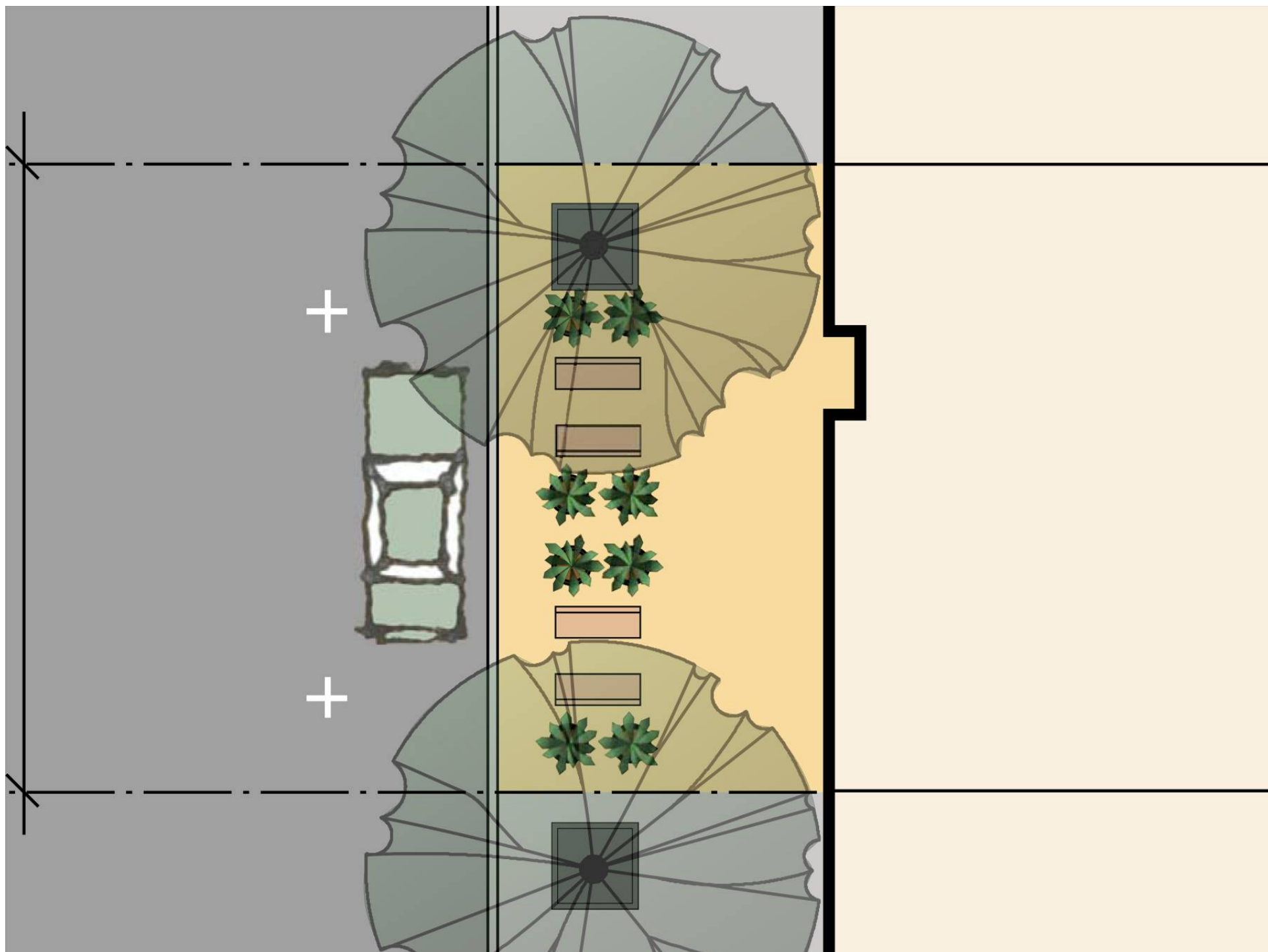




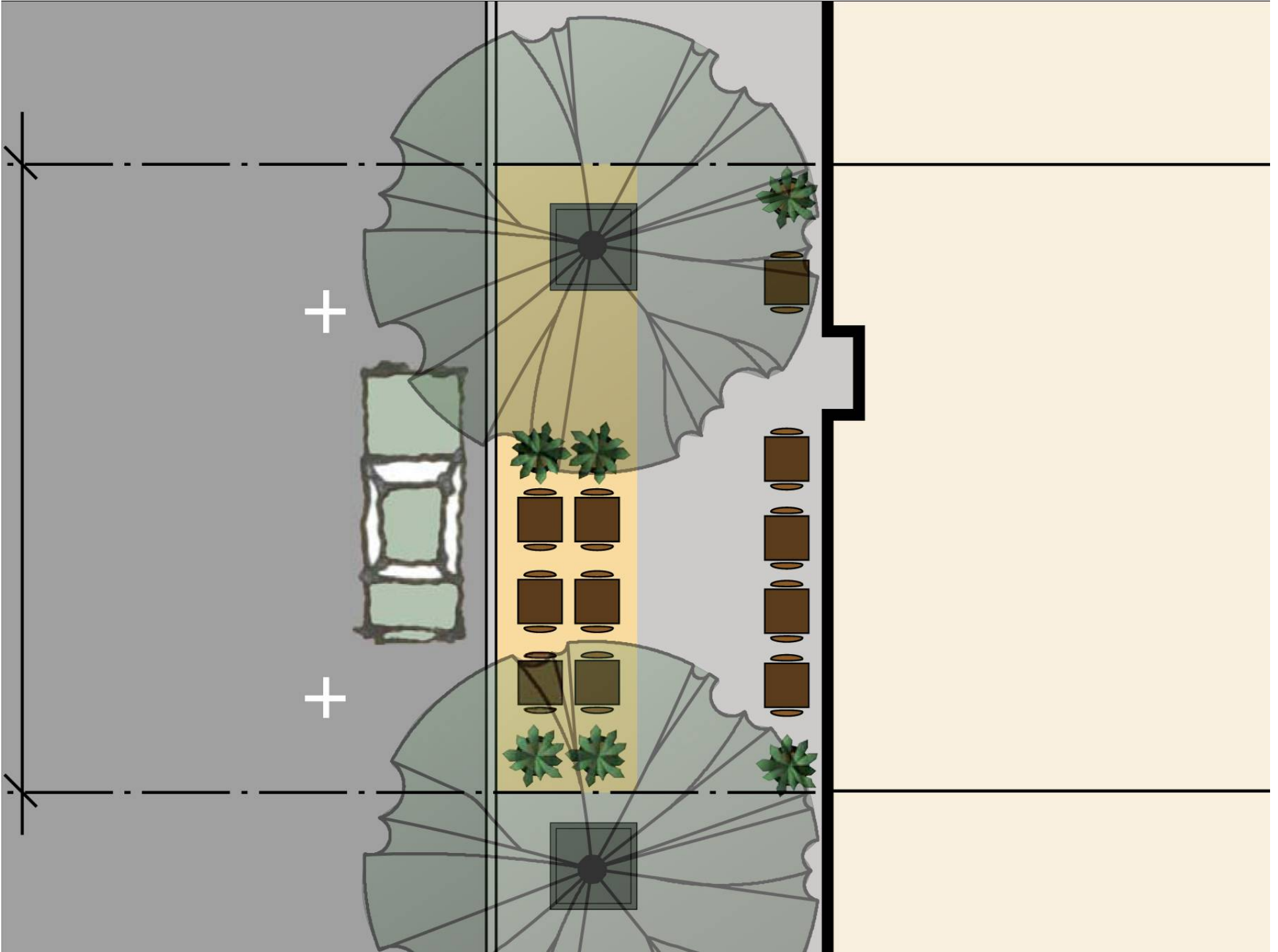






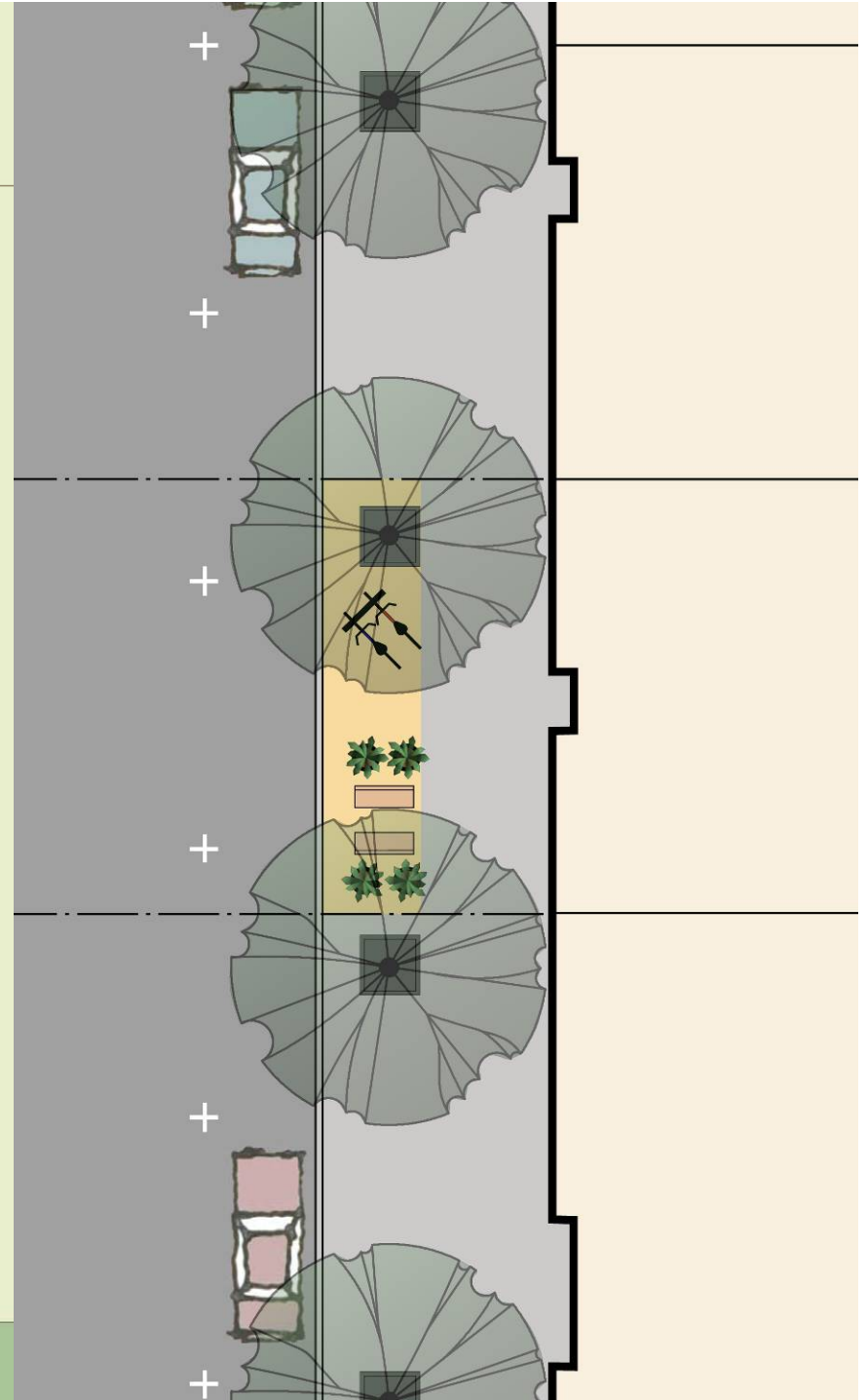


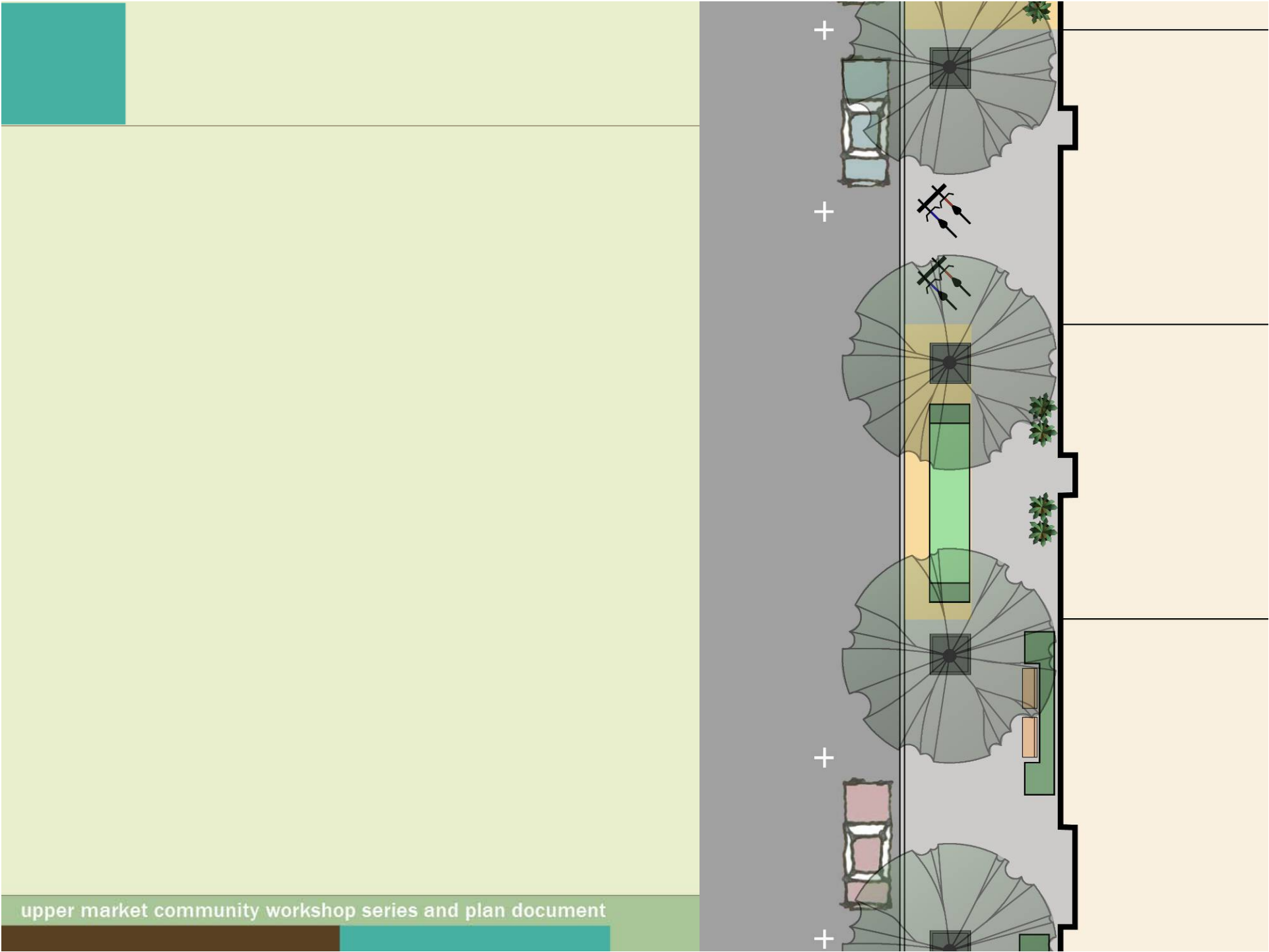




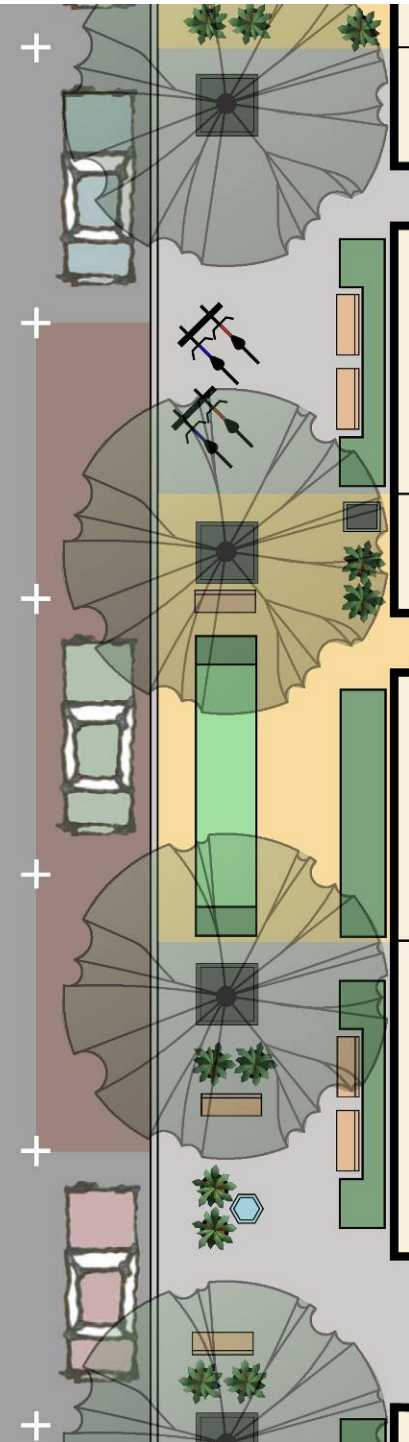
## Sidewalks

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









## A. Sidewalks

**A2:** Design and install pavement materials, art and way-finding signage that express the artful and historical characteristics of the area, i.e. LGBT history, Mission Dolores, 1906 earthquake/fire.

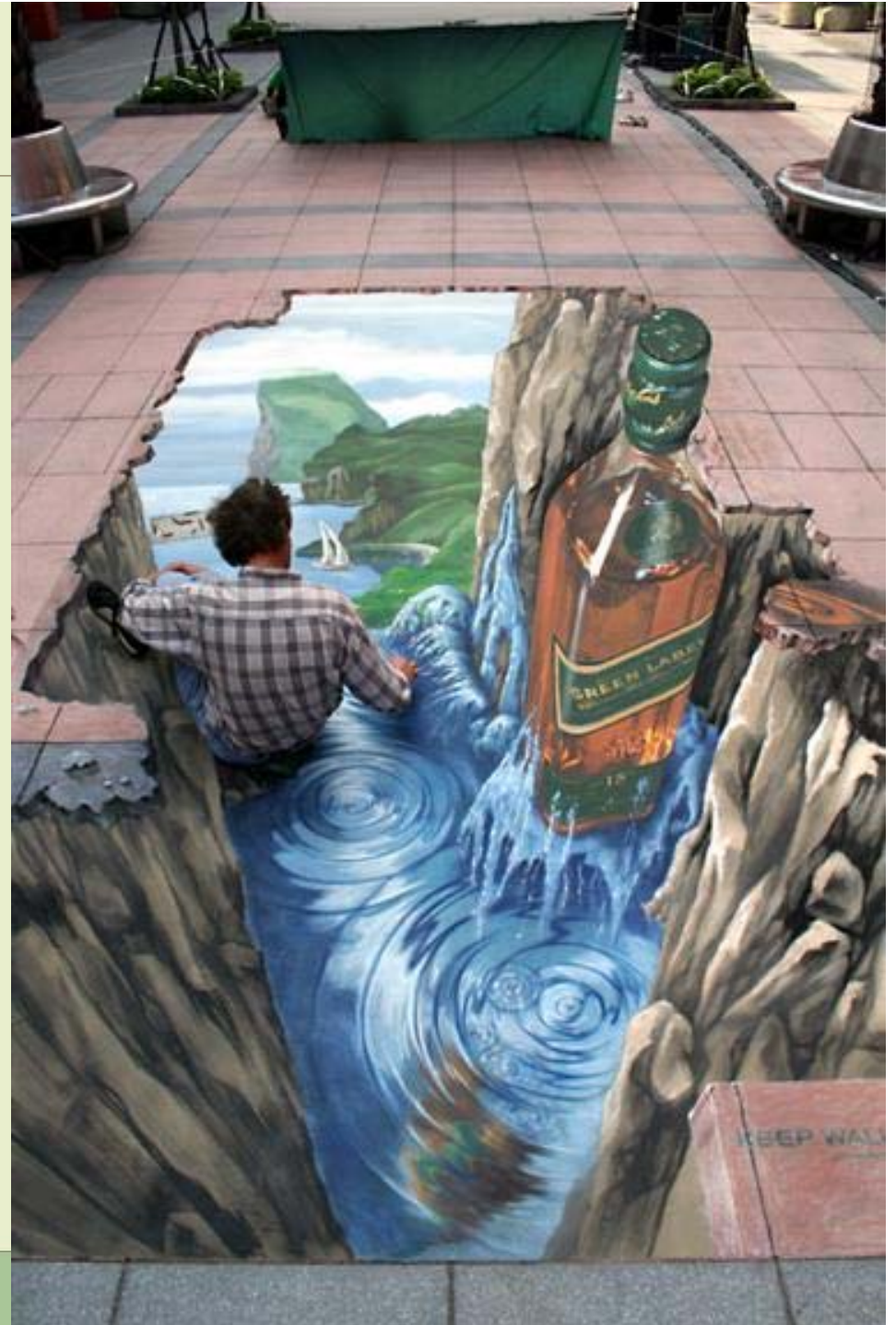






## B. Sidewalks

**A3:** Encourage street performers and commercial uses on sidewalks.

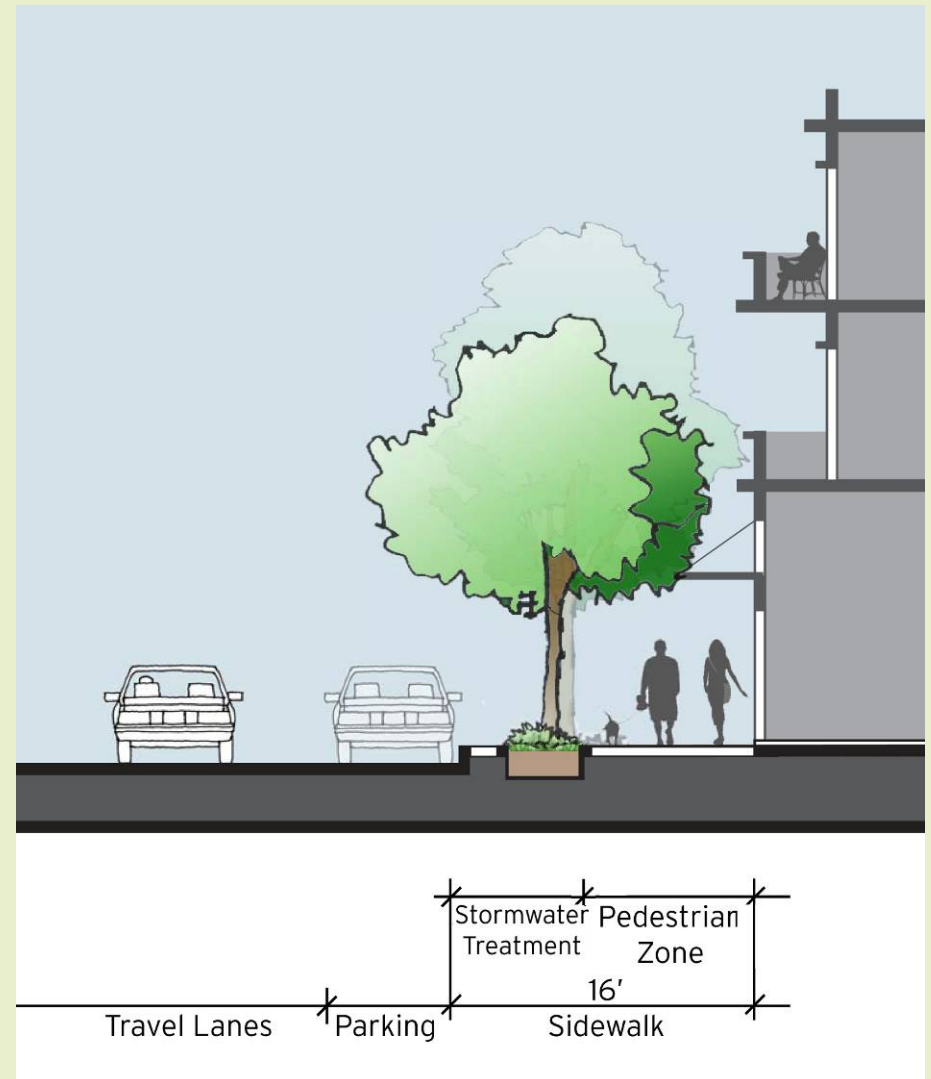




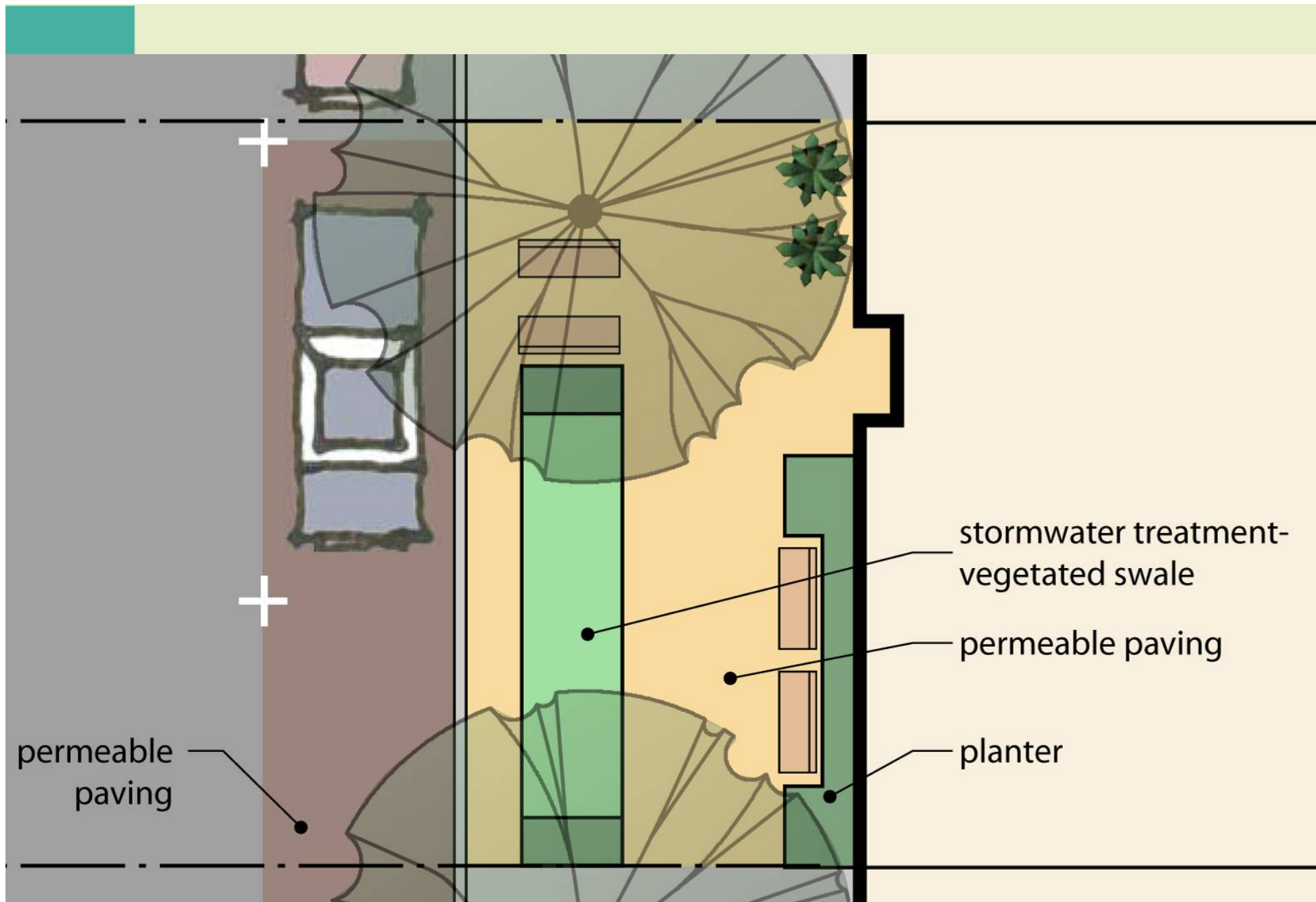


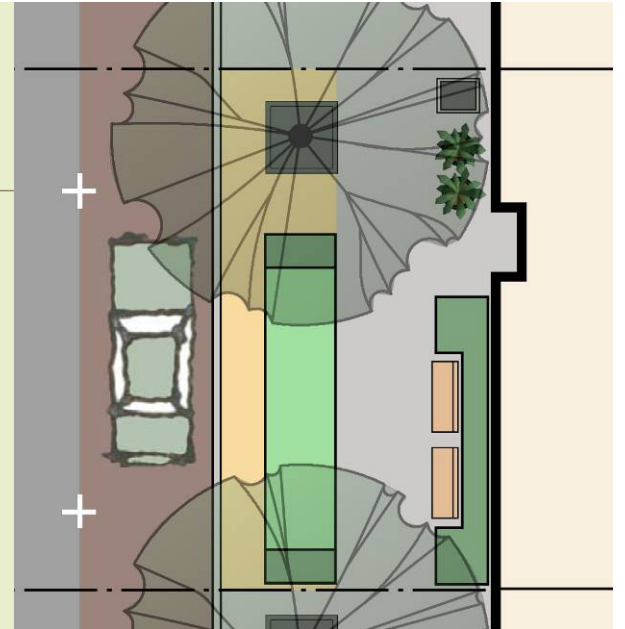
## B. Green Infrastructure

**B1:** Install more natural landscaping and materials on sidewalks, on occasional on-street parking spaces and in the center median. Explore the feasibility of permeable paving on sidewalks and storm water retention basins.

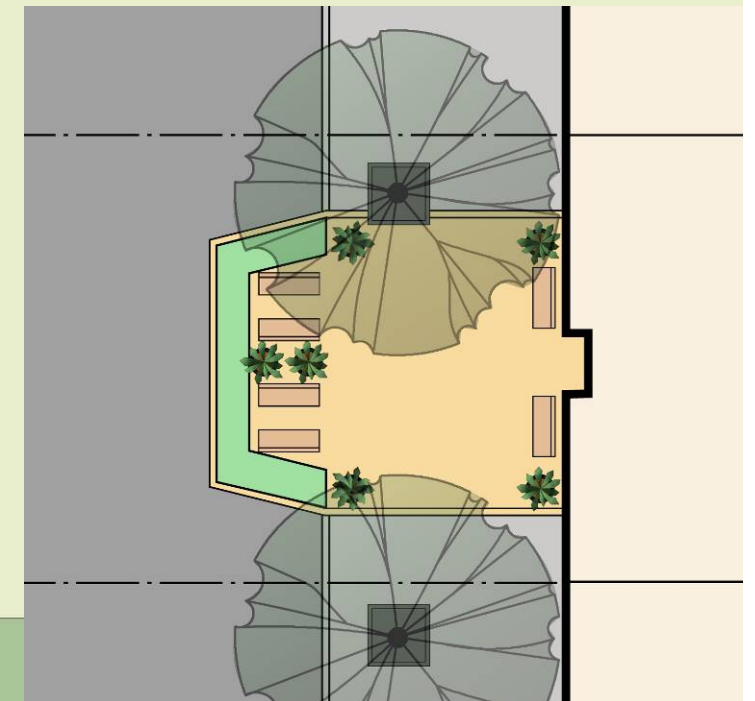
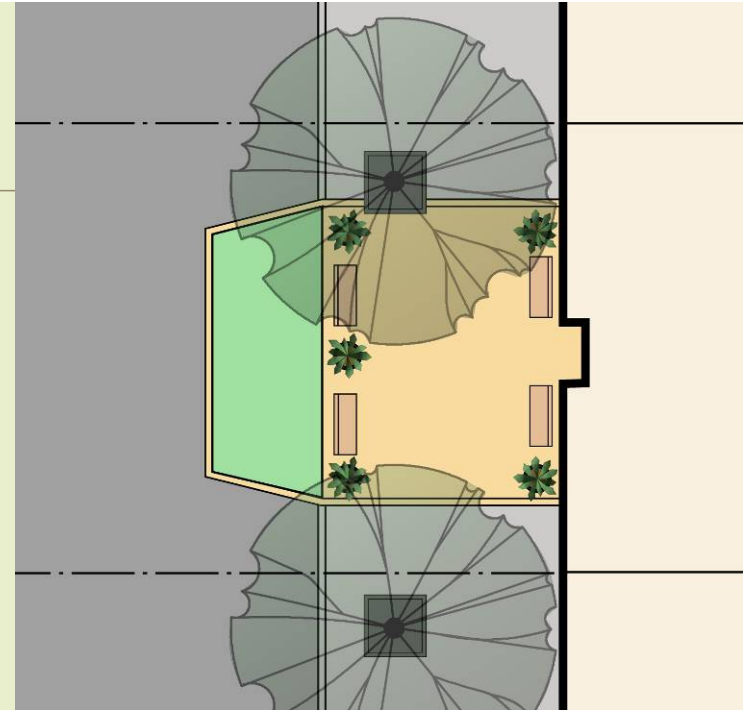








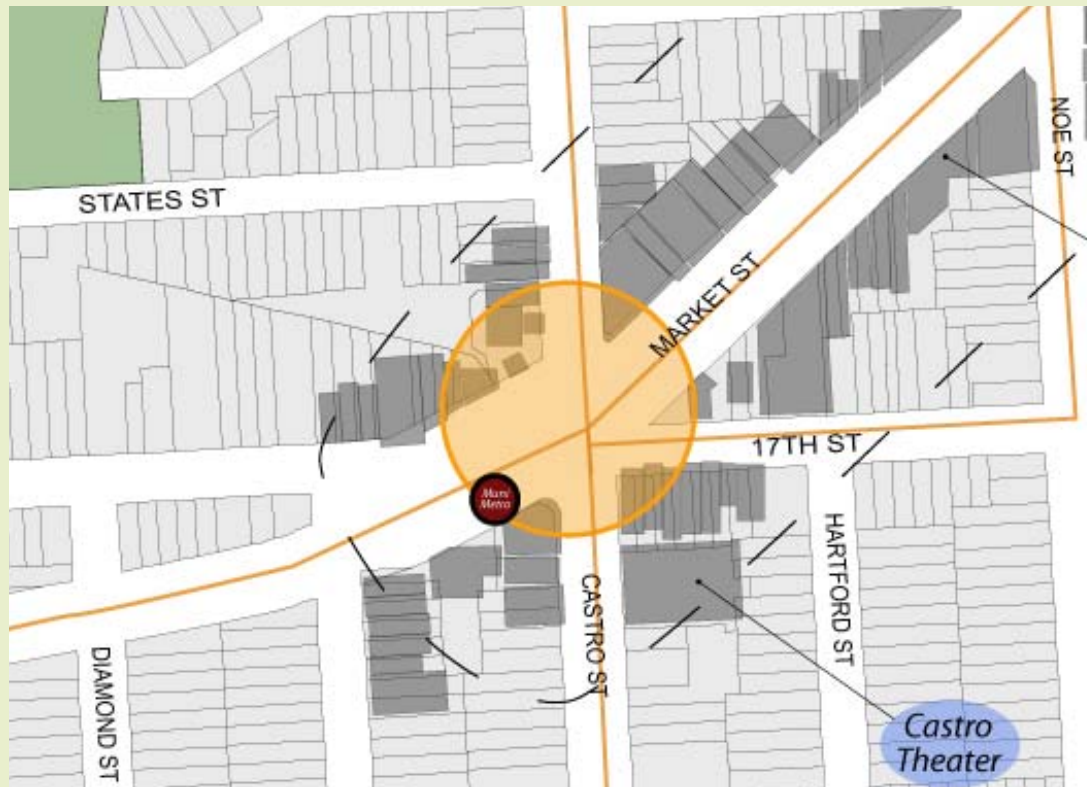






## C. Community Open Space

**C1:** Create a public gathering space the intersection of Castro and Market by converting a portion of 17th Street into a pedestrian/transit plaza that allows for public gatherings, events, and performances.



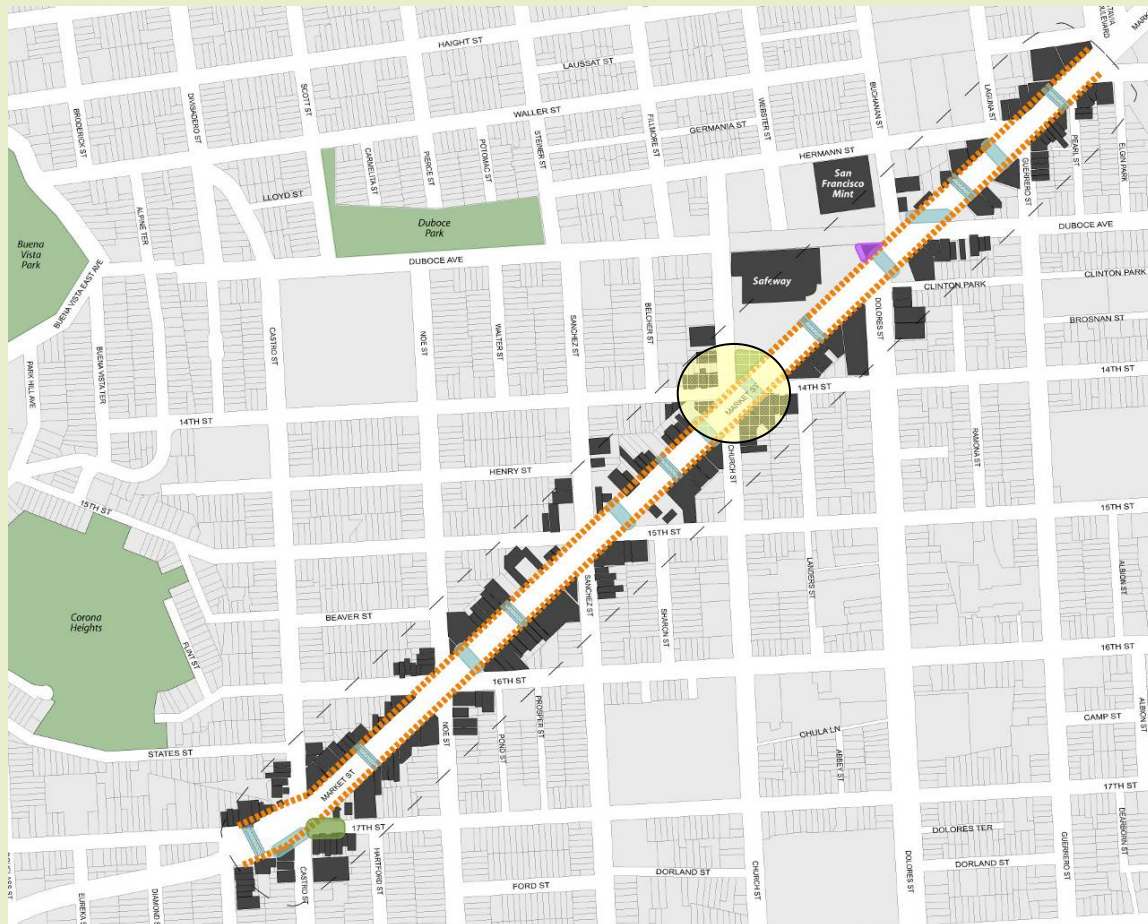






## C. Community Open Spaces

C2: Create additional open spaces in the Upper Market area, such as at the Church and Market intersection.



## 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) design elements with gateway features, art and landscaping in the center median.













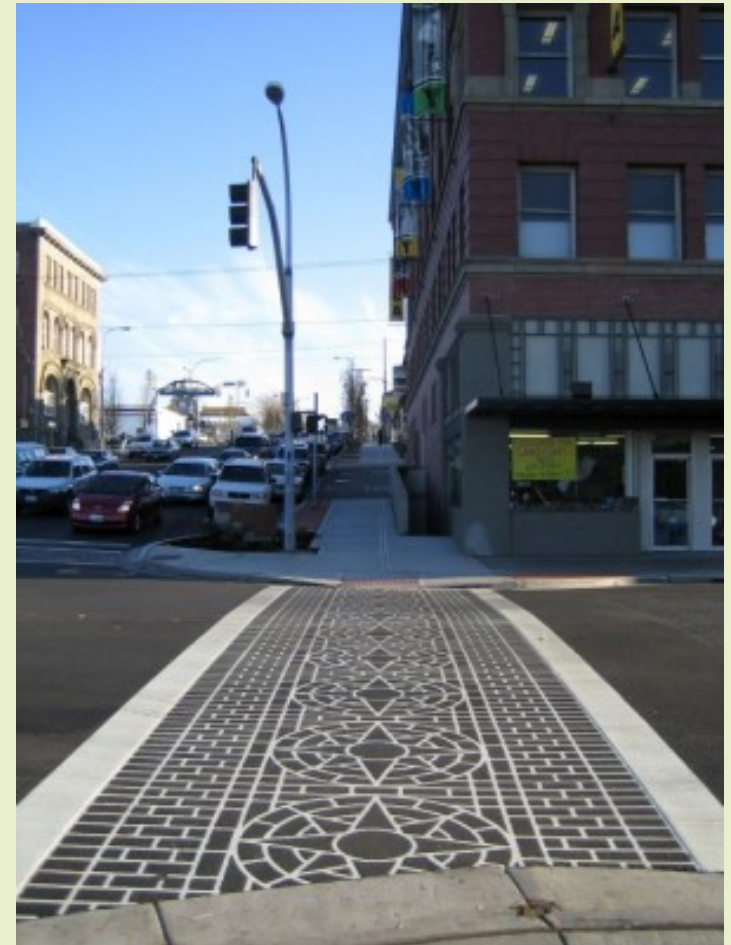
## D. Pedestrian/Transit-Oriented Circulation

**D1:** Improve crossings for pedestrians across Market Street by using creative, low-maintenance pavement materials (such as tinted asphalt) in the crosswalks and pedestrian refuges across Market Street. Explore specific pedestrian crosswalk improvements and traffic-calming measures at the Market Street intersections of Noe and Sanchez.



## D. Pedestrian/Transit-Oriented Circulation

Use creative paving and materials in crosswalks using tinted asphalt.



## D. Pedestrian/Transit-Oriented Circulation

Create pedestrian refuges for crosswalks across Market Street.





Noe

Median strip

Pedestrian refuge

Proposed sidestreet bulbouts

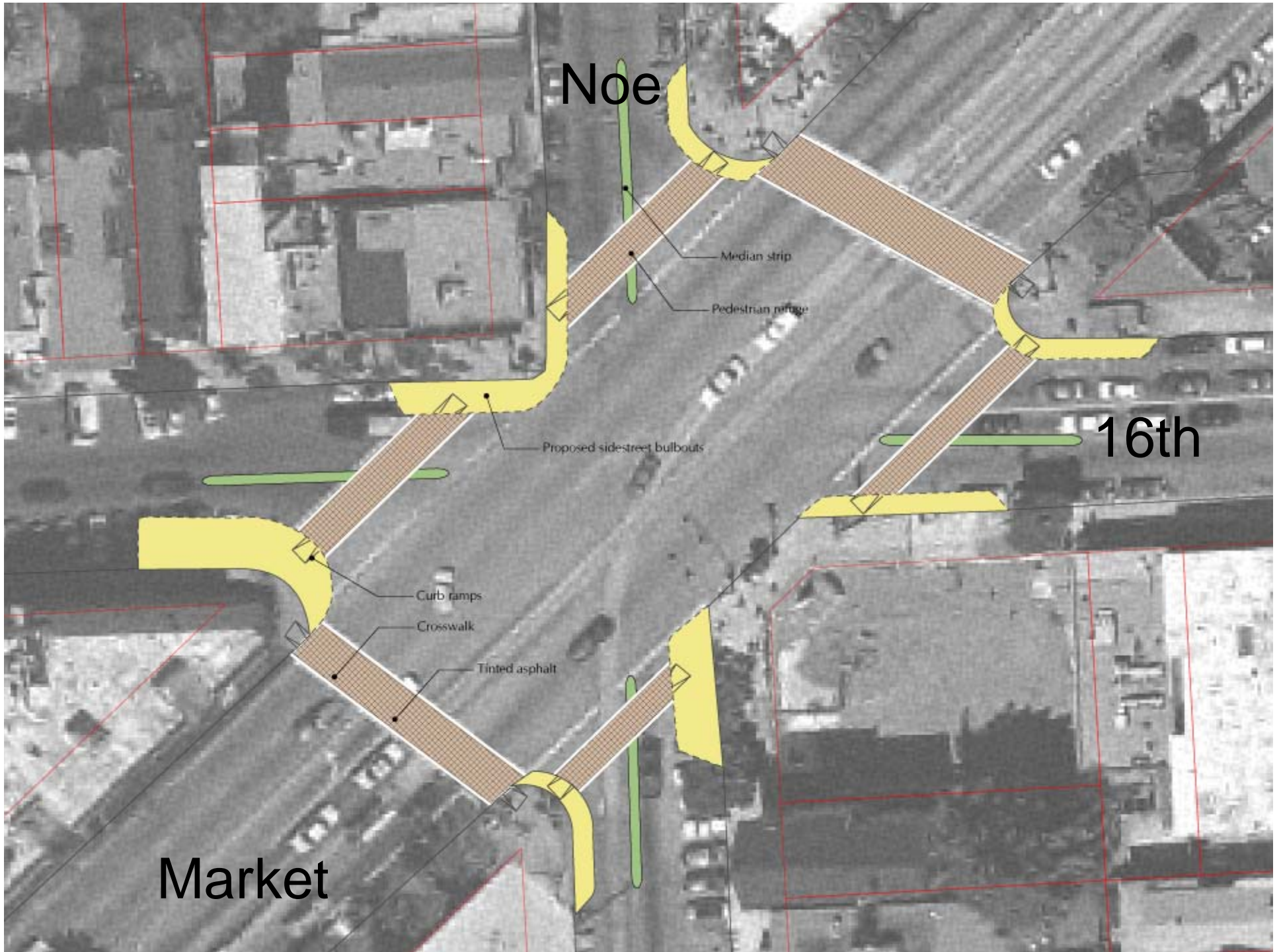
16th

Curb ramps

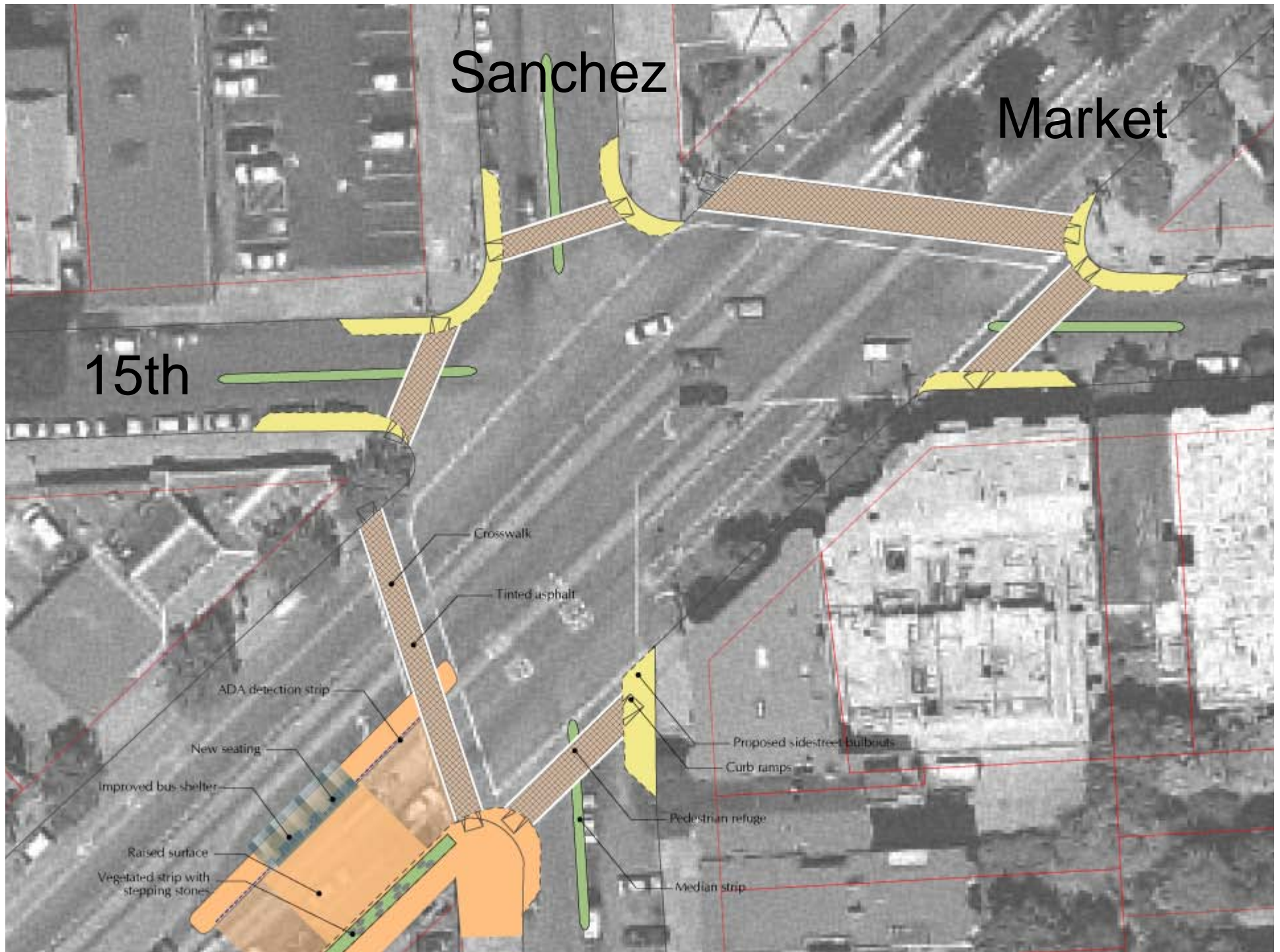
Crosswalk

Tinted asphalt

Market







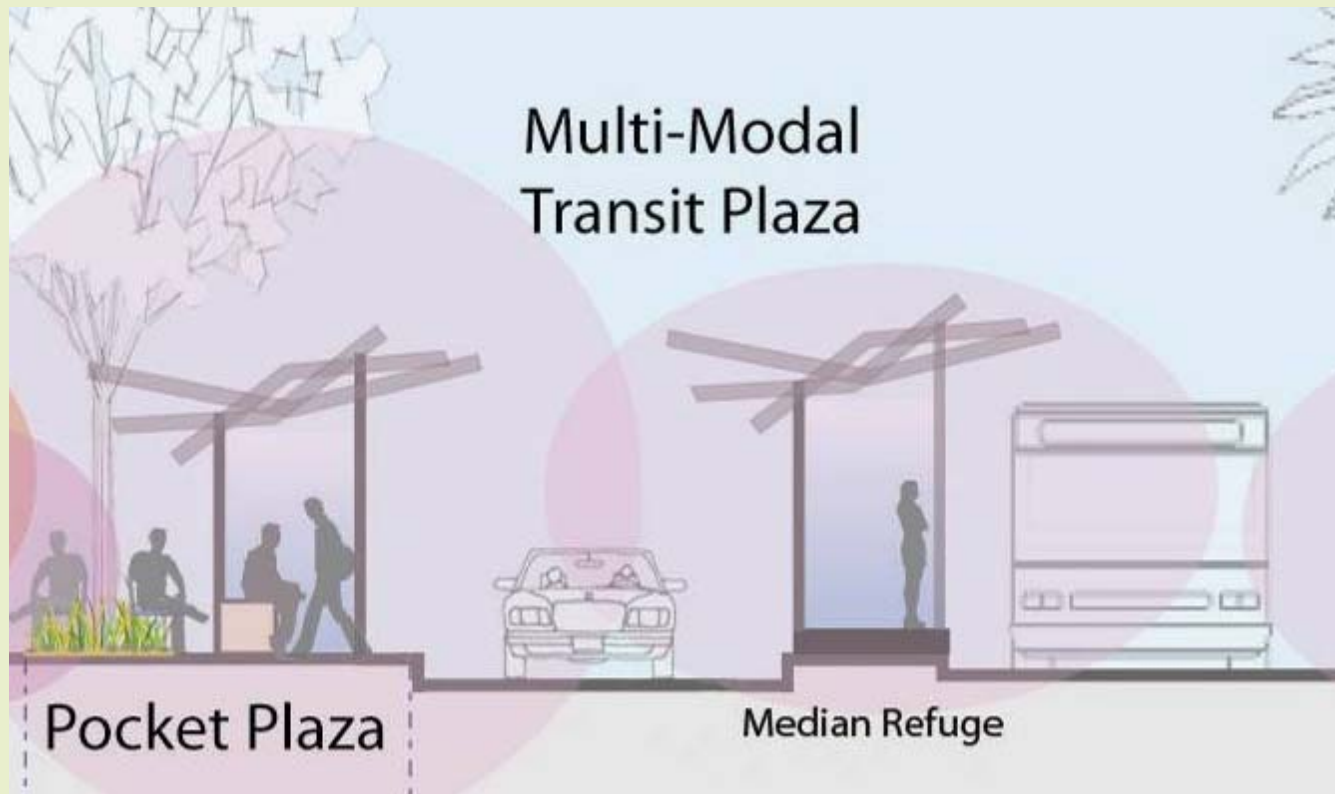
## D. Pedestrian/Transit-Oriented Circulation

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



## D. Pedestrian/Transit-Oriented Circulation

**D3:** Create transit plazas that enhance public space around bus stops and include the following strategies: improved signage, bus shelters, distinctive pavement materials and MUNI waiting platform expansion to sidewalk.





# MUNI waiting platform expansion to sidewalk



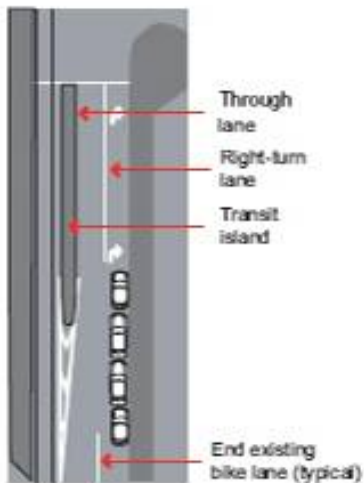
## E. Bike

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

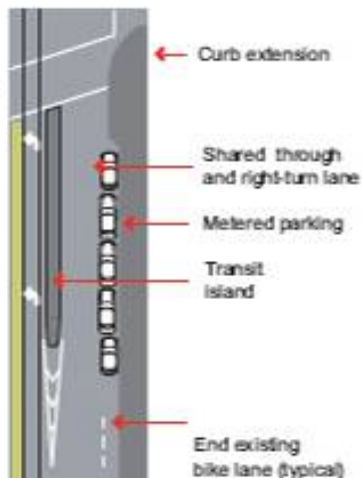


## EXISTING CONDITIONS

TYPICAL 1  
THROUGH LANE AND RIGHT TURN LANE

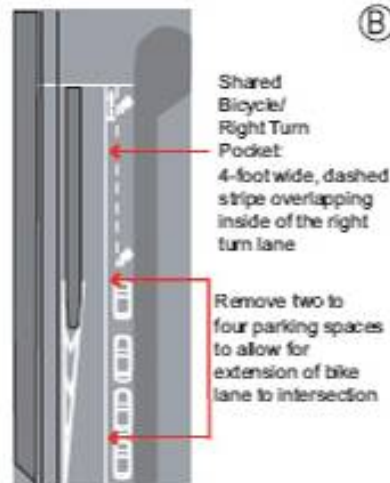


TYPICAL 2  
SHARED THROUGH RIGHT TURN LANE

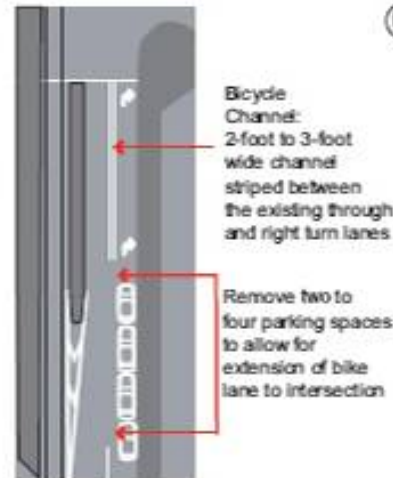


## PROPOSALS

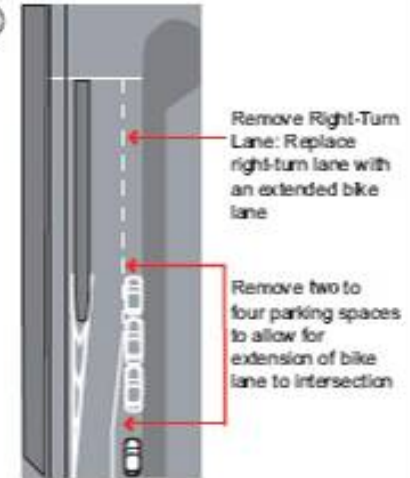
(A)



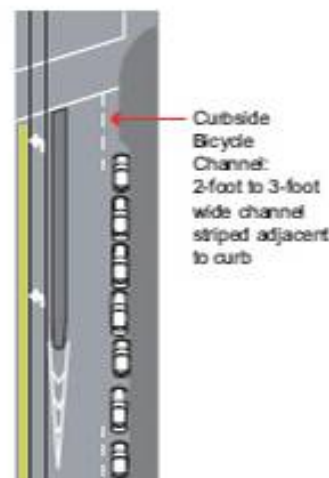
(B)



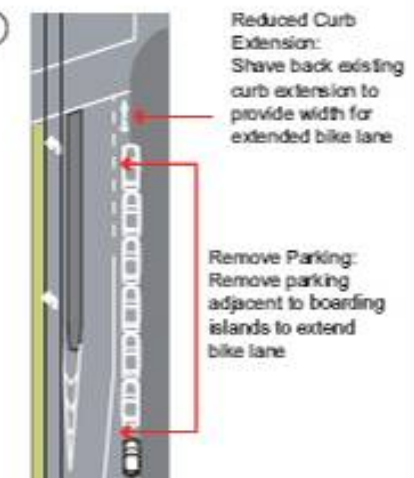
(C)



(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



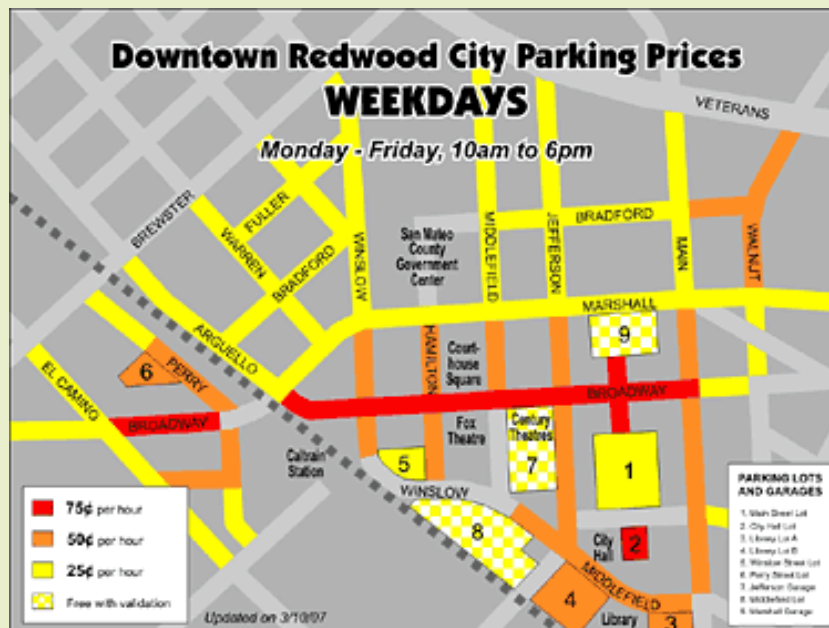
MARKET STREET (OCTAVIA TO 17TH) CROSS-SECTION CONCEPT SHEET |  
SAN FRANCISCO BICYCLE PLAN UPDATE  
PRELIMINARY ENGINEERING PRIORITY PROJECT SHEETS





## 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.



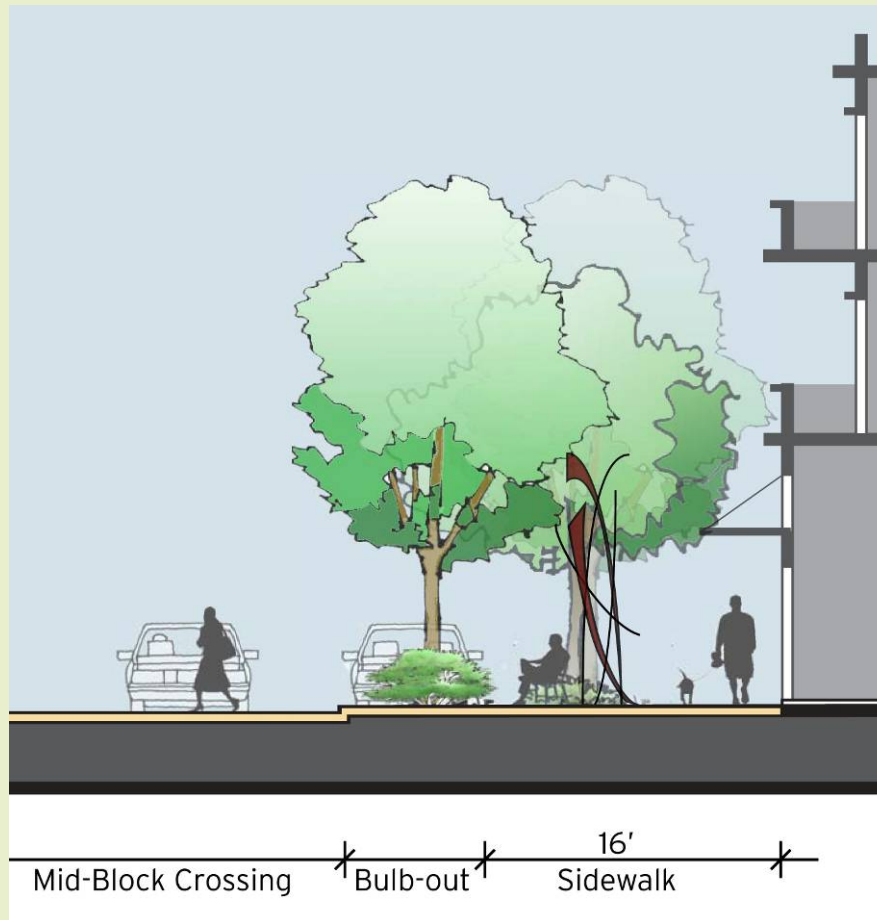






## F. Parking

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



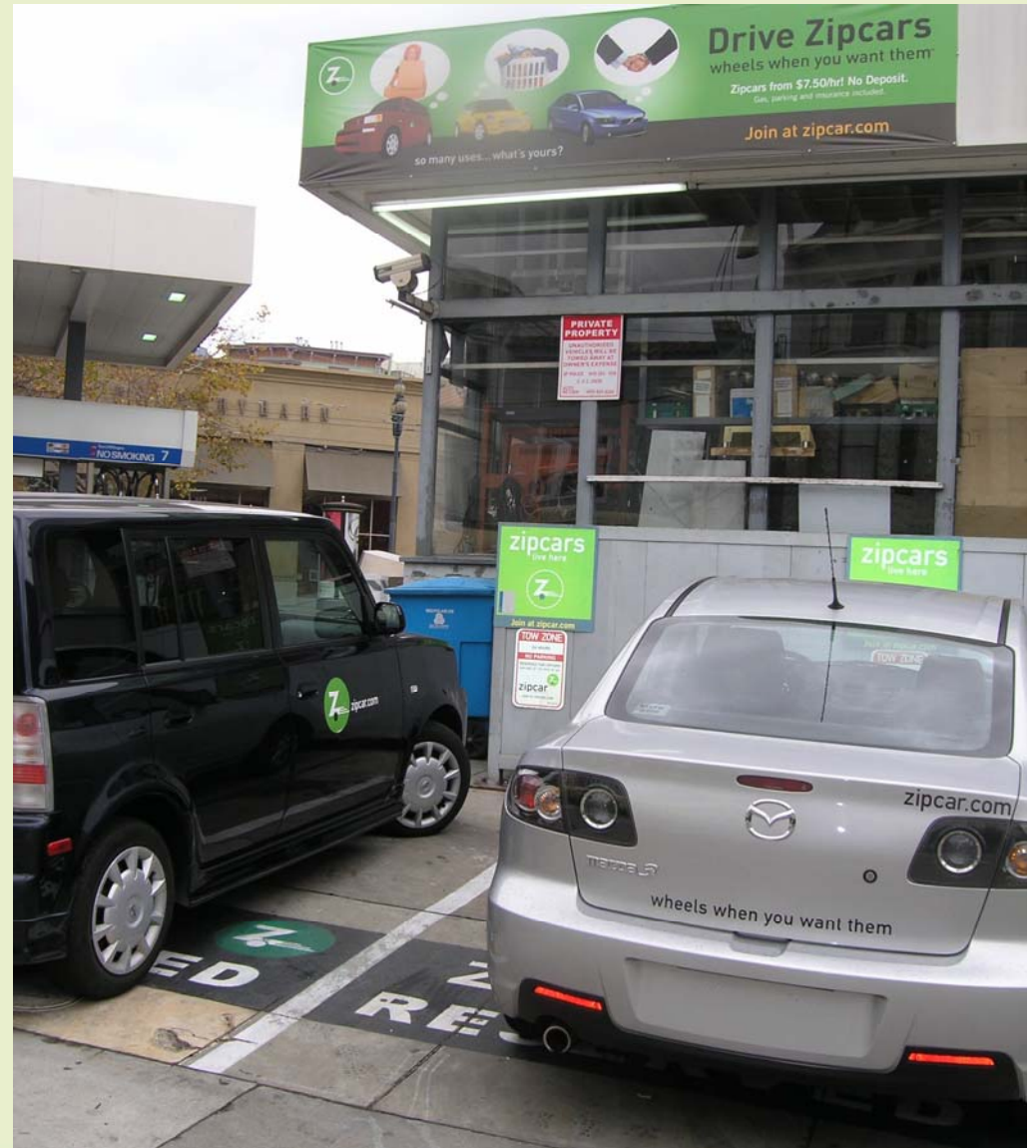






## F. Parking

**F4:** Increase opportunities for car sharing services.





## G. Maintenance

**G1:** Make public improvements in a judicious manner that takes into account future maintenance plans and sustainability.

## H. Design Excellence

**H1:** Create design competitions for high profile sites.

# Public Realm Design Framework



## Public Realm Design Framework

- A** Sidewalks
- B** Green Infrastructure
- C** Open Spaces
- D** Pedestrian / Transit-Oriented Improvements
- E** Bike-Oriented Improvements
- F** Parking
- G** Maintenance
- H** Design Excellence

**Upper Market**  
Community Workshop Series and Design Plan



## 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
- H. Approval Process

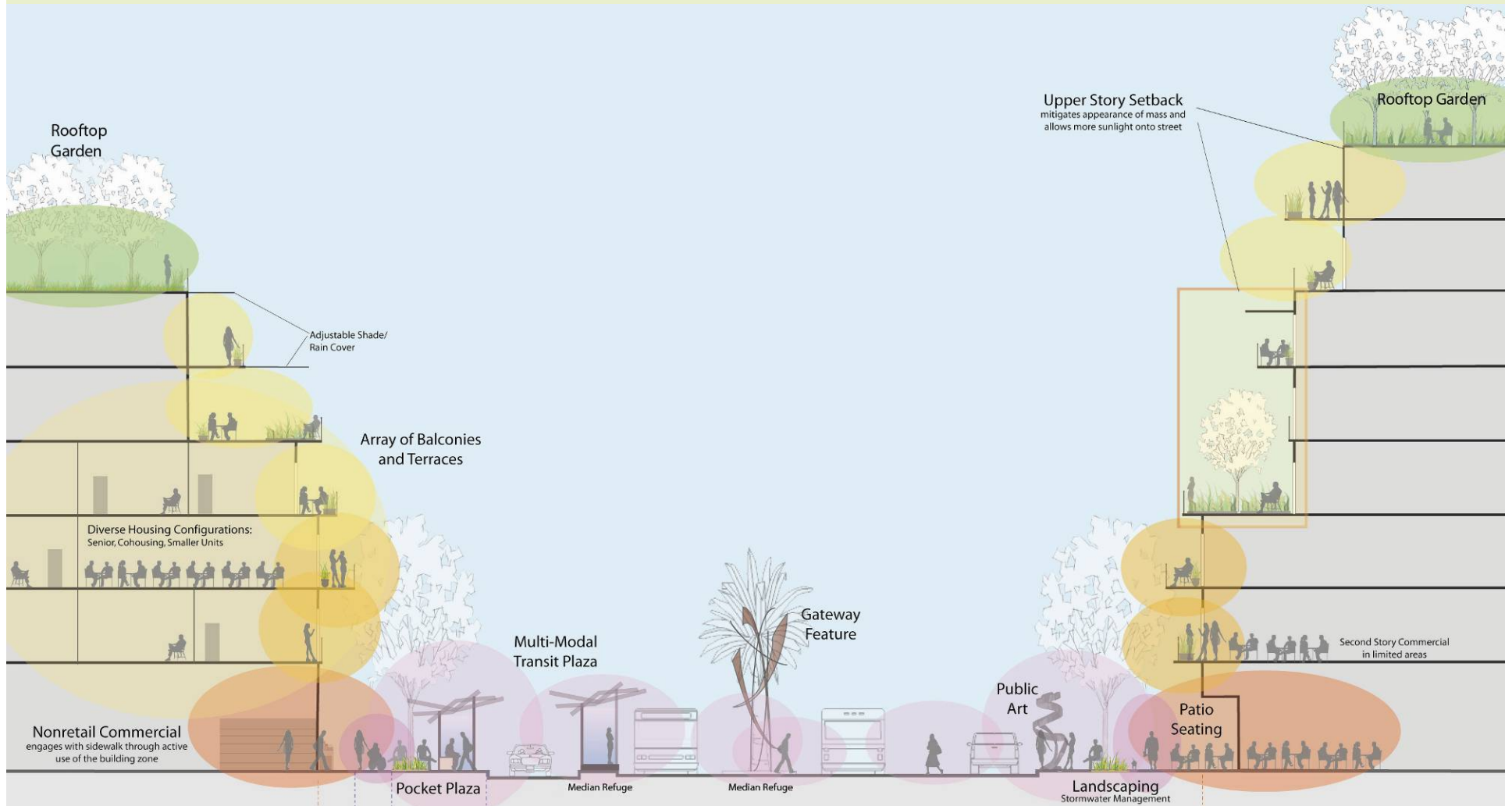


# Public Realm and New Development Principles





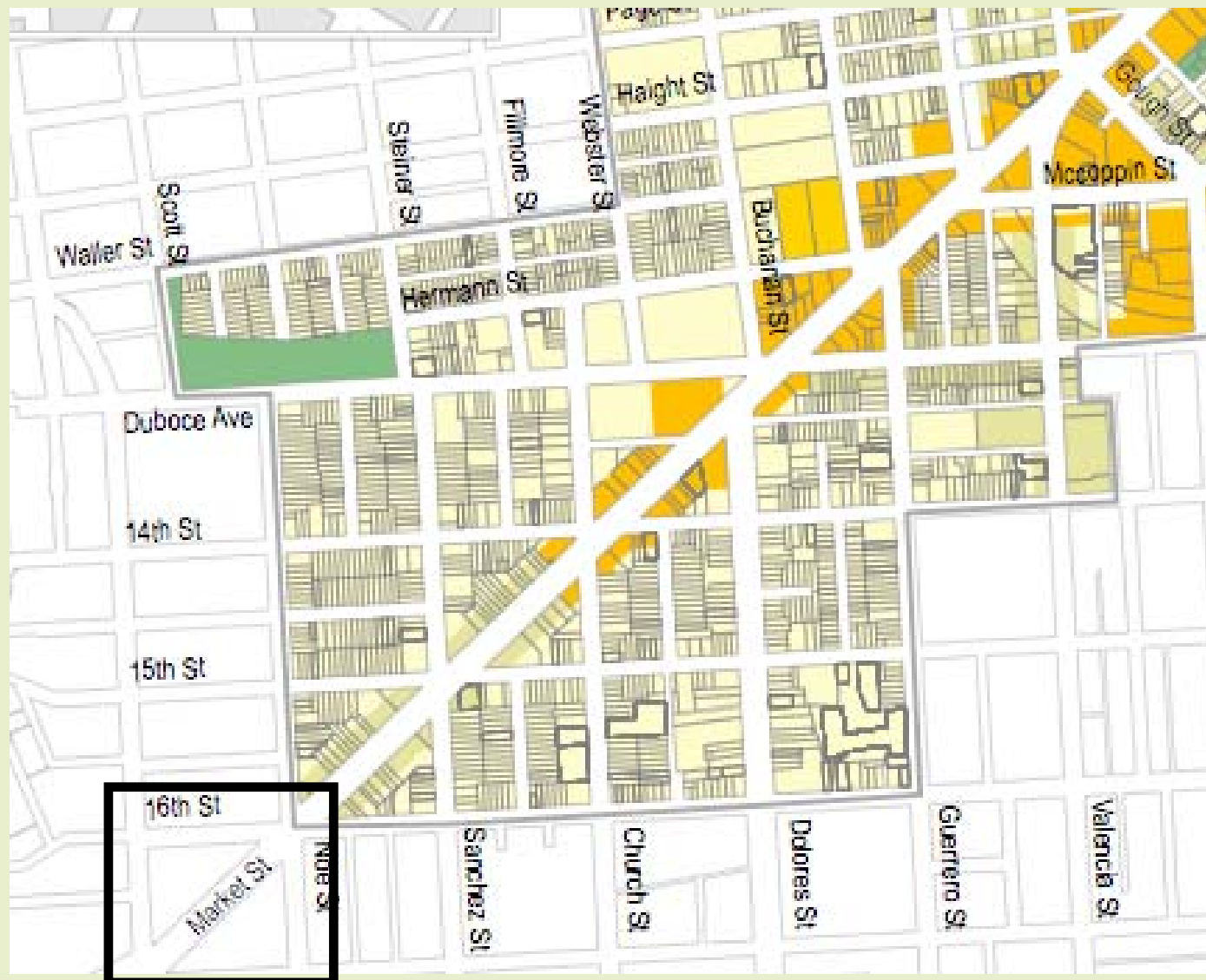
# Public Realm and New Development Principles



## A. Building Height and Massing

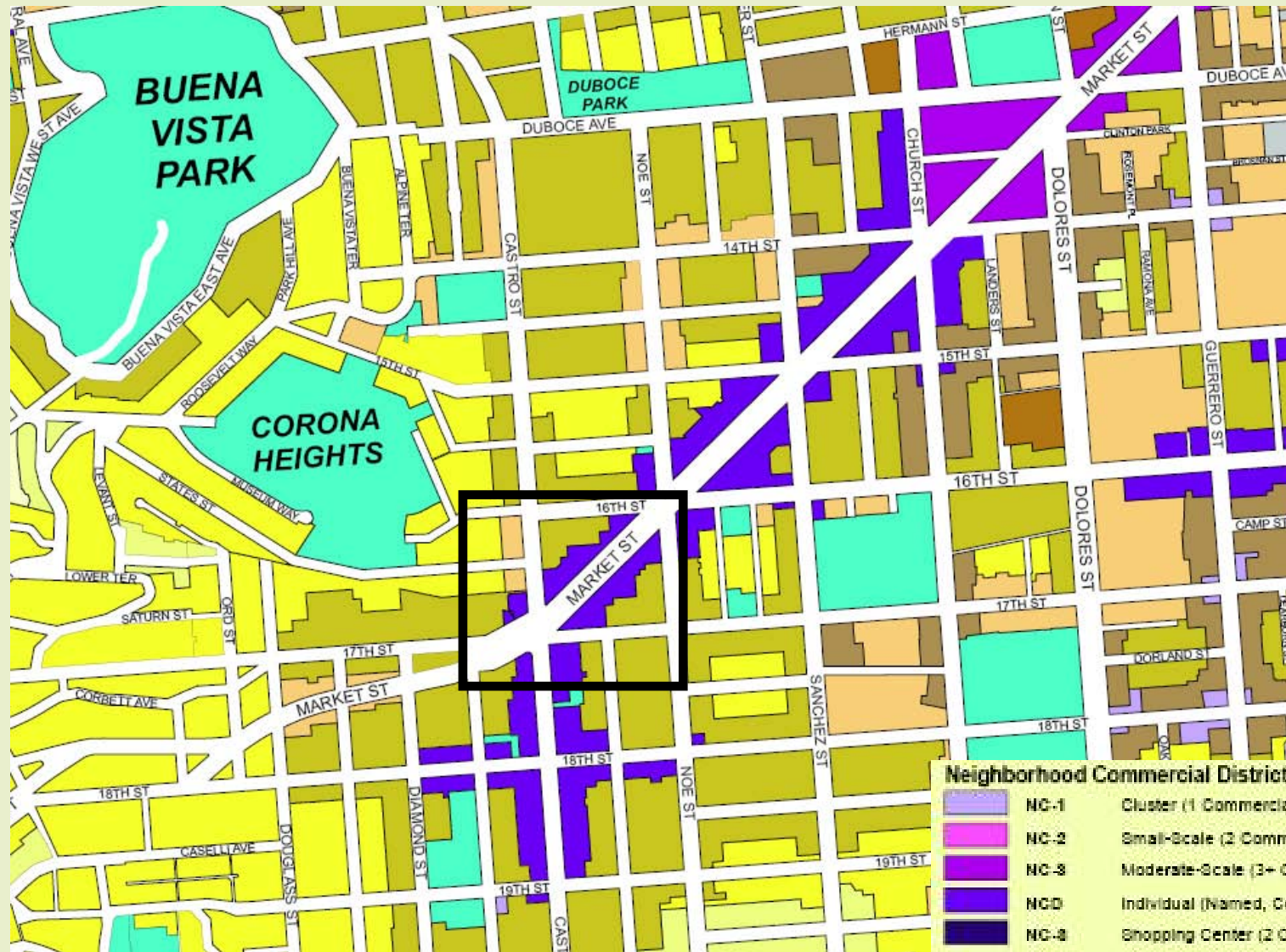
**A1:** Consider a zoning overlay to allow for higher buildings at the intersection of Market and Castro Streets. Conduct a height and massing study for height at this intersection.

# Market Octavia Zoning

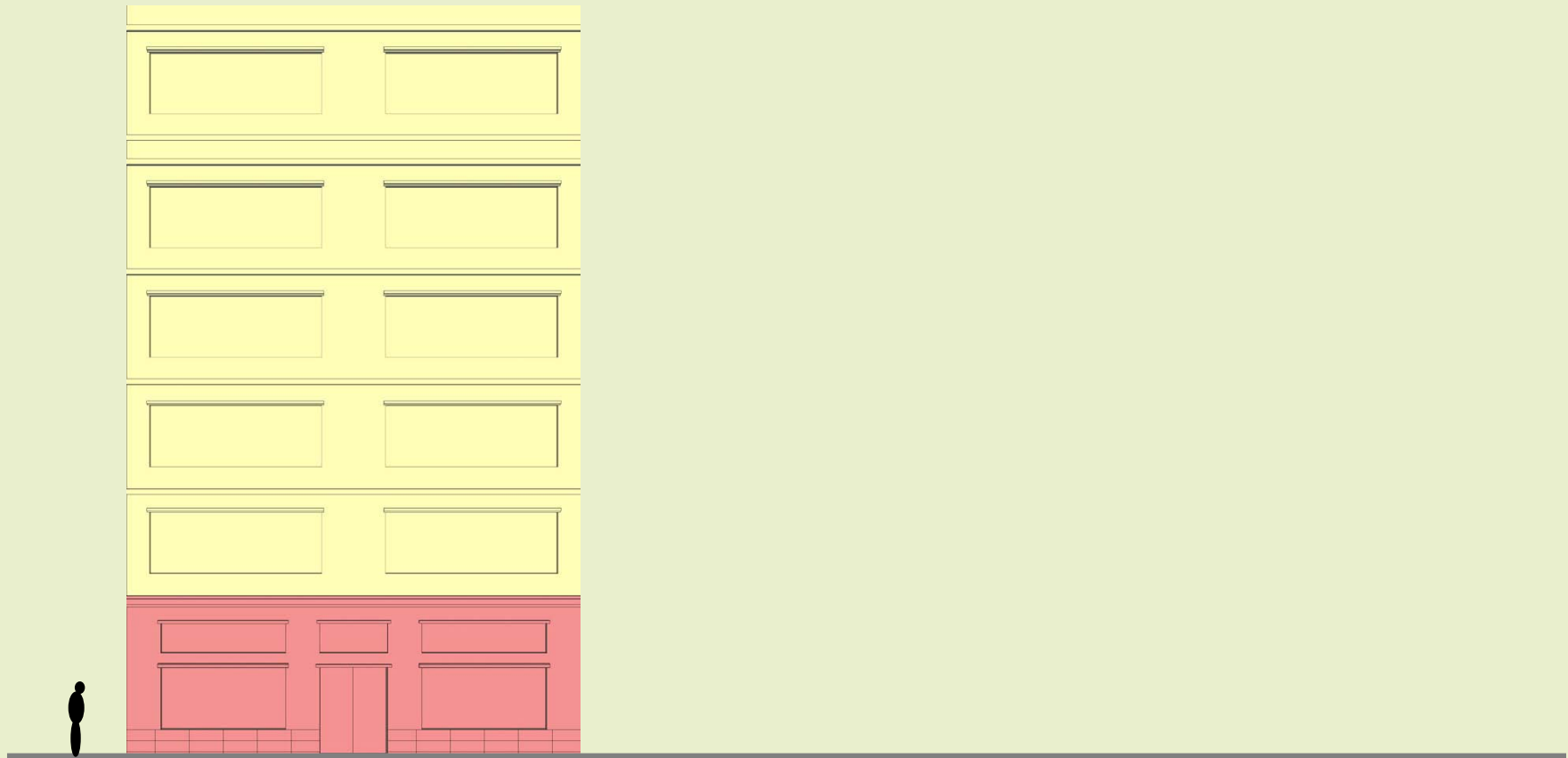




# Existing Zoning



## 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 and provide opportunities for balconies and terraces on new buildings. Encourage setbacks on the south side of Market Street to increase amount of sunlight onto streets. Use upper floor setbacks to create an appropriate context with lower, adjacent residences.



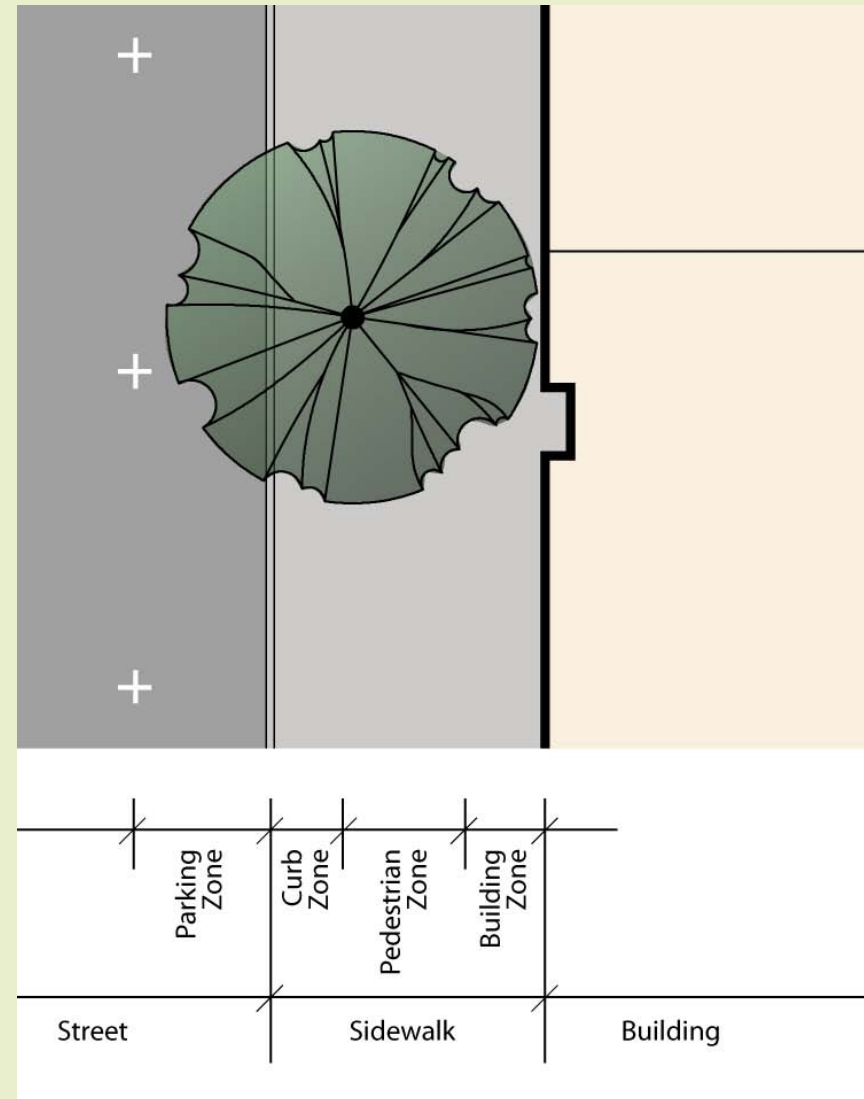
## A. Building Height and Massing

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



## B. Active Ground Floor Design

**B1:** Promote active uses of the sidewalk building zone through ground floor building design elements such as transparent, operable windows, open partitions, awnings, goods and wares visible in front, and informational displays.

















## B. Active Ground Floor Design

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

- integrating sidewalk area into building entrance,
- using light features in highlight building,
- setting back entrance from rest of building,
- installing plazas, fountains, and sculpture in front of buildings.





## B. Active Ground Floor Design

B3: Encourage a range of commercial floor plates to accommodate both large format retail as well as small businesses.





## B. Active Ground Floor Design

**B4:** Encourage large commercial developments on large lots to have engaging transparent facades, multiple pedestrian entrances, and outdoor seating.



## B. Active Ground Floor Design

**B5:** Use creative garage door materials and design to minimize appearance and integrate into building façade. Limit one curb cut per lot, lower parking requirements and encourage car sharing facilities.







## 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.



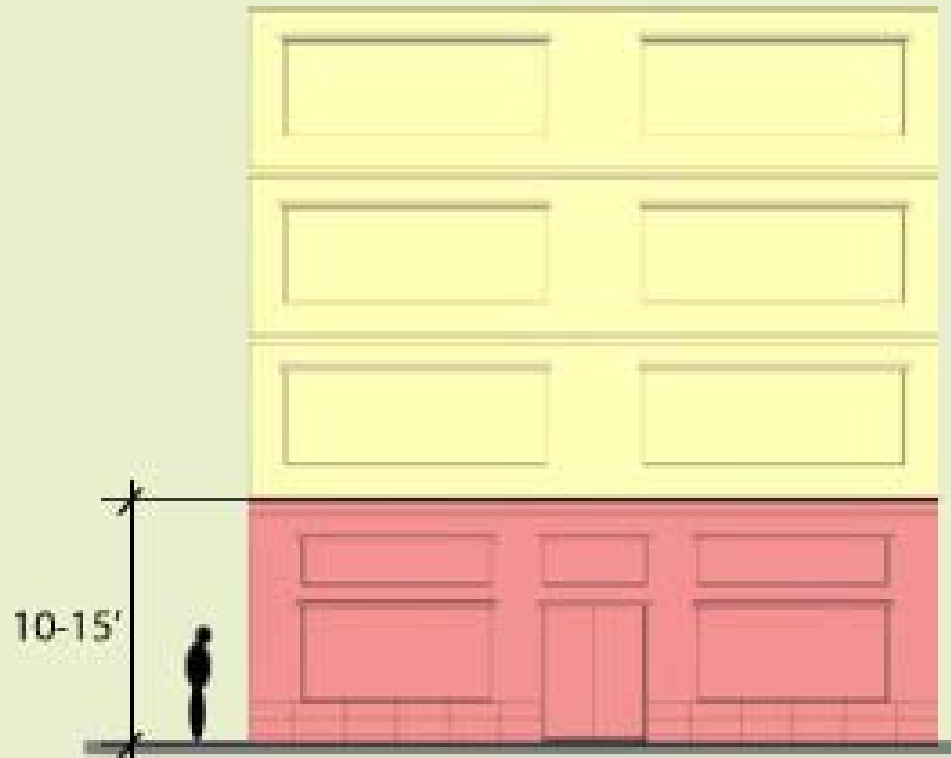






## B. Active Ground Floor Design

**B7:** Commercial ground floor ceiling height should be in the range of 10-15 feet high.



## 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

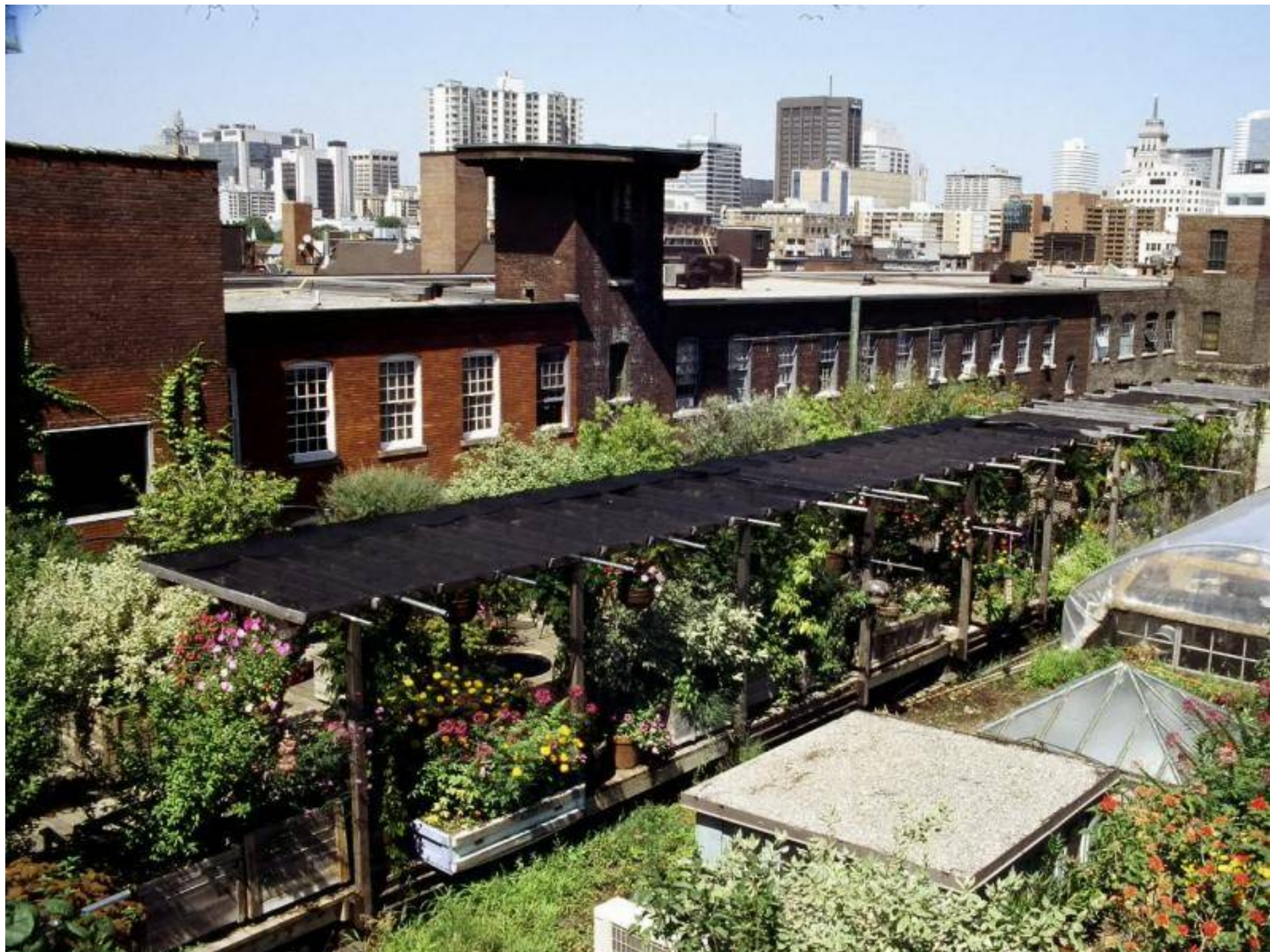
**C2:** Encourage gardens on balconies, upper-floor setbacks and rooftops.













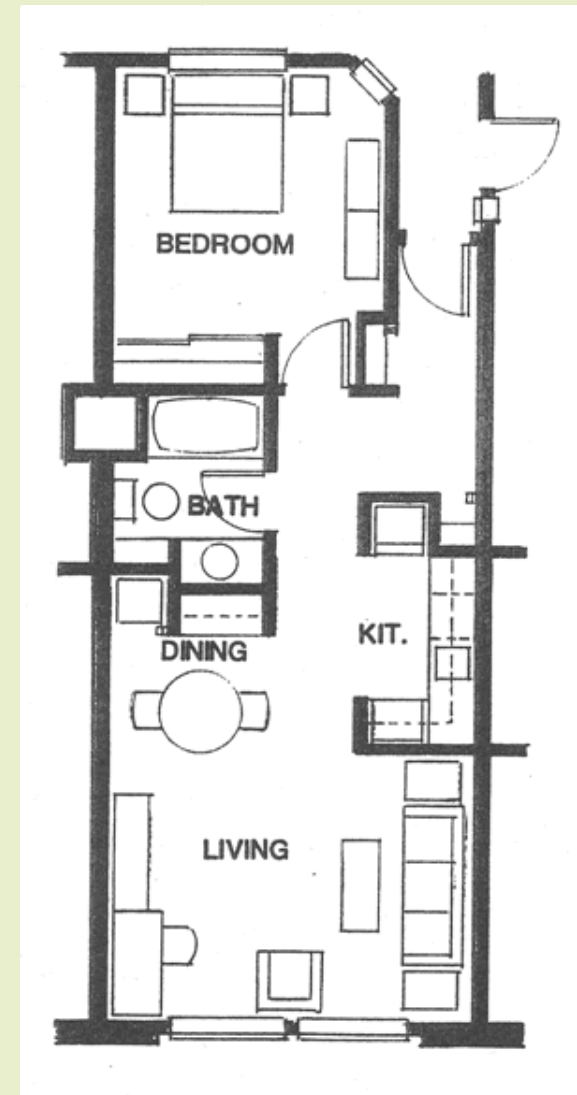


## C. Upper Story Design

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

- 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



## C. Upper Story Design

**C4:** Encourage housing developments that are affordable for both lower and middle income residents for both rental and owning.

## C. Upper Story Design

**C5:** Encourage second floor commercial uses in blocks that currently have second floor commercial use.





## D. Design For Natural Context

**D1:** Encourage new developments 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





## F. Architectural Style

**F1:** Encourage project sponsors to have open dialogue with the community.

## G. Land Use Recommendations

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

- 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





## G. Land Use Recommendations

**G2:** Encourage a healthy mix of diverse serving commercial and entertainment uses, such as:

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



Local serving retail and  
entertainment uses

## G. Land Use Recommendations

**G3:** Encourage community and cultural land uses, such as:

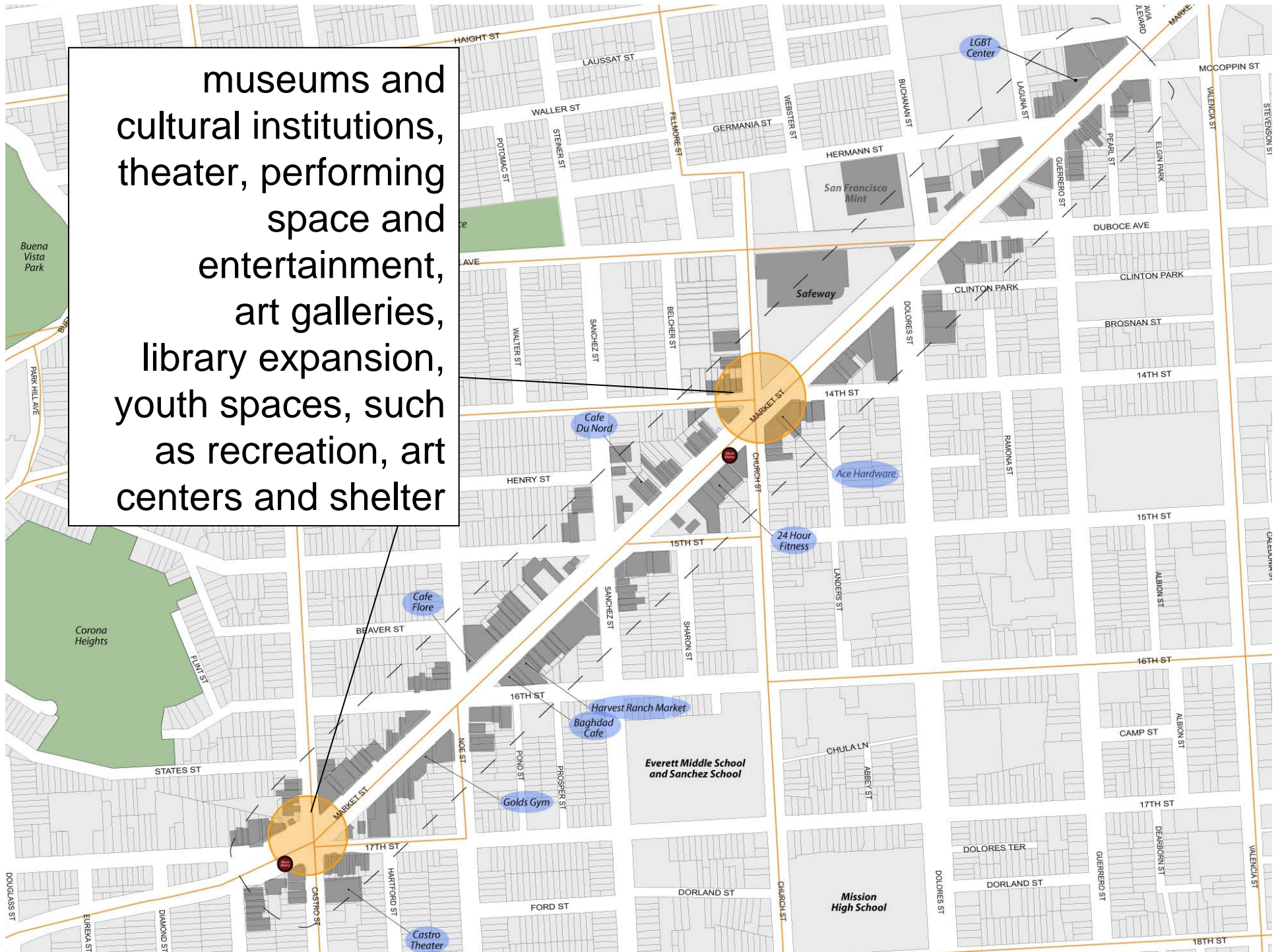
- museums and cultural institutions,
- theater,
- performing space and entertainment,
- art galleries,
- library expansion,
- youth spaces, such as recreation, art centers and shelter.

Encourage partnerships between developers and community serving groups.

Explore a cultural density bonus for new developments that include a community/cultural institution.



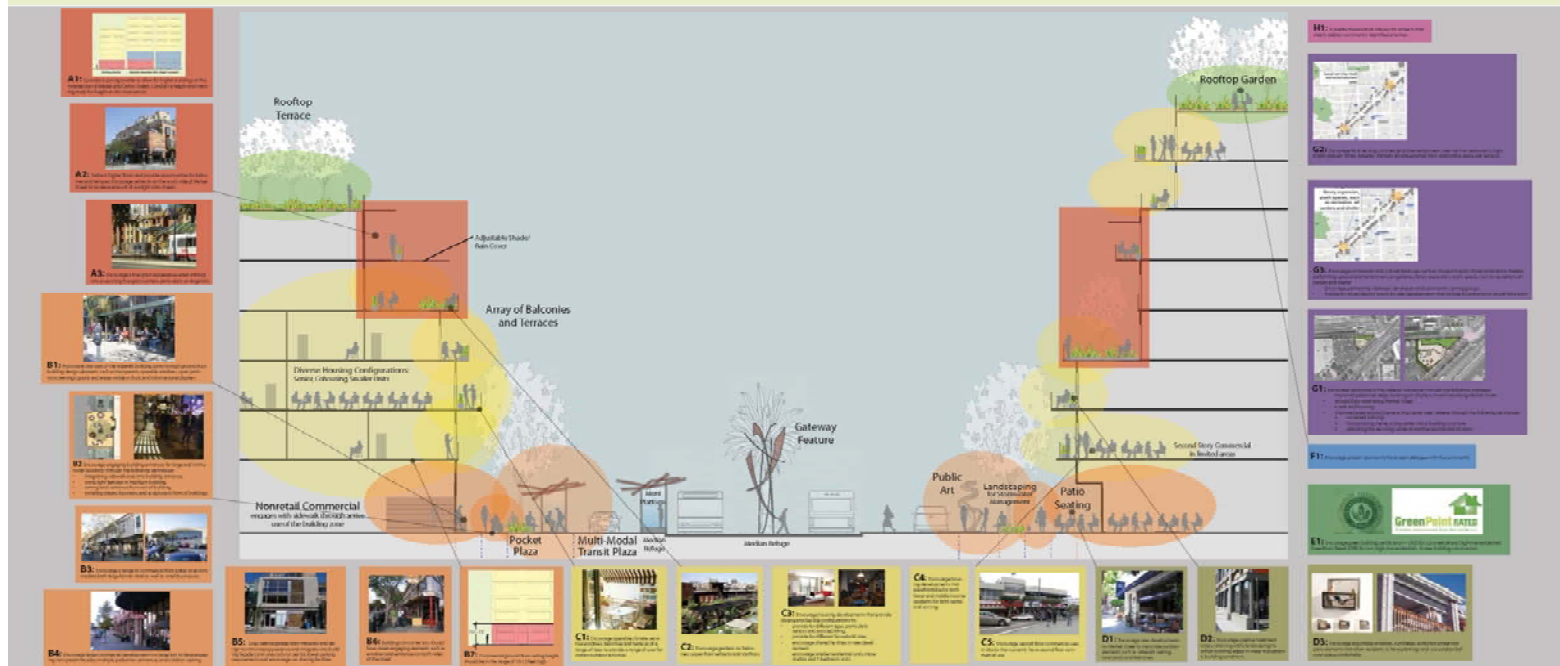
museums and  
cultural institutions,  
theater, performing  
space and  
entertainment,  
art galleries,  
library expansion,  
youth spaces, such  
as recreation, art  
centers and shelter



## H. Approval Process

**H1:** Expedite the approval process for projects that clearly address the community-identified priorities.

# Private Realm Design Framework



## Private Realm Design Framework

- A** Upper Market Building Height and Massing
- B** Active Ground Floor Design
- C** Upper Market Upper Story Design
- D** Natural Systems in Design
- E** Green Building
- F** Architectural Style
- G** Land Use Recommendations
- H** Approval Process

**Upper Market**  
Community Workshop Series and Design Plan



# Small Group Discussion

# Emerging Upper Market Design Plan

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

MARKET

CITY AND COUNTY OF SAN FRANCISCO PLANNING DEPARTMENT

upper market  
community  
workshop series  
and plan document



INTERVIEW | May 2007

