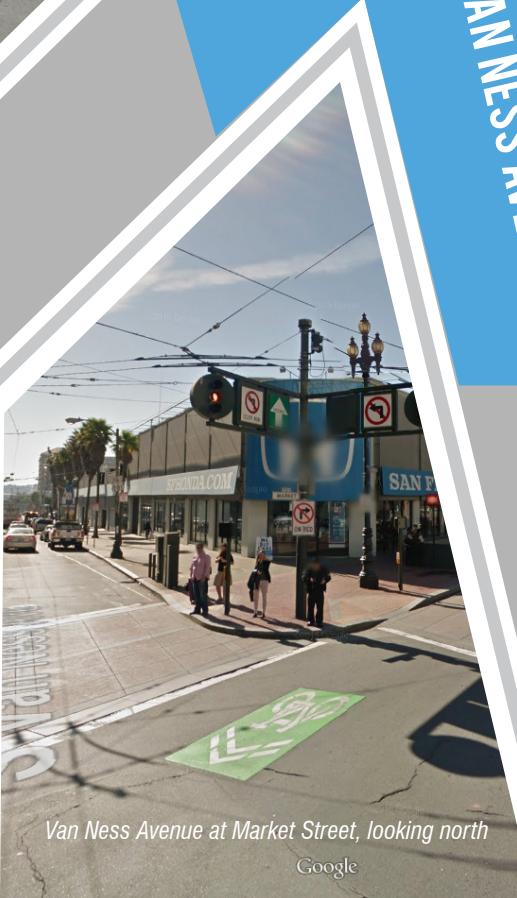




The logo for Market Street features a blue diagonal banner with the words "MARKET STREET" written in white, sans-serif capital letters. The banner is set against a background image of a classical building with columns and a pediment.



VAN NESS AVENUE

# THE FOUR CORNERS CIVIC CROSSING



## *Examples of types*

# FORMAL CIVIC SPACE AT THE CROSSING

The Hub marks the crossing of the two most prominent streets in San Francisco, Market Street and Van Ness Avenue. Market Street, as the city's premier civic street, draws the hills to the downtown and intersects the commercial life of the city. Van Ness Avenue, doubling as highway 101, connects the southern Peninsula to the Golden Gate Bridge through Civic Center and the city's continuous fabric of residential neighborhoods.

Due to these special characteristics, new development and public investment should recognize and reinforce a positive public experience at this intersection. Adjacent projects should both contribute unique content and participate in building a larger sense of place. The following elements will help to create identity to this area, define public space at the ground level, visually demarcate the buildings, and enliven the pedestrian experience. The Hub public realm plan suggests the following elements and characteristics:

## Building Canopies

Projects should incorporate building canopies to both highlight entry and protect from wind. Canopy design may vary between developments, but should find commonality in height, proportion, and/or architectural rhythm to help create a pattern that contributes to a related area identity. Canopies on buildings should:

Offer visual and spatial hierarchy for identifying building entrances

Be gracious and inviting

Scaled appropriately for the entrance type

Coordinate, but not match each other, in materials, form, and/or type

## Station Entrances

Consider the creation of two main entrances to the Van Ness Muni Metro subway station to support the use of public transportation, ease the transfer between systems, and heighten the experience.

MUNI station entrances should be prominent and civic-scaled.

Elevators, stairs and escalators should be located within buildings

Coordinate with existing station and BRT transfer routes

## Public Art

Projects should provide art at the building scale to mark the crossing of these major streets and express the art and performance identity of the neighborhood.

Large-format that complements the scale and identity of each corner.

Permanent and distinctive art.

Locate art on buildings or private property.

## Lighting

Projects should provide lighting that enhances the use of public spaces by pedestrians. Lighting may be paired with large-format art or constitute the art itself.

Coordinate, but not match, materials, form, and/or type.

Supports a welcoming experience of the intersection at night

## Formal Landscape

Projects should include substantial tree and landscape elements that stem from Better Streets or Better Market Street Plans but are pronounced and enhanced befitting one of the city's most important street crossings.

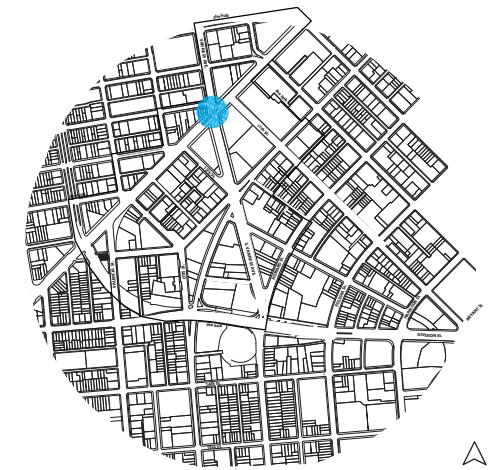
Add Street trees, double rows where possible

Create defined boundaries with plantings

Better Streets as model, but enhanced

## Architecture

Design towers with awareness of their collective effect on the skyline and their role as a vertical expression and marker of the crossing from distant vantage points. Use durable and high quality building materials that express the dignity and importance of the crossing and activity of the city center. Ground floors of all buildings shall have an active, strongly transparent frontage with fine-grained detailing and pedestrian-scaled accessory elements that are commonly found on Market Street such as clerestories, bulkheads, scale-contributing second floors, signage, and volumetric entries to support an engaging and vibrant street life. The scale should be higher and responsive to the large urban room of these major streets. Transit access should be promoted and integrated into building facades.



Hayes Valley



OAK STREET



12TH STREET

VAN NESS AVENUE

MARKET STREET



## THE FOUR CORNERS NEIGHBORHOOD GATEWAYS

11TH STREET

Examples of types



Mission Street

# INFORMAL GATEWAYS ON SIDE STREETS

The crossing of Market and Van Ness not only denotes a place of civic importance but a convergence of special areas around it: the Mission, Civic Center, Hayes Valley, Upper Market Street, Western SoMa and the Hub. These neighborhood commercial areas are distinct, smaller in scale, walkable, quieter, more casual and offer neighborhood-serving retail.

Since many lots at the intersection continue through their blocks, the large and small developments that line these formal boulevards also present faces along more informal streets. These streets therefore become gateways to these neighborhoods, can help welcome people, and transition the experience of scale. They also have less transit and vehicular activity allowing for more inviting space for people. The following are elements and articulation qualities that can express these goals:

## Living alleys

Use streetscape design to highlight public space and reflect the unique character of adjacent neighborhoods. These wide “alleys” should include greenery and streetscape elements that slow down vehicle access, prioritize pedestrians, and protect users from wind so that it is an inviting place for all.

Offer moveable or other informal seating

Use plantings to enhance pedestrian safety

Create visual indicators that cue drivers to slow down

## Open landscape

Landscape on the side streets should be integrated with public space in a less formal, more inventive, and preferably interactive way. For example, consider how a copse of trees can create a space or marker; espaliers can define programmatic edges; or ground cover can be a place to sit or relax.

Consider inhabitable sloped landscape surfaces

Organize programming or activities where tree shade will be present

Use seasons to vary the public space experience through landscape

## Stages

As places adjacent to the performing arts node of Civic Center, the side streets should offer open or flexible areas for their expression. New plazas should offer outdoor performance spaces that can be curated or left available for more spontaneous use as dynamic expressions of art and culture.

Provide transformable stage infrastructure

Encourage impromptu performance art

Create soft or flexible boundaries between performer and audience

## Refuge Pockets

Consider smaller protected seating zones that help define small meeting space within larger open areas.

Balance intimate scale of space with visual safety

Reveal smaller or unexpected spaces as rewards for engagement

Use natural materials or vegetation to help define pockets

## Pedestrian passageways

Passageways included into new buildings should be conceived as part of the pedestrian network, named, have prominent signage to mark their entrances, and be integrated into adjacent rights-of-way.

Transition between the civic corners and informal side streets

Provide active uses that complement the adjacent streets

## Architecture

Architecture on the smaller streets should be consistent with how projects are expressed on other frontages, but should seek a smaller-scale, iterative interpretation. More durable materials that stem from the civic sides can reveal interiors or undersides that are warmer, playful, or more textural in these gateway zones. Ground floors along the side streets should parallel the scale and texture of nearby neighborhood commercial streets with more intimate and narrow storefronts with multiple entries, lower and visually distinct signage, and lower-scaled canopies or entries. Consider unique architecture or tenants with smaller on-sidewalk service, open air connection into interior activities, more temporary, organic, and evolving programming, and design with a more informal, creative spirit.

