PUBLIC REALM PLAN

THE HUB
MARKET OCTAVIA PLAN AMENDMENT

SAN FRANCISCO PUBLIC WORKS
SFMTA Municipal Transportation Agency
San Francisco Planning

DECEMBER 2019

PUBLIC REALM PLAN

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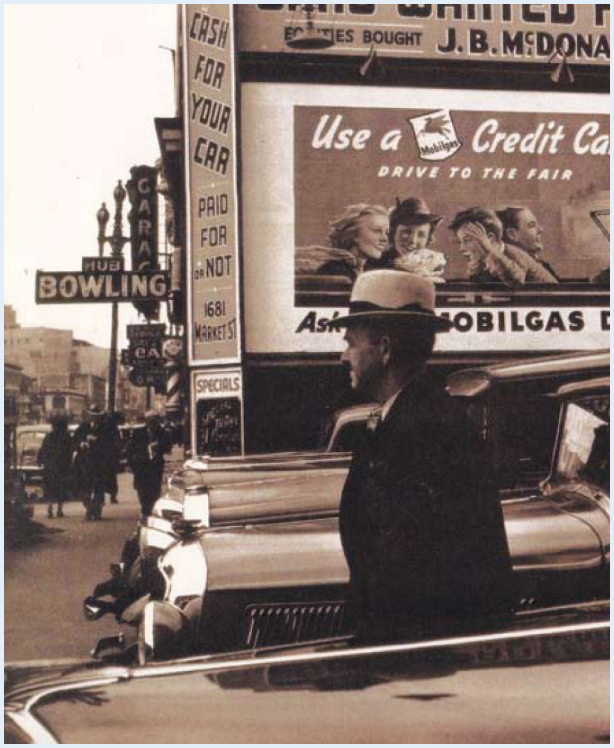
THE HISTORY OF THE HUB

"[From] the 1880s through the 1950s, the intersection of Market, Valencia, Haight and Gough Streets was popularly known as the "Hub," because no fewer than four streetcar lines converged there either on their way downtown or outbound to outlying neighborhoods... The name "Hub" eventually came to stand for the surrounding neighborhood as well as the intersection and was well-known to residents of the City. By the 1930s the neighborhood was alive with thriving businesses and a surrounding residential population. Many well-known businesses located here because of the...central location, including the Hub pharmacy (for many years San Francisco's only 24-hour pharmacy), Hub Bowling and the McRoskey Mattress Company. "

From "The Story of the Market Street Hub Neighborhood" Introduction by Larry Cronander



THE FUTURE OF THE HUB

NEW HOUSING UNITS

8,000-9,700

MORE PEOPLE

50% INCREASE IN THE NUMBER OF PEOPLE CROSSING MARKET & VAN NESS (AT PEAK HOUR)

8,800 PEOPLE ENTERING & EXITING VAN NESS STATION (AT PEAK HOUR)

NEW TRANSIT PROJECTS

VAN NESS BUS RAPID TRANSIT PROJECT, BETTER MARKET STREET AND THE 14-R MUNI RAPID PROJECT, IMPROVEMENTS TO VAN NESS STATION

NEW OPEN SPACE AMENITIES

52,862 SQ. FT. NEW OPEN SPACE AMENITIES TO BE BUILT IN COORDINATION WITH PRIVATE DEVELOPMENT, NEW OPEN SPACE AMENITIES AND ENHANCEMENTS TO EXISTING PARKS

IMPROVED STREETS & ALLEYS

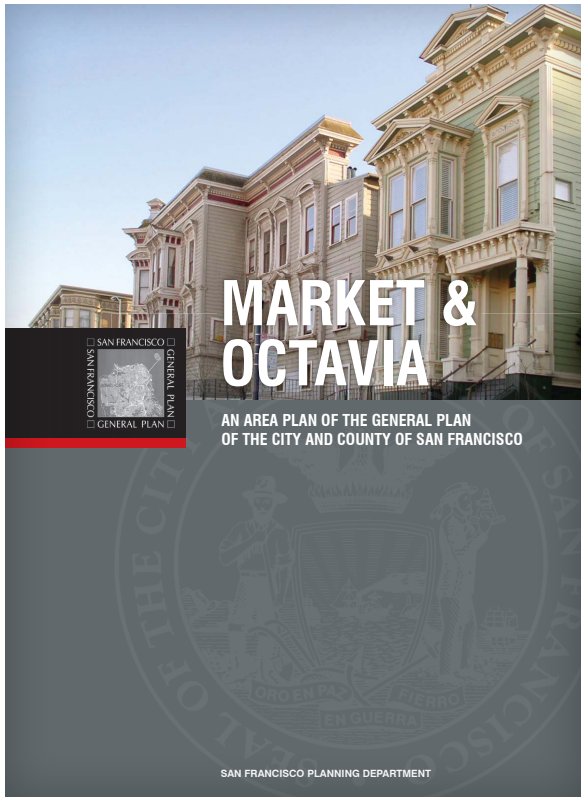
2 MILES (18 BLOCKS) OF STREETSCAPE IMPROVEMENTS & 11 LIVING ALLEYS

Credit: SFMTA Photo | SFMTA.com/photo, Jeremy Menzies

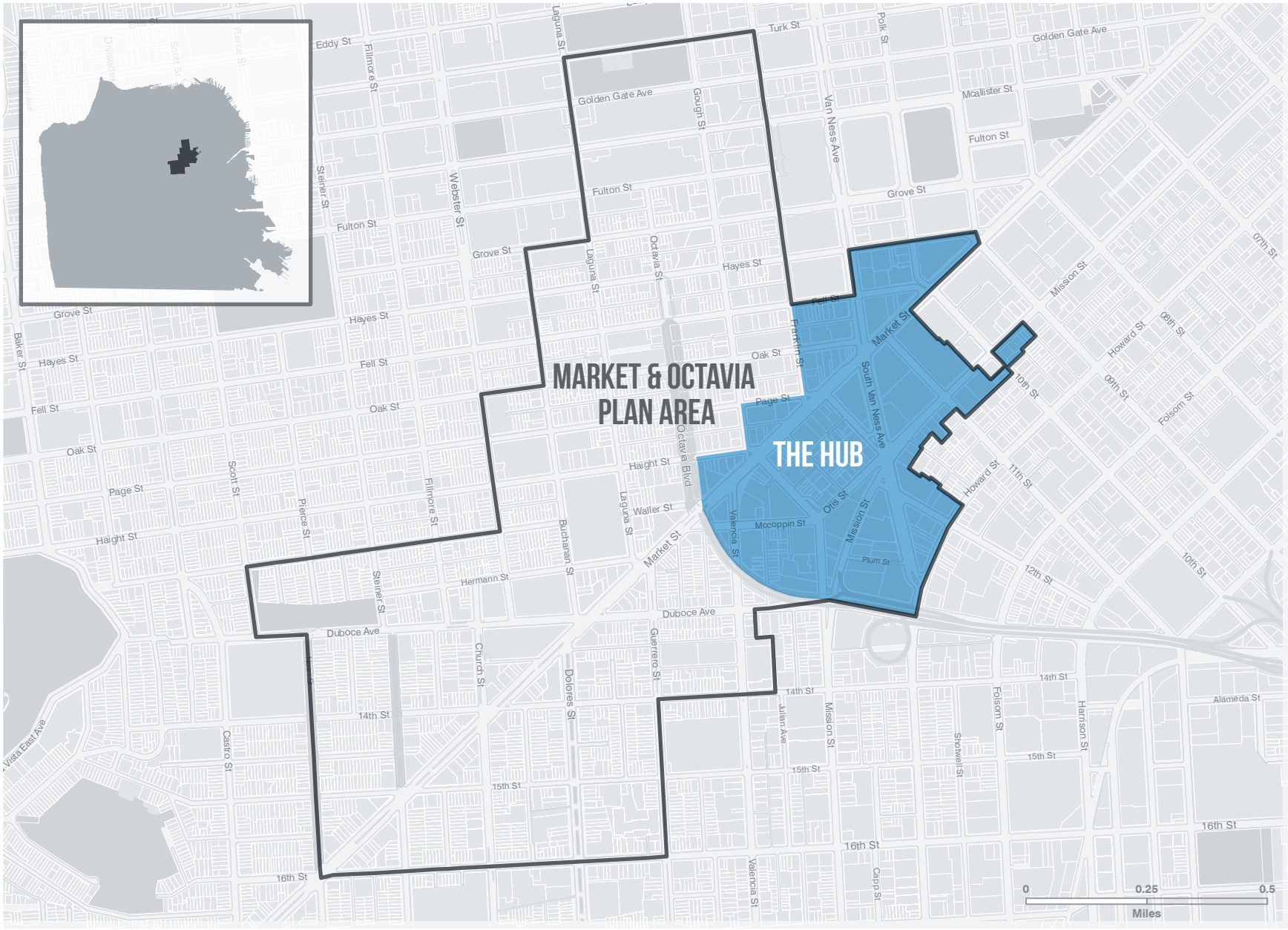
INTRODUCTION

INTRODUCTION

In the early 2000s the “Hub” neighborhood was included within the boundaries of the Market and Octavia Area Plan, adopted in 2008. In the plan, the “Hub” area is characterized as “SoMa West” and envisioned as a “vibrant new mixed-use neighborhood.” Numerous policies in the plan support this vision. The plan created the Van Ness and Market Downtown Residential Special Use District (SUD). This SUD encourages the development of a transit-oriented, high-density, mixed-use residential neighborhood around the intersections of Market Street and Van Ness Avenue and Mission Street and Van Ness, with towers ranging from 250 to 400 feet and reduced parking.



Credit: Michael David Rose / MDRP.NET



The Hub covers the eastern-most portions of the Market and Octavia Area Plan.

The Market & Octavia Area Plan anticipated that most of the housing in the Hub would come from the development of relatively large sites. These larger projects take longer to develop, and due to the recession of the late 2000s, the area generally did not receive much attention from developers following the Plan's adoption in 2008. However, in the current economic climate, this area is now receiving concentrated attention from the development community. The map to the right includes entitled projects, projects under review, projects under construction and recently built projects as of December, 2019.

Some projects are currently seeking to move forward under existing zoning, while other projects may wait and take advantage of height changes proposed as part of the Market Octavia Plan Amendment. For more information visit *http://sf-planning.org/market-street-hub-project*.

Given the changes that are anticipated for this area, this is an important moment to think about how the public spaces should be designed and function to best serve the needs of the people that live, work and visit the area.

EXCEPT MUNI
FREEWAY
MARKET
ON RED
101
ONE
SFMTA

This Public Realm Plan sets forth a vision for how streets, alleys and open spaces could be designed. The plan addresses an area centered around a major transit hub at Market Street and Van Ness Avenue and is the high-density core of the Market and Octavia Plan area. The recommendations in this Plan build on the intent of the Market and Octavia Area Plan, which included preliminary ideas for the public realm. (See diagram to the right).

This plan was created by a multi-agency team led by the Planning Department, and was developed and vetted in close coordination with neighborhood stakeholders and other city agencies including the SFMTA and Public Works. The recommendations include specific designs and design strategies for streets, alleys and open spaces. Further refinement will be needed as these projects advance to the design development phase.

Public Realm improvements will be implemented over time. Some improvements may be led and funded by the City and other improvements may be implemented in coordination with private development. Because these projects will be implemented at different times, it is important to set forth a clear direction for how these spaces should be designed and function.

Market Octavia Public realm Improvements for "SoMa West"

WHAT IS THE PUBLIC REALM?

The public realm is the space between the buildings. It includes sidewalks, streets, plazas, parks, any space that the public can access. These spaces provide an opportunity for public life, a place for people to gather or play. In addition to design, the success of these spaces relies on programming, management, and activation of the space.

The public realm also creates an opportunity for public life. Sidewalks, streets, parks and other public spaces can be designed and programmed to encourage people to pause, gather and play.

LIFE

SPACE

BUILDINGS

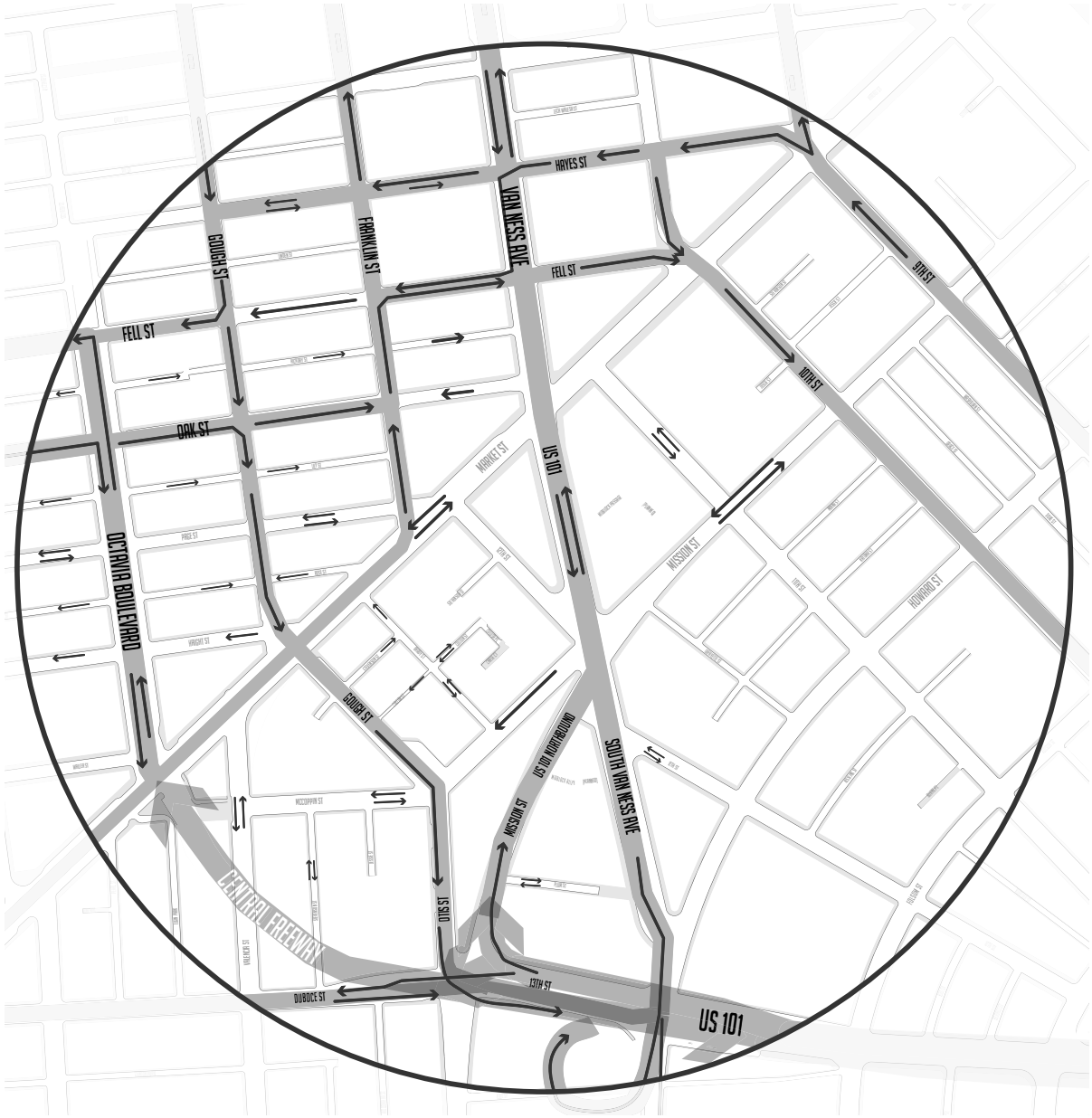
ONE-EYED JACKS
ESTATE
LIQUIDATIONS
621-4390
PROP
CITY
DATASAFE
TOW-AWAY
NO STOPPING
7 AM 9 AM
NO PARKING
2 A.M. 6 A.M.
EVERYDAY
INCLUDING HOLIDAYS
STREET CLEANING

EXISTING CONDITIONS

STREETS & TRANSPORTATION NETWORK

The public realm recommendations outlined in this plan have been developed in the context of the larger transportation networks. The diagrams below highlight the existing vehicle circulation, transit, pedestrian circulation and bicycle network.

For vehicles, there are many major routes that run through the neighborhood. These include a major state route, 101, which runs elevated on the Central Freeway above 13th Street, and South Van Ness (southbound), Van Ness (southbound) and Mission Street (northbound). Other major vehicular routes include Franklin, Gough, Otis, Fell, Oak, Hayes, 9th, 10th, Howard, Folsom, and Duboce Streets, as well as Octavia Boulevard.



VEHICLE CIRCULATION

The Market Octavia Plan Amendment (Hub) area is fortunate to be located in some of the most transit-rich parts of the City. A multitude of major transit lines run through the neighborhood. All Muni Metro subway lines, run beneath Market Street, and all stop at Van Ness Station, among the busiest in the City. A major new Bus Rapid Transit (BRT) line is currently under construction on Van Ness and South Van Ness Avenues, which will significantly upgrade transit capacity and service on this major corridor. Numerous bus lines as well as the F-Market streetcar run on Market Street, while two major, high-capacity Rapid Network bus lines, the 14R and 9R, run on 11th and Mission Streets, respectively, along with Frequent local service. Finally, while it does not stop in the neighborhood, the underground BART tunnel makes its transition from Market to Mission Streets directly beneath the neighborhood.

TRANSIT

The street network in the Market Octavia Plan Amendment (Hub) area includes a number of alleys. All are narrow streets, with rights-of-way no more than 35’ in most cases, and significantly less in others. These alleys are important connections for people walking within the neighborhood.

ALLEYS

The neighborhood has a few existing bicycle routes that are important connections. The most important route of these is Market Street, one of the busiest bikeways in the United States today, especially during morning and evening commute hours. Valencia Street is another major street on the bicycle network, with heavy volumes in the am and pm peak periods. Mission and Otis provide a connection to Market Street from the Howard Street bike lane, and 11th and Polk Streets provide connections from Market Street to the south and north, respectively.

BICYCLES

The Better Streets Plan provides a basis for the design and function of all streets in San Francisco. Within the Market Octavia Plan Amendment (Hub) area are a rich and diverse collection of streets. All streets are classified in the Better Streets Plan based on the existing zoning district. The street types in the Market Octavia Plan Amendment (Hub) area range from major ceremonial streets such as Market Street to a variety of Commercial and Residential Streets, and even one of the City's major boulevards. As streets change with time, so too do Better Streets Plan designations, to better reflect streets' function and purpose over time.

Civic/Ceremonial
Commercial Throughway
Residential Throughway
Boulevard
Downtown Commercial
Mixed Use
Neighborhood Commercial
Downtown Residential
Neighborhood Residential
Alley

BETTER STREETS PLAN

The Vision Zero High Network was created by assigning intersection-level injury counts to street segments and then using spatial mapping tools to identify corridor-level patterns of injuries. This high-injury network includes all modes including people walking, riding bikes, driving and riding motorcycles. With its many high-speed, multilane roads, the Market Octavia Plan Amendment (Hub) area is unfortunately also the location of a high proportion of streets on the Vision Zero High Injury Network. These include the most major and iconic streets that form the core of the neighborhood: Market Street and Van Ness/ South Van Ness Avenues.

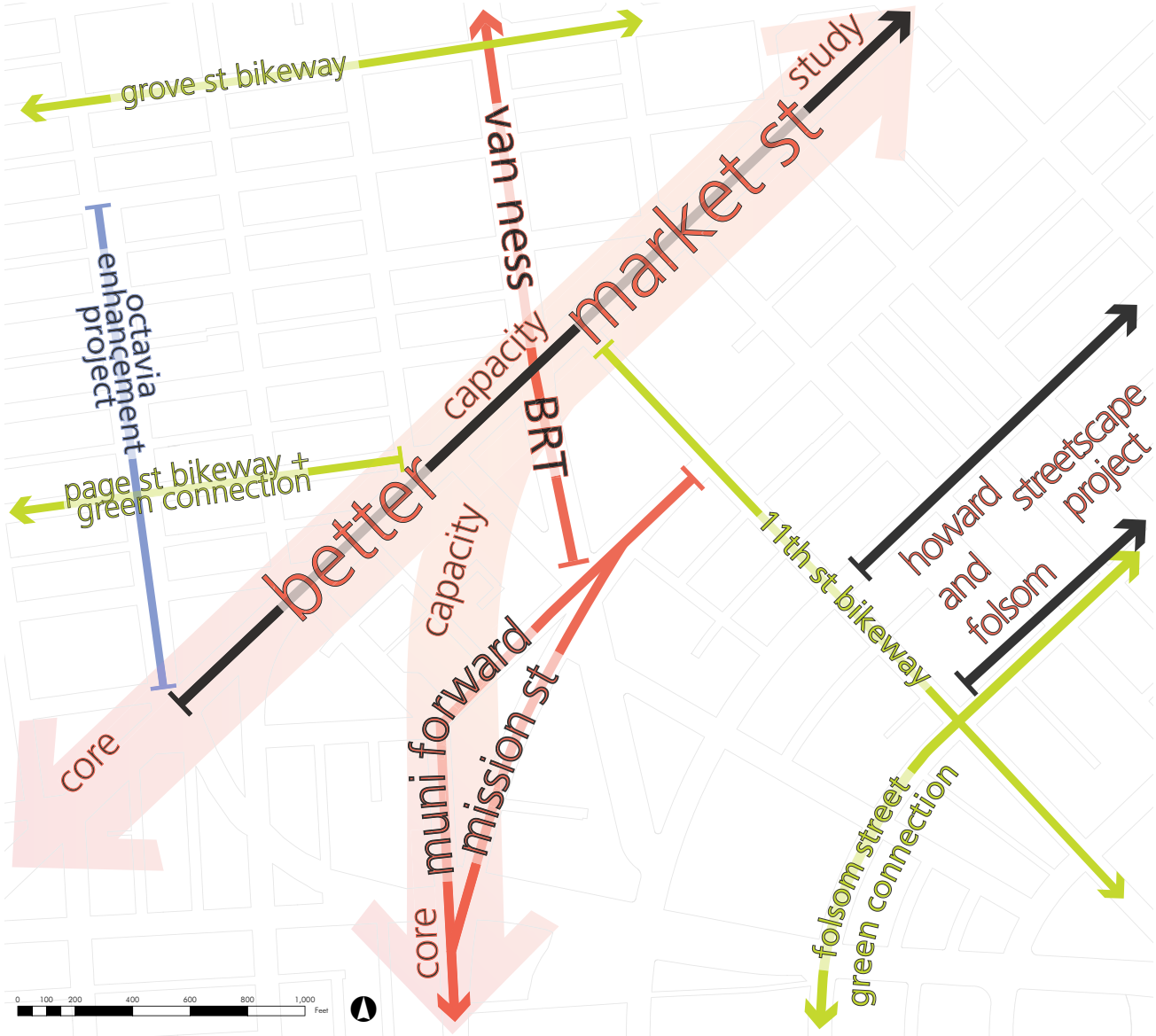
VISION ZERO HIGH-INJURY NETWORK

TRANSPORTATION PROJECTS & STUDIES UNDERWAY

There are a number of active transportation and infrastructure projects in the area.

These projects reinforce the important role that transportation plays in this area and aim to increase capacity and make it safer and more pleasant to walk, bike and take transit.

The public realm recommendations for the Hub take into account the proposed designs and plans for active transportation projects. These projects are summarized on the following pages.



11TH STREET IMPROVEMENT PROJECT

11th Street is an important connecting route between Market Street and Division Street. The street will be upgraded to make 11th Street safer and more comfortable for bicycling and walking, and to better facilitate multimodal transportation. Preliminary design is underway.

PROJECT STATUS: SCOPING

PROJECT WEBSITE: HTTPS://WWW.SFMTA.COM/PROJECTS/11TH-STREET-IMPROVEMENT-PROJECT

14 MISSION RAPID PROJECT

This project will provide dedicated transit-only lanes to allow buses to bypass traffic, reducing delay and making for a smoother ride. It will also consolidate stops along the route for improved efficiency and increased frequency during the AM and PM peak, making for a less crowded and more reliable ride.

PROJECT STATUS: CONSTRUCTION

PROJECT WEBSITE: HTTPS://WWW.SFMTA.COM/PROJECTS-PLANNING/PROJECTS/14-MISSION-RAPID-PROJECT

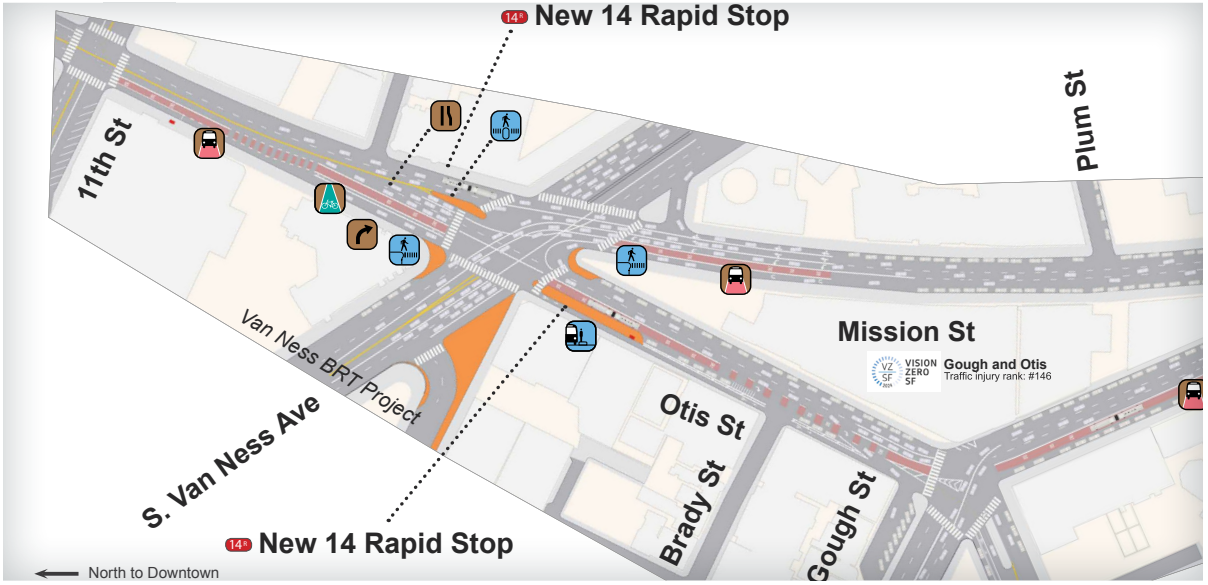
BETTER MARKET STREET

San Francisco's vision for a Better Market Street will reconstruct the City's premier cultural, civic and commercial corridor and the region's most important transit street to make it easier and safer for people to get around and creating a vibrant and inclusive destination where people want to live, work and visit.

PROJECT STATUS: DESIGN

PROJECT WEBSITE: HTTP://WWW.BETTERMARKETSTREETSF.ORG/

Rendering of Better Market Street Project



14 Mission Rapid Project

CONNECT SF

Connect SF is a multi-agency collaboration process to build an effective, equitable and sustainable transportation system for our future. It will develop a Long-Range Vision that will guide plans for the City and its transportation system toward one collective goal.

PROJECT STATUS: PLANNING **PROJECT WEBSITE:** HTTP://CONNECTSF.ORG/

GROVE STREET BIKEWAY

Planning is underway for walking and biking improvements to Grove Street as a part of the Civic Center Public Realm Plan. Grove Street improvements could include pedestrian and bicycle safety upgrades and other streetscape enhancements

PROJECT STATUS: PLANNING **PROJECT WEBSITE:** HTTP://CIVICCENTERSF.ORG/

FOLSOM / HOWARD STREETSCAPE PROJECT

This project, identified in the Central SoMa Plan, will improve safety for all users on Folsom and Howard Streets, address the future transportation demands of additional residential and commercial development in the SoMa neighborhood, encourage comfortable and safe bicycling and walking for all users, and enhance the role of transit to more effectively serve the neighborhood.

PROJECT STATUS: DESIGN

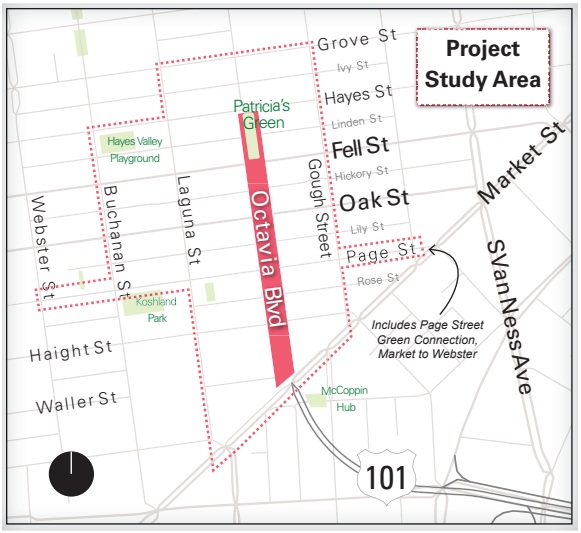
PROJECT WEBSITE: HTTPS://WWW.SFMTA.COM/PROJECTS-PLANNING/PROJECTS/FOLSOM-HOWARD-STREETSCAPE-PROJECT

OCTAVIA BOULEVARD ENHANCEMENT PROJECT

The Octavia Boulevard Enhancement Project will evaluate travel conditions between Market Street and Hayes Street, as well as the intersecting corridors such as Oak and Fell streets. The project will implement engineering improvements that enhance safety, comfort and livability for people who travel through, work and live in the area.

PROJECT STATUS: DESIGN

PROJECT WEBSITE: HTTPS://WWW.SFMTA.COM/PROJECTS-PLANNING/PROJECTS/OCTAVIA-BOULEVARD-ENHANCEMENT-PROJECT



Octavia Boulevard Enhancement Project Boundary

PAGE STREET BIKEWAY/GREEN CONNECTION

Page Street is receiving attention as part of the Octavia Enhancement Project and the Lower Haight Public Realm Plan. Improvements will build on the recent addition of a center-running green bike lane and green bike turning boxes, and will capitalize on Page Street's important role as a key east-west Green Connection route through the Upper and Lower Haight neighborhoods.

PROJECT STATUS: PLANNING, DESIGN

PROJECT WEBSITE: HTTP://SF-PLANNING.ORG/LOWER-HAIGHT-PUBLIC-REALM-PLAN

Page Street, looking west

RAIL CAPACITY STUDY

This strategy identifies near-term and long-term investments to reduce crowding of the MUNI Metro system and improve transit service. A long-term transportation investment is under consideration for the Division Street corridor. Source: Draft SFMTA Rail Capacity Strategy, February 2016

PROJECT STATUS: PLANNING **PROJECT WEBSITE:** HTTP://CONNECTSF.ORG/

VAN NESS BUS RAPID TRANSIT (BRT) AND STREETSCAPE PROJECT

The new Van Ness BRT will improve transit service along Van Ness Avenue, by reducing transit trip times by as much as 32%. In addition, this project will improve pedestrian safety and comfort, enhance the street's urban design, and strengthen the identity of Van Ness Avenue. Construction began in late 2016.

PROJECT STATUS: CONSTRUCTION

PROJECT WEBSITE: HTTPS://WWW.SFMTA.COM/PROJECTS-PLANNING/PROJECTS/VAN-NESS-IMPROVEMENT-PROJECT

VAN NESS STATION CAPACITY STUDY

The SFMTA is leading a study of Van Ness Station to understand how the station currently functions and how people access and move through the station. A final report including recommendations and cost estimates is scheduled to be released late Fall 2019

PROJECT STATUS: PLANNING

Rendering of Van Ness Bus Rapid Transit Project

L.F.C.
ANFIELD
H1
H2
H3
H4
H6
H7
H8
H9
H10
N1
1699 MARKET

RECOMMENDATIONS

STREETS

ALLEYS

OPEN SPACES

The recommendations on the following pages represent preliminary conceptual designs for streets, alleys and open spaces. The designs build on the ideas laid out in the Market Octavia Area Plan and have been further refined with input from City agencies and members of the public.

NO PARKING
12:01 AM TO 6AM
MON WED FRI
STREET CLEANING
Bank of America
HONDA
SF HONDA
DO NOT
ENTER

RECOMMENDATIONS

STREETS

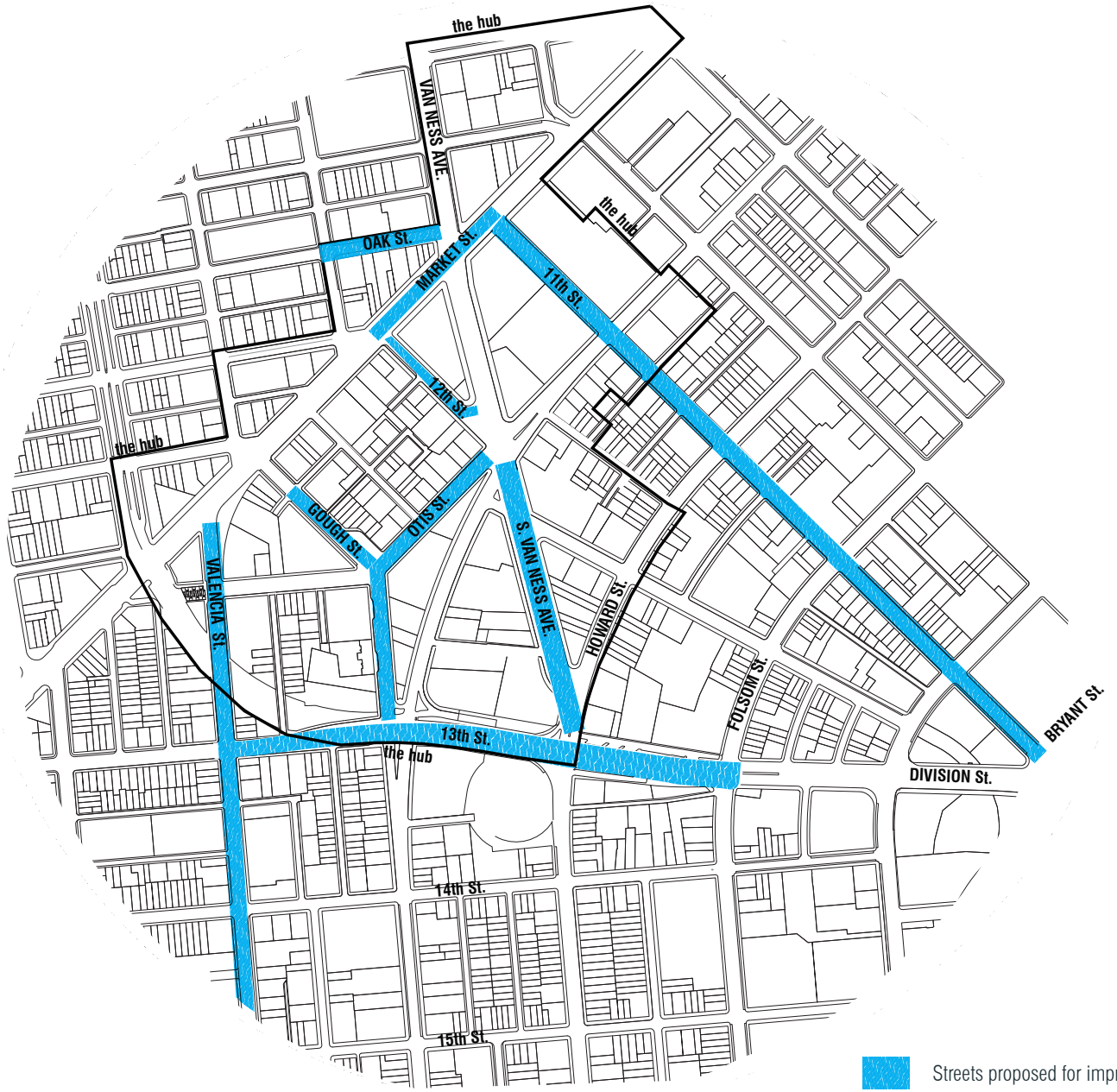
STREETS

STREETS IDENTIFIED FOR IMPROVEMENT

Specific design recommendations have been developed for the following streets with the Market Octavia Plan Amendment (Hub) Area:

- 11th Street, from Market Street to Bryant Streets
- 12th Street, from Market to Otis Street/South Van Ness Avenue
- 13th Street, from Valencia to Folsom Streets
- Gough Street, from Stevenson to Otis Street
- Market Street, from 11th to 12th Streets
- Oak Street, from Franklin Street to Van Ness Avenue
- Otis Street, from Duboce Street to South Van Ness Avenue
- South Van Ness Avenue, from Mission to 13th Streets
- Valencia Street, from Market to 15th Streets

The design recommendations have been developed assuming the existing central freeway is in place. However, the recommendations do not preempt any future study of the freeway.


the hub
VAN NESS AVE.
OAK St.
MARKET St.
11th St.
12th St.
the hub
the hub
GOUGH St.
OTIS St.
VALENCIA St.
S. VAN NESS AVE.
HOWARD St.
FOLSOM St.
BRYANT St.
13th St.
the hub
DIVISION St.
14th St.
15th St.
Streets proposed for improvements

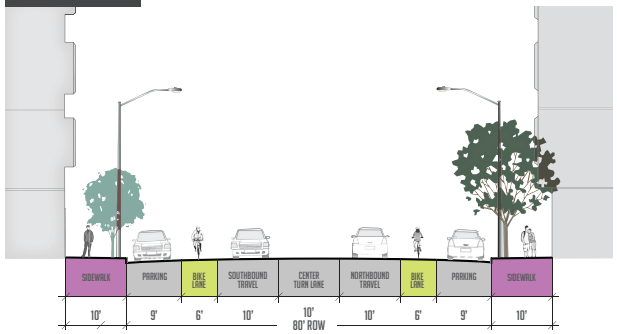
VALENCIA ST: MARKET ST TO 15TH ST

Valencia is a neighborhood commercial street and an important north-south connection for pedestrians and people riding bikes. Public realm improvements were implemented south of 15th Street in 2010. This proposal would connect to these recent improvements with a redesign from 15th Street and Market Street that creates a protected bicycle facility with enhanced pedestrian safety improvements.

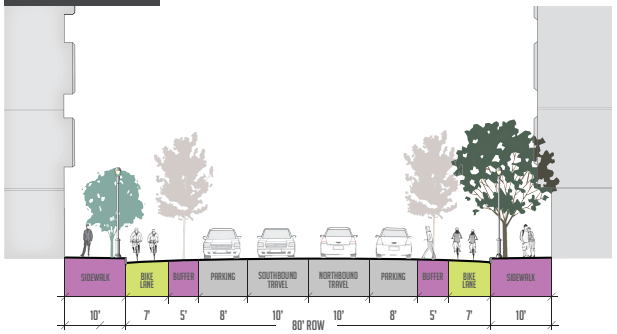
DESIGN STRATEGIES

1. Redesign one of San Francisco's busiest bike streets with one-way parking-protected bikeways for maximum safety, comfort, and long-term use
2. Add corner bulb-outs at all intersections for the safety of all users, and add greening, seating, or other street furnishings at site-specific bulb-out locations
3. Add raised crosswalks at all alleys, including Clinton Park, Brosnan, and Rosa Parks
4. Explore opportunities for public art on blank facades
5. Add infill street trees planting and, where appropriate, sidewalk greening
6. Add pedestrian-scale lighting.

EXISTING



PROPOSED



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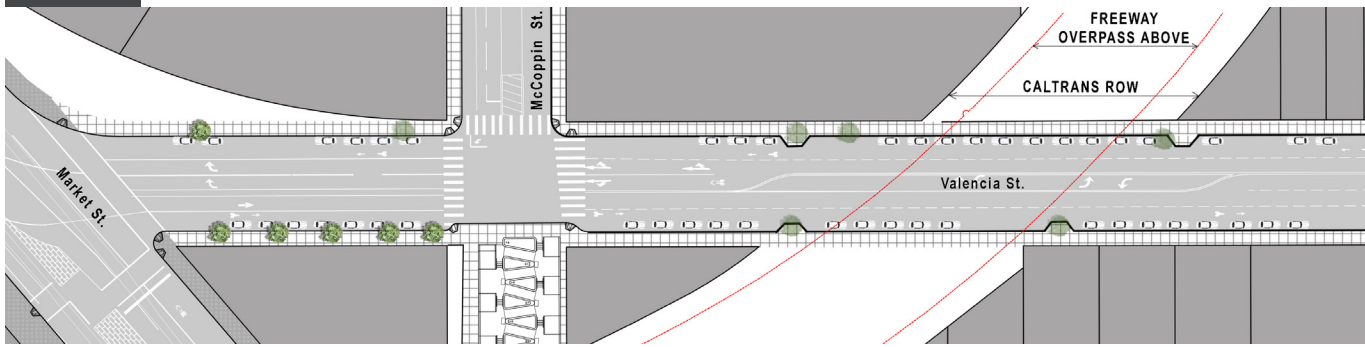

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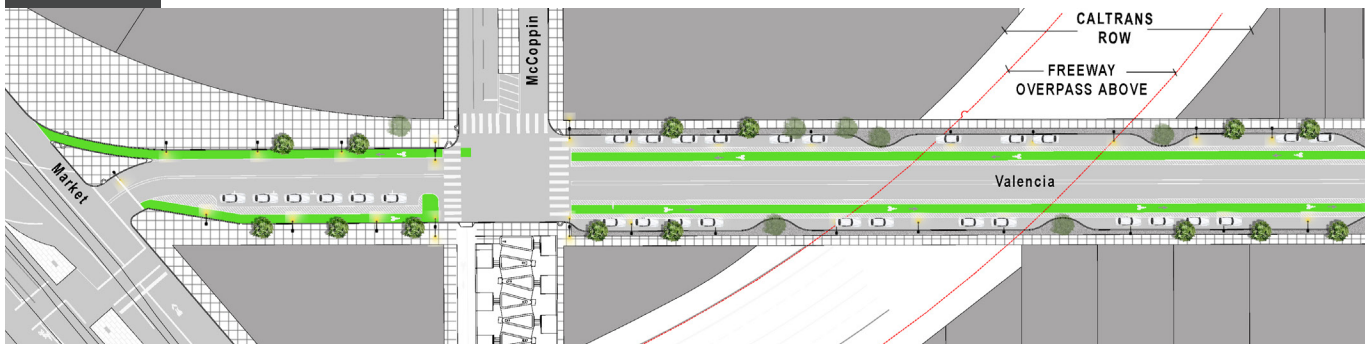
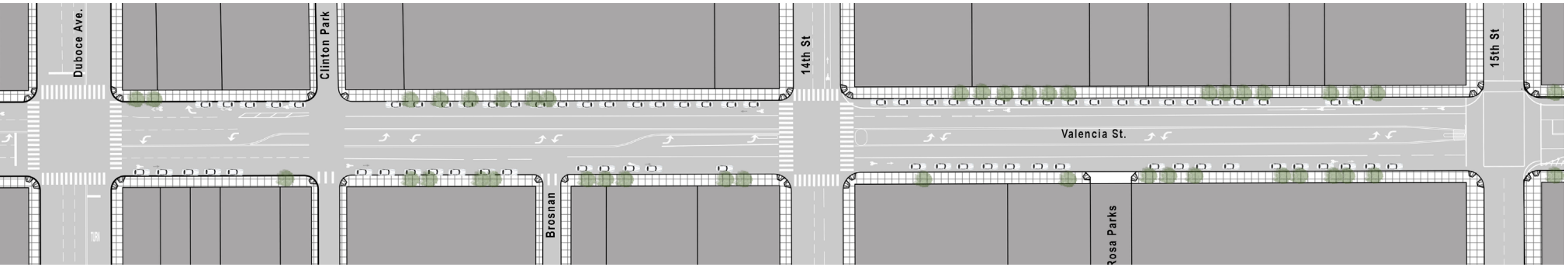
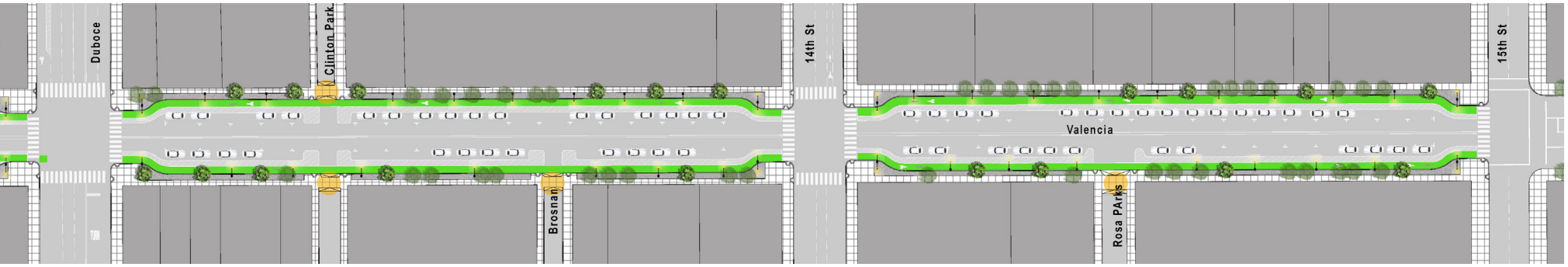


VALENCIA ST: MARKET ST TO 15TH ST

Market & Valencia Intersection

Valencia and Duboce looking south





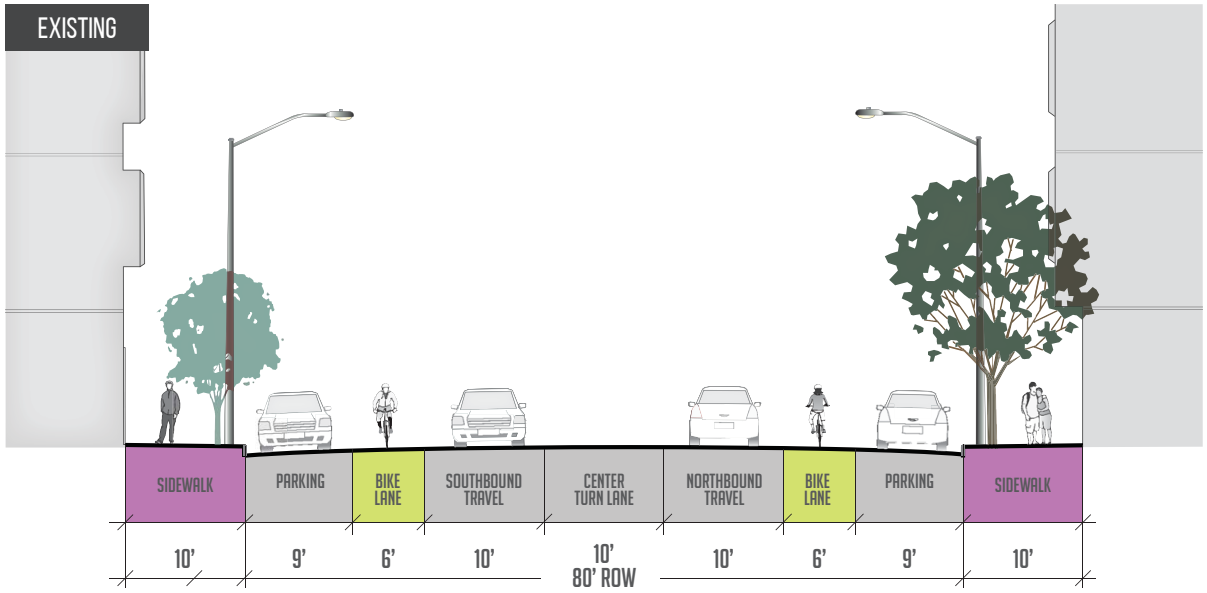
Note: Operational/Maintenance constraints require additional review and approval from San Francisco Public Works and San Francisco Municipal Transportation Agency

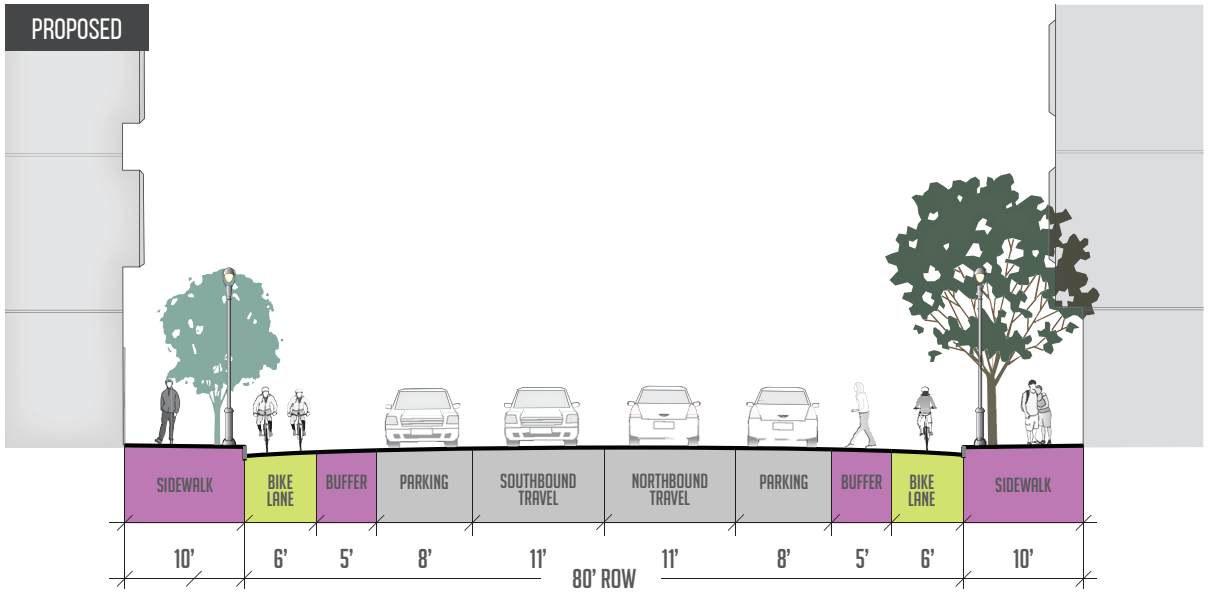
11TH ST: MARKET ST TO BRYANT ST

11th Street is an important street for transit and bicycles connecting SoMa to Market Street. Currently the street has three lanes of traffic, including a center turn lane; bicycle lanes; and curb-side parking lanes. The center turning lane would be repurposed to create a parking protected bicycle lane in both directions, with shortened crosswalks and transit boarding islands, for a safer street for people taking transit and riding bikes.

DESIGN STRATEGIES

1. Redesign the street with transit boarding islands, corner bulb-outs, and a parking-protected bike lane for the safety and comfort for all users
2. Reconfigure parking to accommodate curb-side bike lanes
3. Integrate new boarding islands with protected bike lanes
4. Add raised crosswalks at all alleys
5. Explore opportunities for public art on blank facades
6. Add infill street trees planting and, where appropriate, sidewalk greening
7. Upgrade pedestrian lighting along sidewalks





11TH ST: MARKET ST TO BRYANT ST

Market & 11th Street, looking east

11th Street, looking south

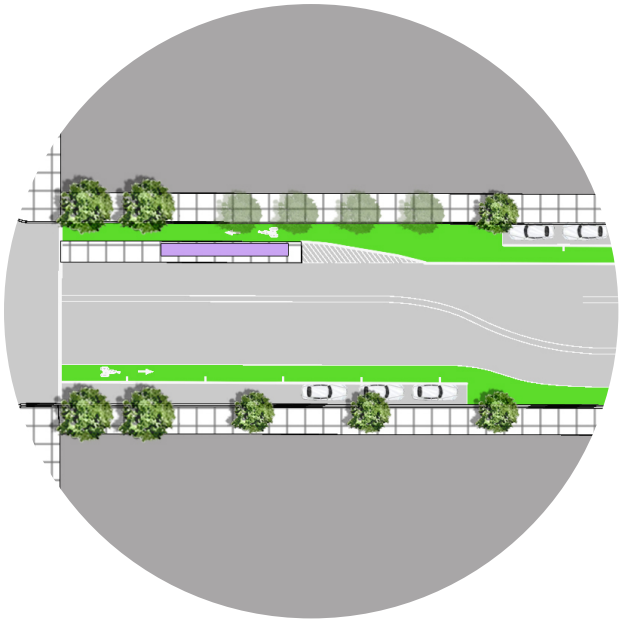


Figure 1. Market St intersection

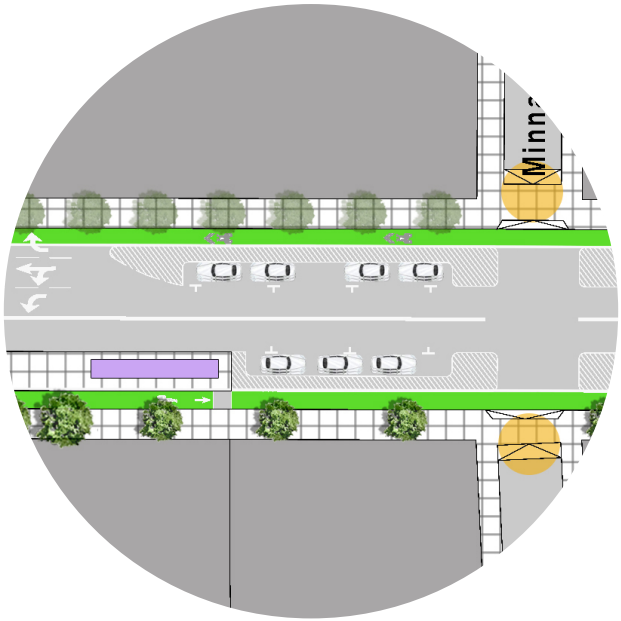


Figure 2. Typical Bus Platform design

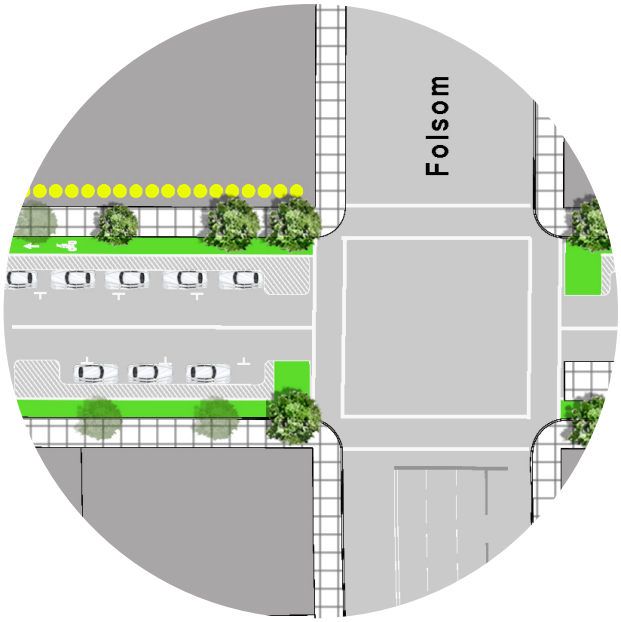
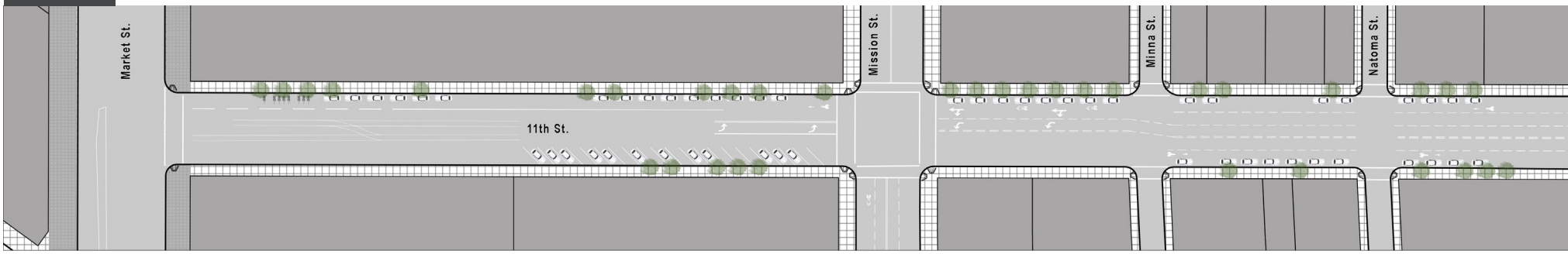


Figure 3. Folsom St intersection

11TH ST: MARKET ST TO BRYANT ST

EXISTING



PROPOSED

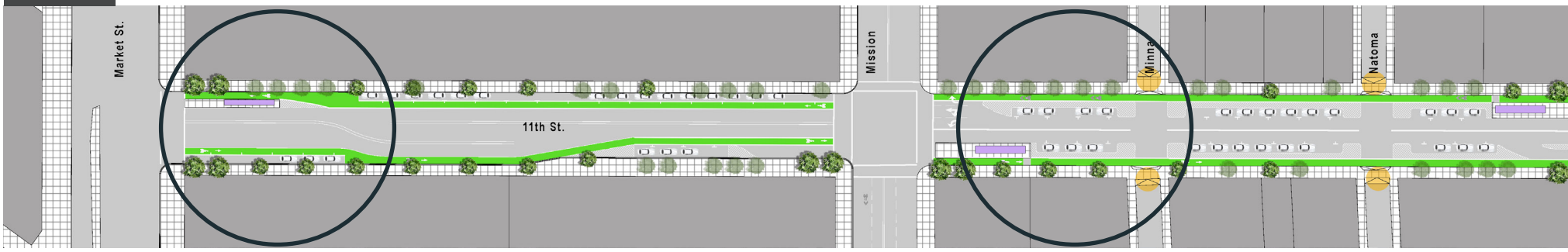


Figure 1. Market St intersection

Figure 2. Typical Bus Platform design

Note: Operational/Maintenance constraints require additional review and approval from San Francisco Public Works and San Francisco Municipal Transportation Agency

11TH ST: MARKET ST TO BRYANT ST

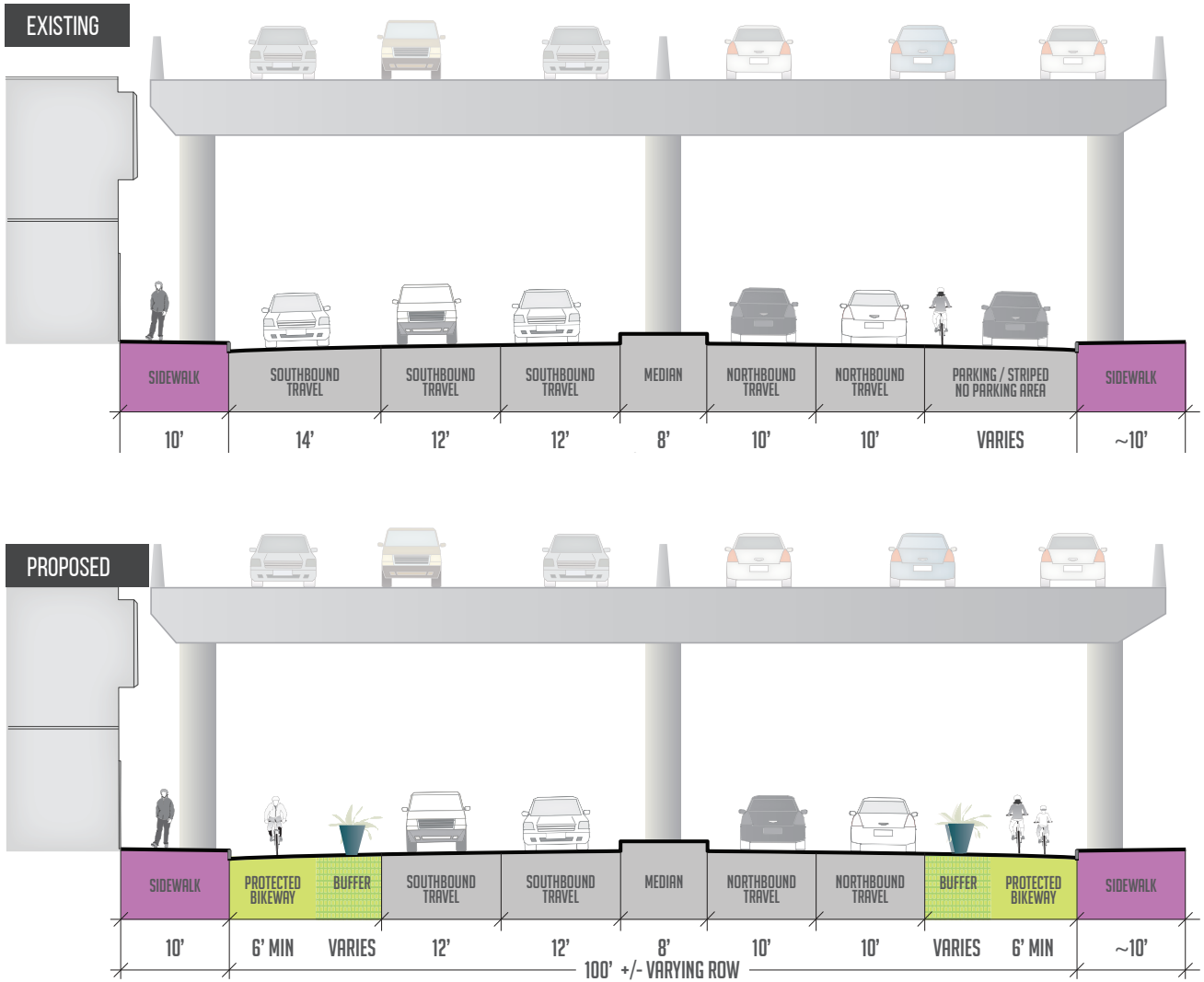
Figure 3. Folsom St intersection

13TH ST: VALENCIA ST TO FOLSOM ST

13th Street is a heavily-trafficked and auto-dominated street associated with the entry and exit to the Central Freeway. Though it runs beneath the freeway, 13th Street is also used by people walking and riding bikes because it is flat and provides a direct connection from SoMa to the Mission. Excess roadway would be repurposed to create new protected cycletracks in both directions, with intersections redesigned to improve safety for all users.

DESIGN STRATEGIES

1. Improve the sidewalk connection between Mission and Howard Street on north side of 13th St
2. Reorganize Caltrans parking under off-ramp with pedestrian space and protected bike lane
3. Add extended bulb-outs at all corners for the safety of all users
4. Add protected bike lanes from Valencia to Howard; east of Howard, redesign service lane and parking to add pedestrian space and a protected bike lane
5. Add raised crosswalk at Woodward Street for pedestrian safety
6. Add infill tree planting whereever possible
7. Add pedestrian lighting on extended sidewalk on north side of 13th street.
8. Explore opportunities for public art on freeway columns
9. Enable safe biking crossing of Mission Street with new split signal phase



13TH ST: VALENCIA ST TO FOLSOM ST

Mission & 13th Street/Duboce, looking south

13th Street/Duboce, looking west

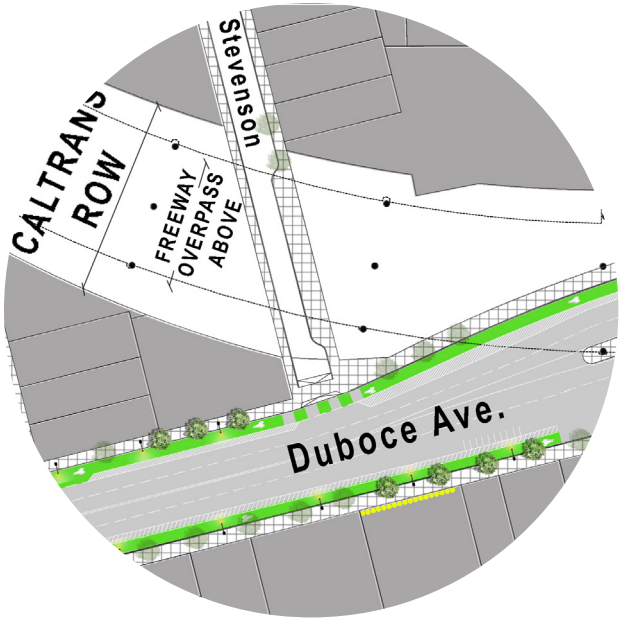


Figure 1. Valencia St intersection

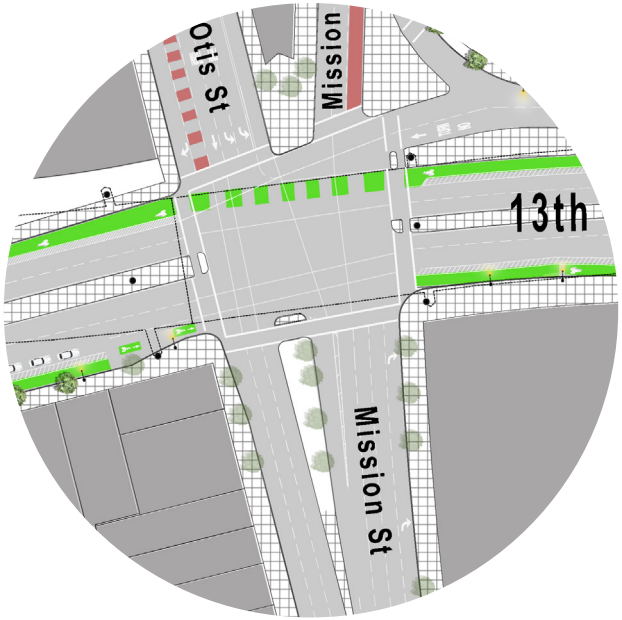


Figure 2. Mission-Otis Intersection

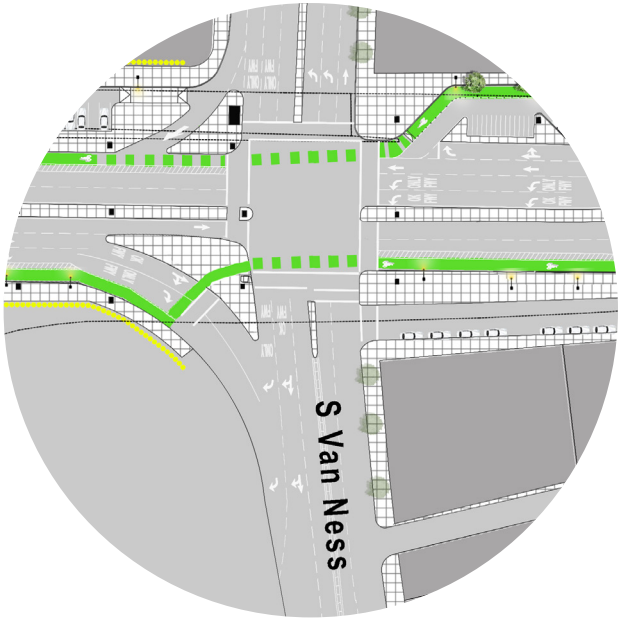
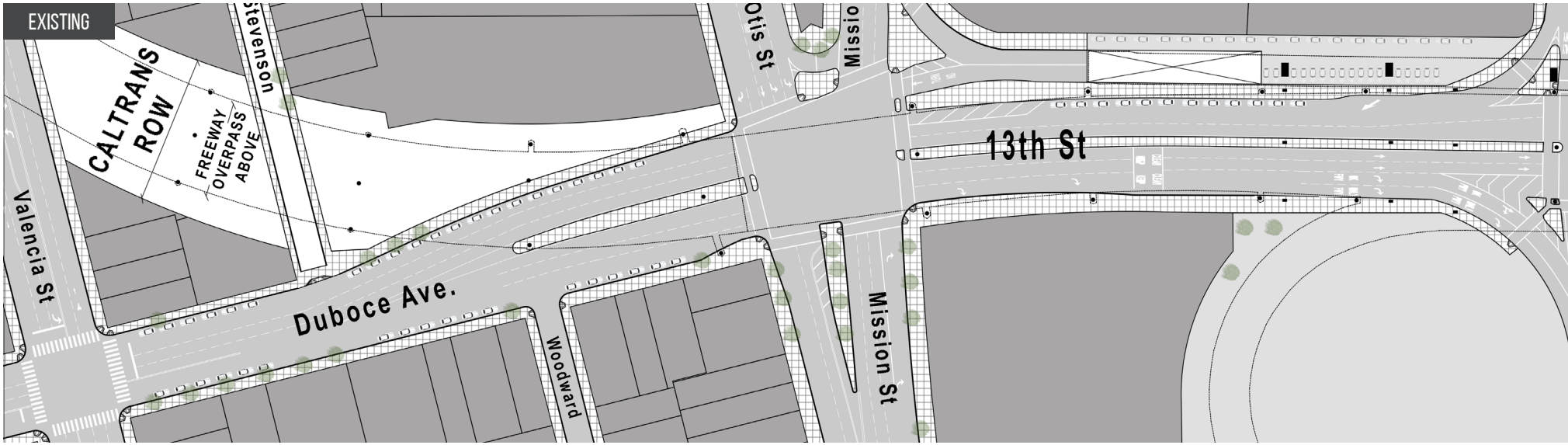


Figure 3. S Van Ness intersection

13TH ST: VALENCIA ST TO FOLSOM ST



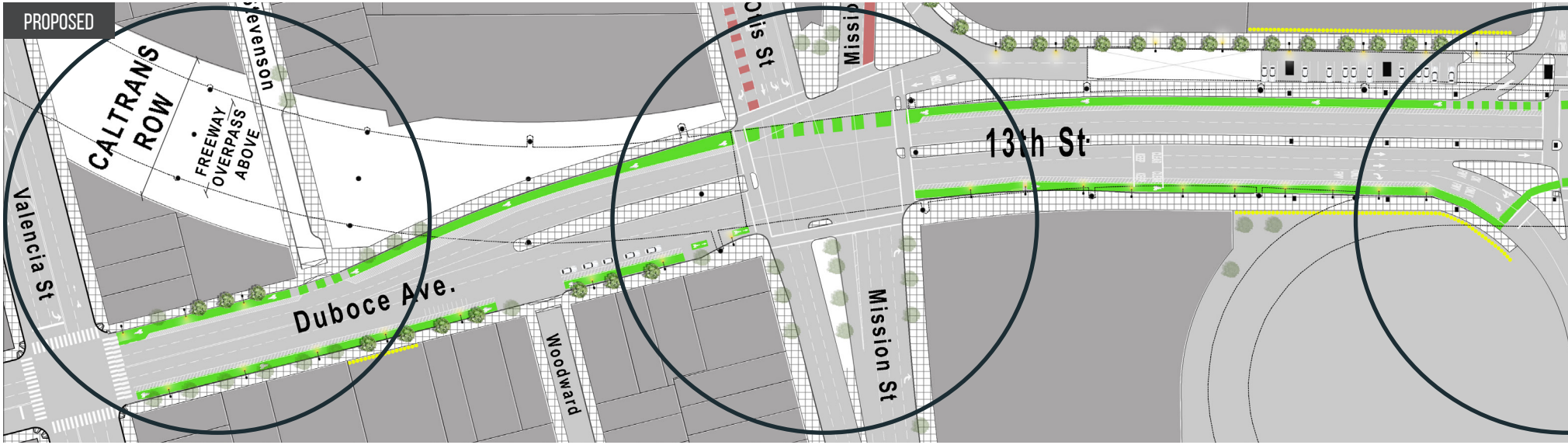


Figure 1. Valencia St intersection

Figure 2. Mission-Otis Intersection

Note: Operational/Maintenance constraints require additional review and approval from San Francisco Public Works and San Francisco Municipal Transportation Agency

13TH ST: VALENCIA ST TO FOLSOM ST

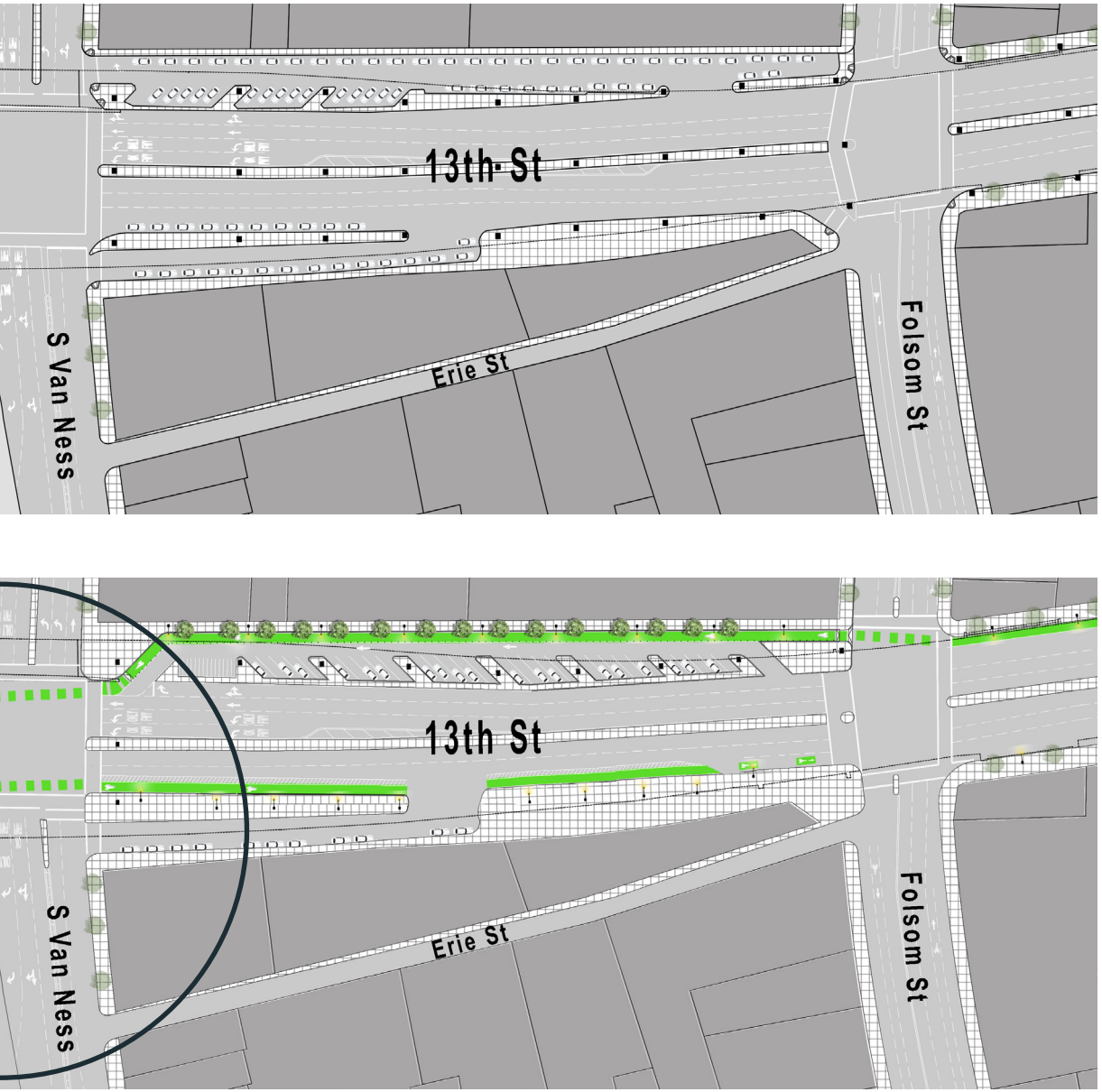


Figure 3. S Van Ness intersection

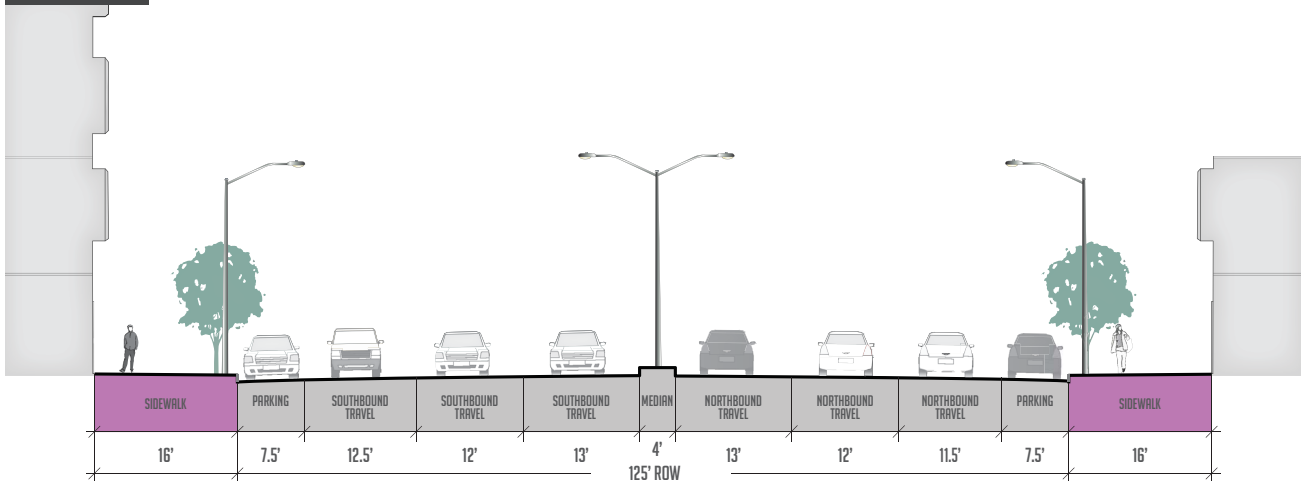
SOUTH VAN NESS AVE: MISSION ST TO 13TH ST

As the on-street route of State Highway 101, South Van Ness Avenue is a heavily trafficked and auto-dominated street associated with the entry and exit to the Central Freeway. The street would be transformed into a boulevard design with planted medians to visually narrow the roadway and improve safety. The boulevard design would accommodate but calm vehicular traffic while also improving the street for residents and pedestrians.

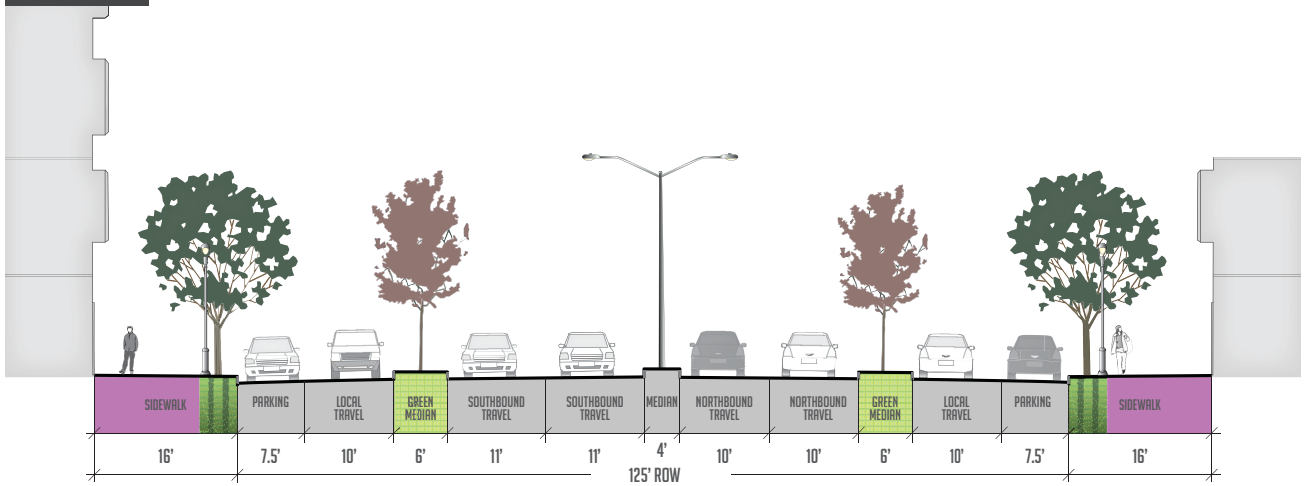
DESIGN STRATEGIES

1. Redesign as a boulevard for safety, traffic calming and livability for residents, with through vehicle lanes separated from local lanes by planted medians
2. Upgrade sidewalks with 8' wide furnishing zone, including new pedestrian lighting
3. Add a decorative railing along the central median, with combined pedestrian and roadway lighting fixtures, and infill median lights
4. Add large new bulbouts at Mission and South Van Ness, and at 12th and South Van Ness for pedestrian safety
6. Add signalized new mid block pedestrian crossing between 12th and Howard
7. Add large new bulb-out pedestrian space at Howard with placemaking elements

EXISTING



PROPOSED



SOUTH VAN NESS AVE: MISSION ST TO 13TH ST

South Van Ness & 12th Street, looking east

Mission & South Van Ness, looking south

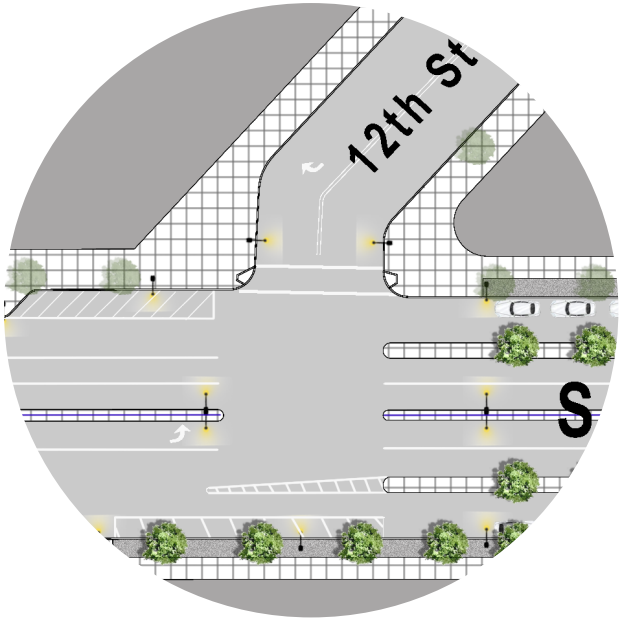


Figure 1. 12th Street intersection

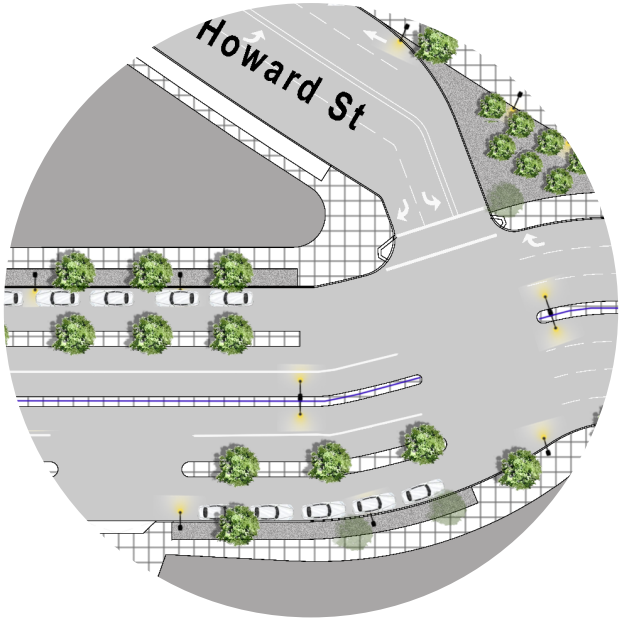


Figure 2. Howard St intersection

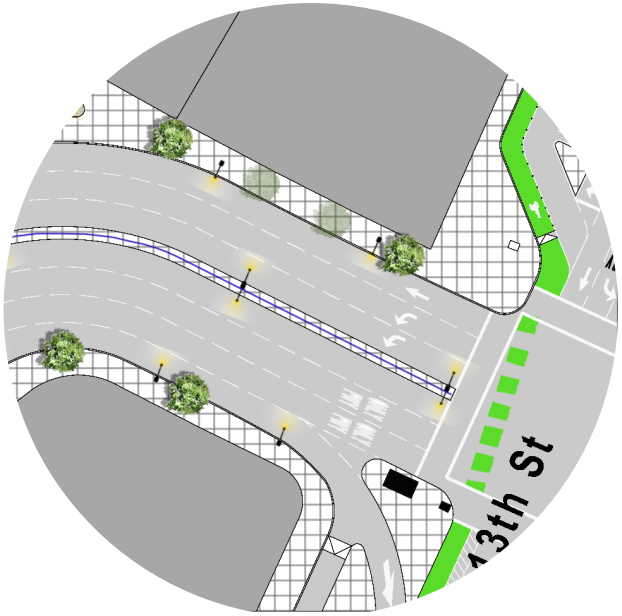
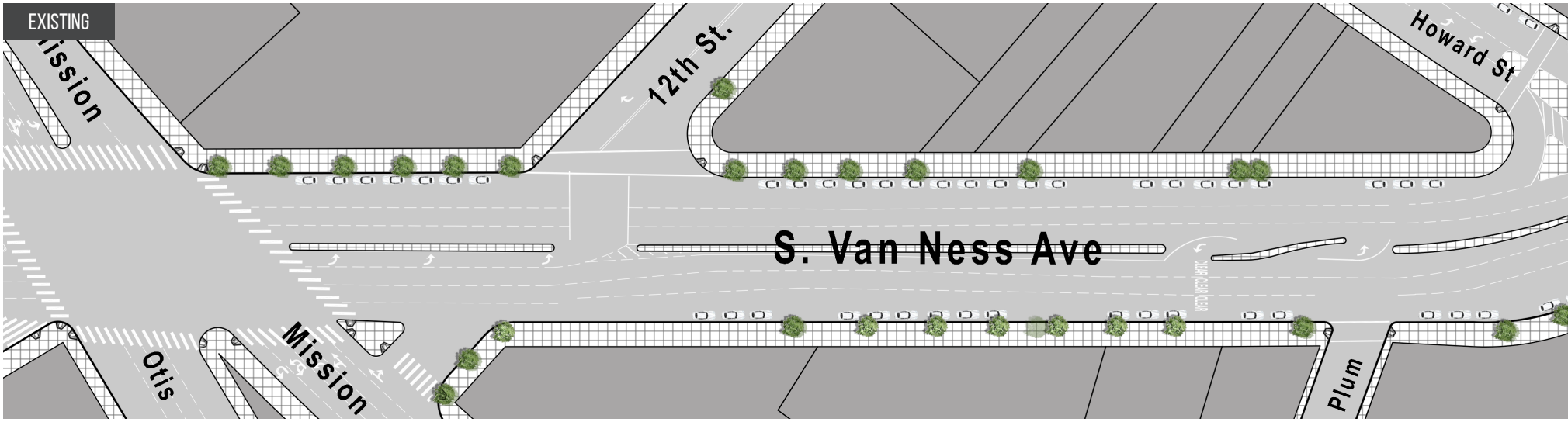


Figure 3. 13th St intersection

SOUTH VAN NESS AVE: MISSION ST TO 13TH ST



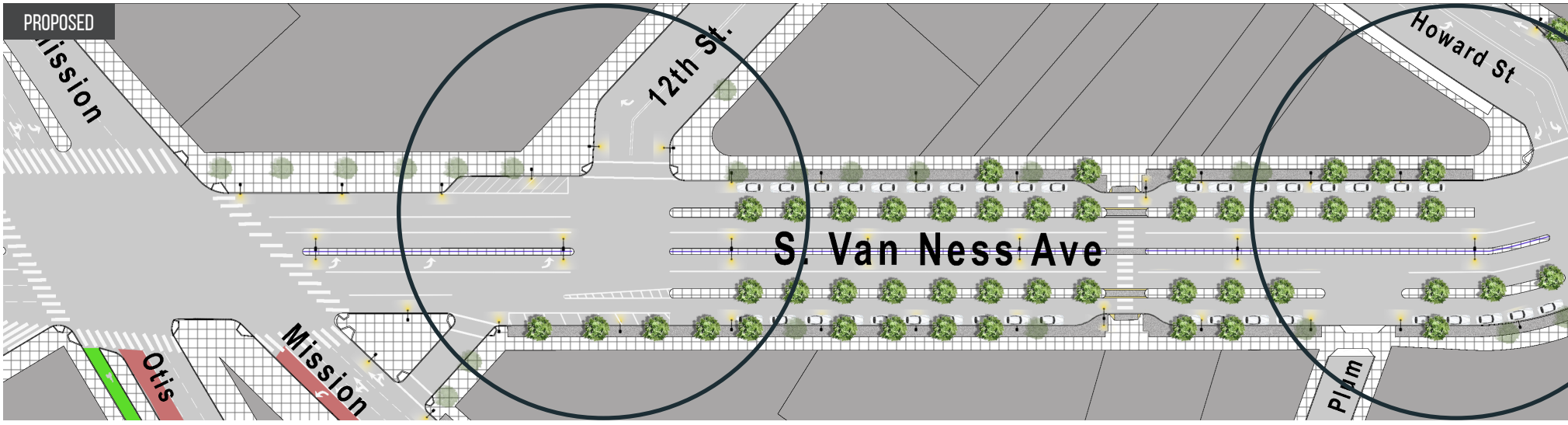


Figure 2. 12th St intersection

Figure 2. Howard St intersection

Note: Caltrans approval and coordination required. Operational/Maintenance constraints require additional review and approval from San Francisco Public Works and San Francisco Municipal Transportation Agency

SOUTH VAN NESS AVE: MISSION ST TO 13TH ST

Figure 3. 13th St intersection

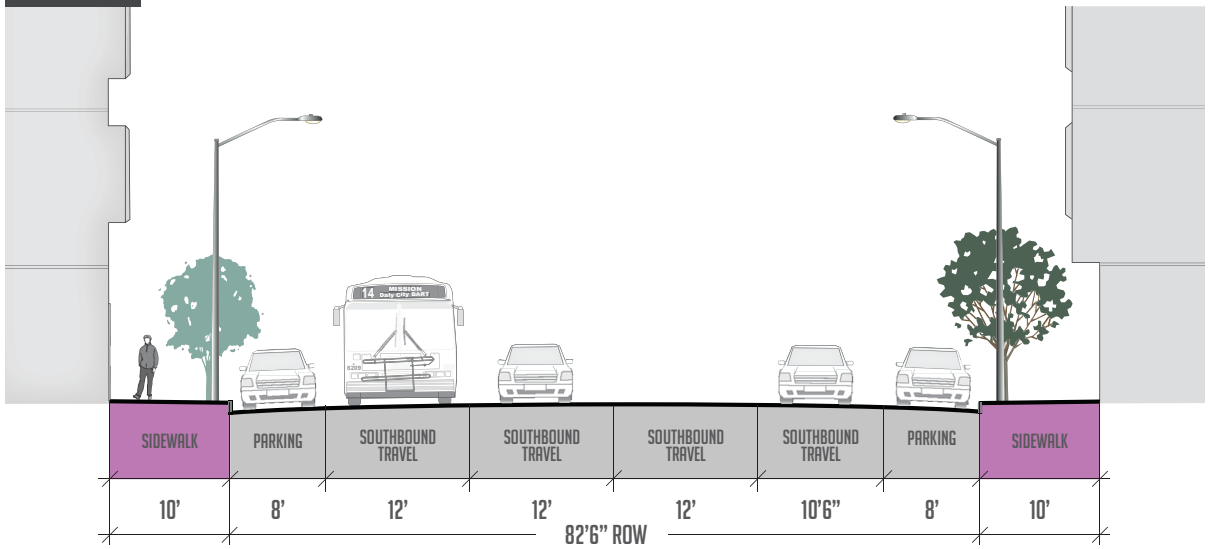
OTIS ST: DUBOCE AVE TO SOUTH VAN NESS AVE

Otis is a one-way, two-block street that functions as a couplet with Mission Street. Between South Van Ness and Gough, parking would be reconfigured to create a transit-only lane, a protected bikeway, and wider sidewalks at South Van Ness and Mission. From Gough to 13th Street, parking would be removed on the east side of the street to create a northbound travel lane to improve circulation and access from the Mission and the Central Freeway to Market and Franklin Streets, while also addressing pedestrian safety issues at South Van Ness and Mission.

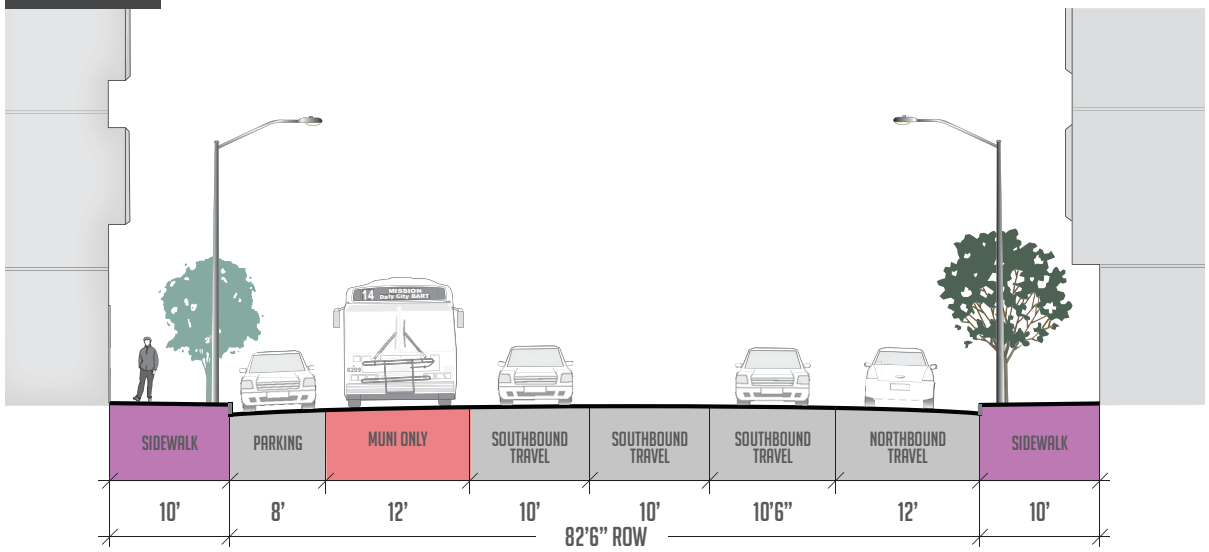
DESIGN STRATEGIES

1. Redesign Otis Street to allow vehicles to travel north between Duboce and Gough Street
2. Create a new public space at the intersection of Gough Street and Otis Street
3. Reallocate additional right of way to slow traffic, enhance transit, and improve bicycle safety on Otis Street between South Van Ness Avenue and Gough Street
4. Upgrade streetlights to city standard, incorporate pedestrian lighting where appropriate
5. Infill Street Trees

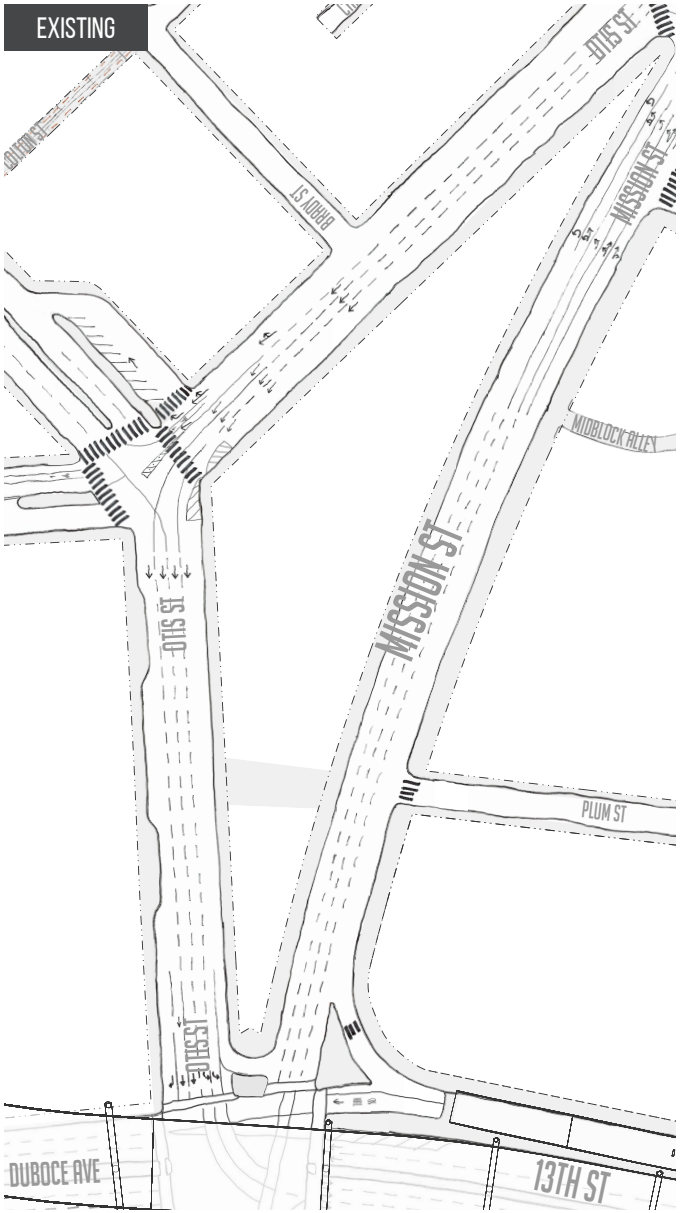
EXISTING

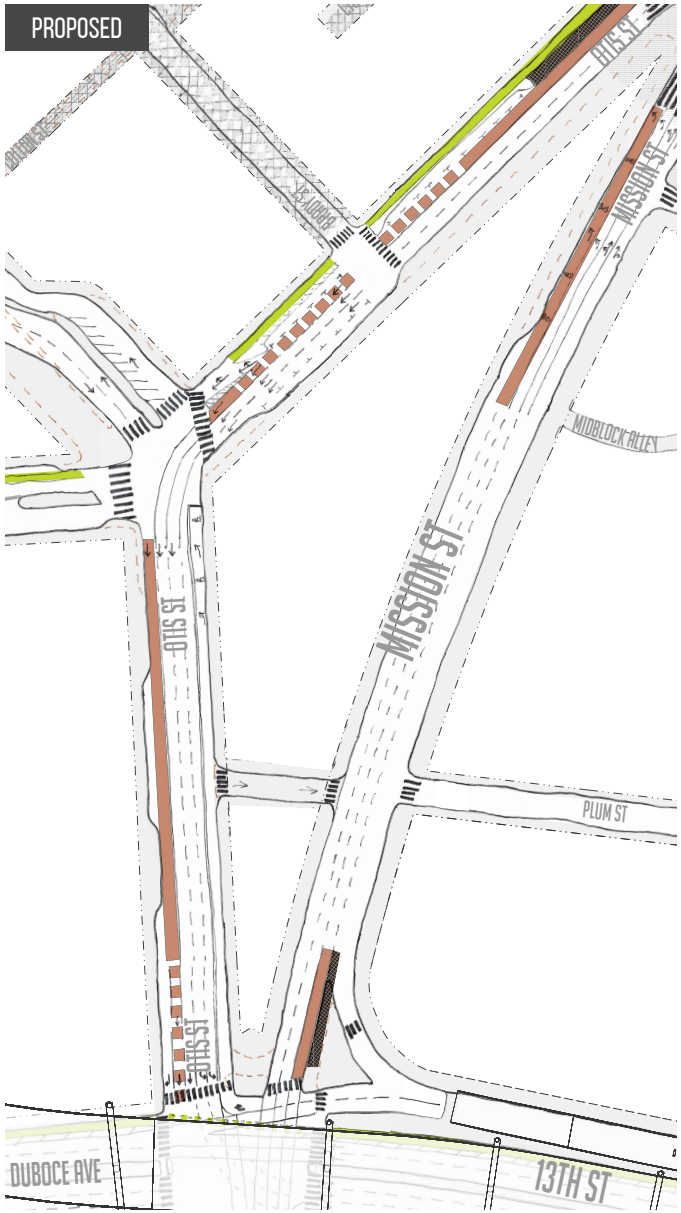


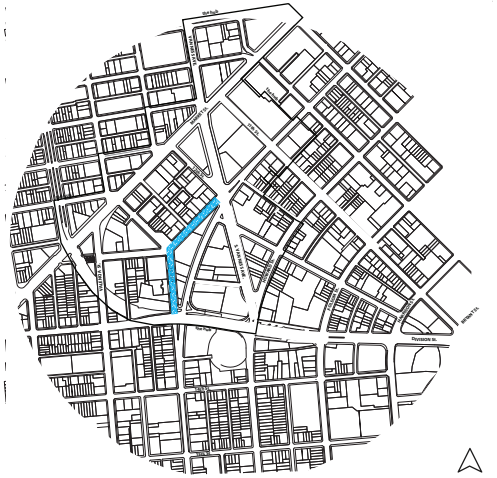
PROPOSED



OTIS ST: DUBOCE AVE TO SOUTH VAN NESS AVE







Otis & Gough, looking south

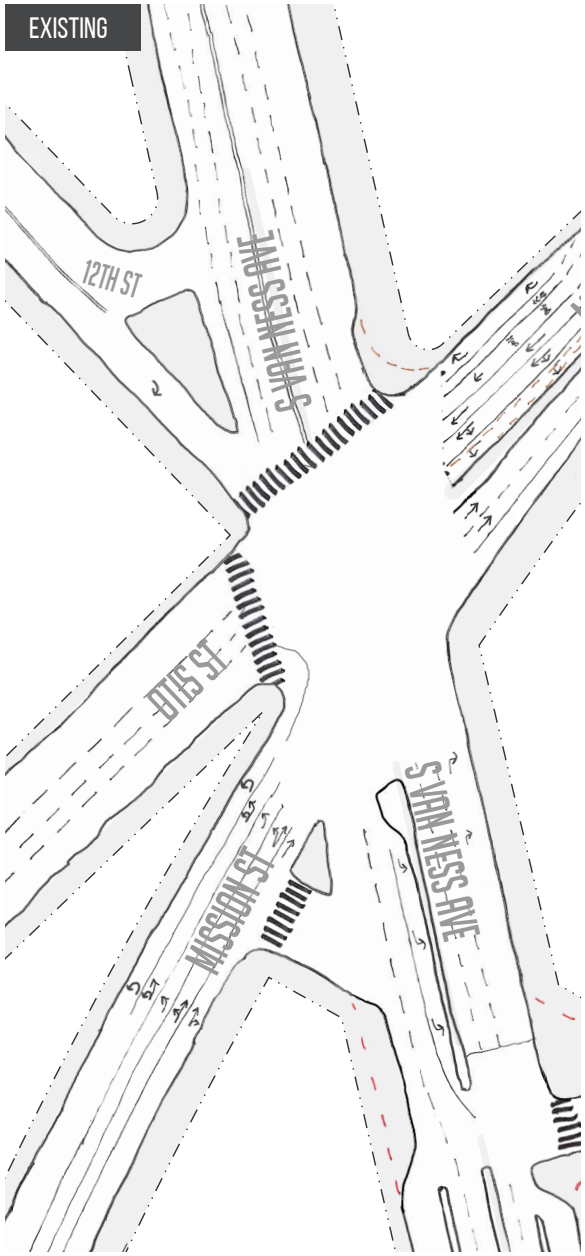
Otis & South Van Ness, looking south

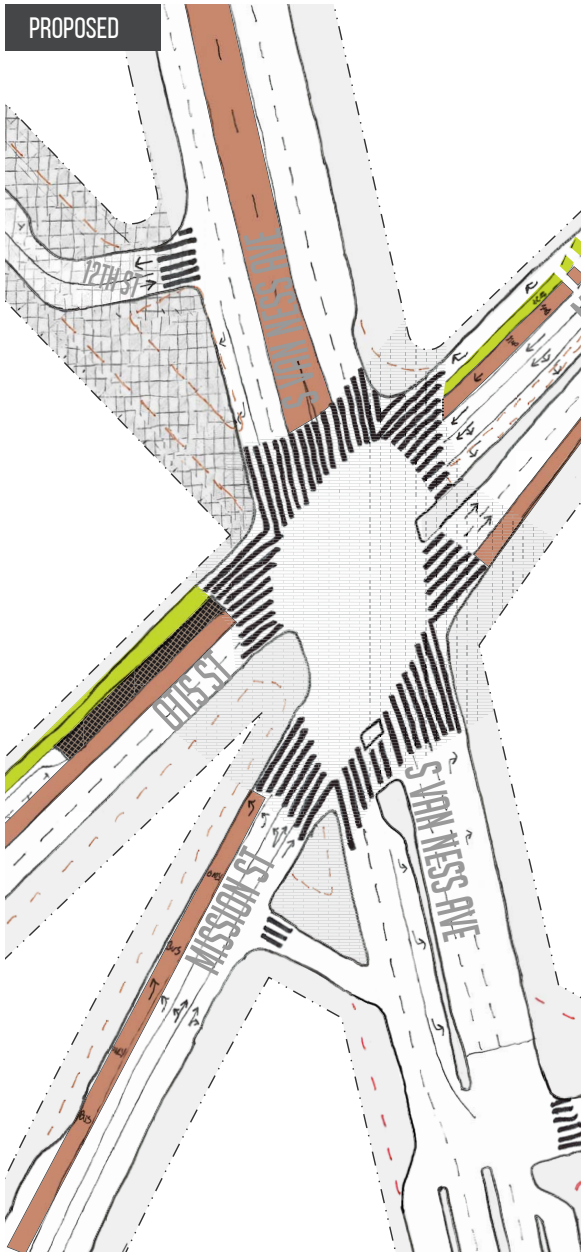
MISSION / SOUTH VAN NESS INTERSECTION

The Mission and South Van Ness intersection is a convergence of six different streets at different scales and unusual geometries. It has high rates of injury for all users, and is particularly uncomfortable for the high numbers of pedestrians who use it, with long crossings and wait times, and high-speed, high-volume traffic. While the intersection is heavily used by people walking, it also plays an important role for State Route 101 and as a result, there are some limitations for major transformation. The proposal includes realigning 12th Street to create a new 12th Street plaza in coordination with the Van Ness BRT project. Other changes to the intersection would aim to calm traffic and simplify turning movements to improve safety for all users and enhance the pedestrian experience.

DESIGN STRATEGIES

1. Visually define and mark the crosswalks
2. Add a pedestrian refuge on Mission Street east of Van Ness Avenue
3. Simplify the intersection for pedestrians and provide more crossing time for pedestrians by eliminating U-turn from east bound Mission onto westbound Otis





MISSION / SOUTH VAN NESS INTERSECTION

Mission & South Van Ness, looking north

Mission & South Van Ness, looking south

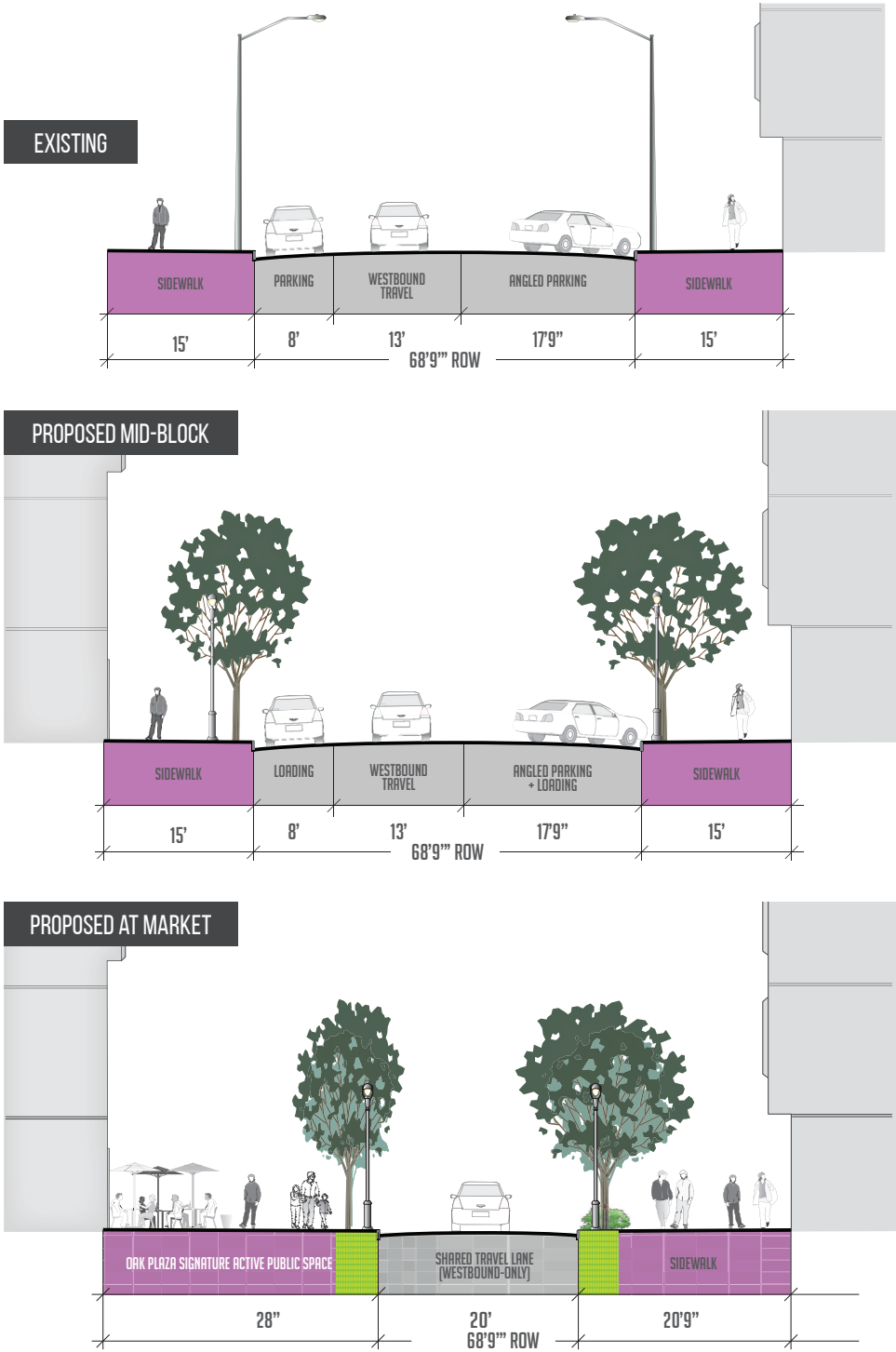
OAK ST: MARKET ST TO FRANKLIN ST

The final block Oak Street, between Franklin and Market, is much different street in character from the rest of Oak Street. While still relatively wide, it is a one-lane, one-way street - in the opposite direction as the rest of Oak Street. San Francisco Fire Department Station 36 is one block away, and Oak Street is used in a contra-flow direction for fire trucks traveling towards SoMa. Three new developments will line Oak Street with active ground floor uses and residential uses above. Some of the roadway will be repurposed to create a high quality civic street, while maintaining parking on the north side of the street and providing space for passenger loading and deliveries.

DESIGN STRATEGIES

1. Create an iconic, vibrant and active street
2. Add pedestrian lights, street trees and other streetscape amenities to enhance the pedestrian experience
3. Accommodate on-street commercial loading and passenger drop off
4. Accommodate fire trucks traveling from the Fire Station to Van Ness Avenue

Note: Operational/Maintenance constraints require additional review and approval from San Francisco Public Works and San Francisco Municipal Transportation Agency



OAK ST: MARKET ST TO FRANKLIN ST

EXISTING

PROPOSED

12TH ST: MARKET ST TO MISSION ST

This block of 12th Street is a wide street with very low traffic volumes. Three new developments will line 12th Street with active ground floor uses and residential uses above. The Market & Octavia Area Plan identified the need to redesign 12th Street to recapture space for pedestrians. This proposal builds on the intent of the Area Plan by repurposing the roadway to create wider sidewalks and a more active and green pedestrian environment.

DESIGN STRATEGIES

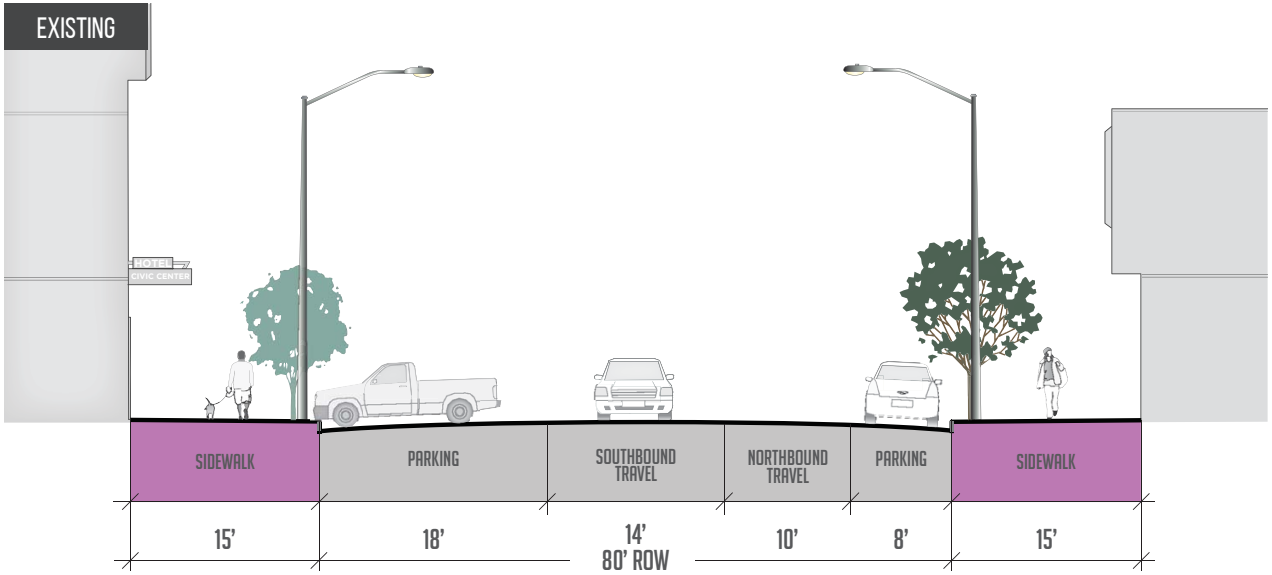
1. Create a safe, urban residential street with active ground floor uses
2. Widen sidewalks, add raised crosswalks, and create new linear public green spaces with street trees
3. Consistent with Van Ness Improvement Project, realign 12th Street at South Van Ness, and create new public gateway plaza at southern end of street
4. Require cars traveling north on 12th street to make a left turn to outbound Market Street, to simplify and improve safety at the 12th/Page/Market Street intersection
5. Upgrade streetlights to city standard, add pedestrian lights and other streetscape amenities to enhance the pedestrian experience
6. Accommodate on-street loading for commercial deliveries and passenger drop-off

12th Street, looking north

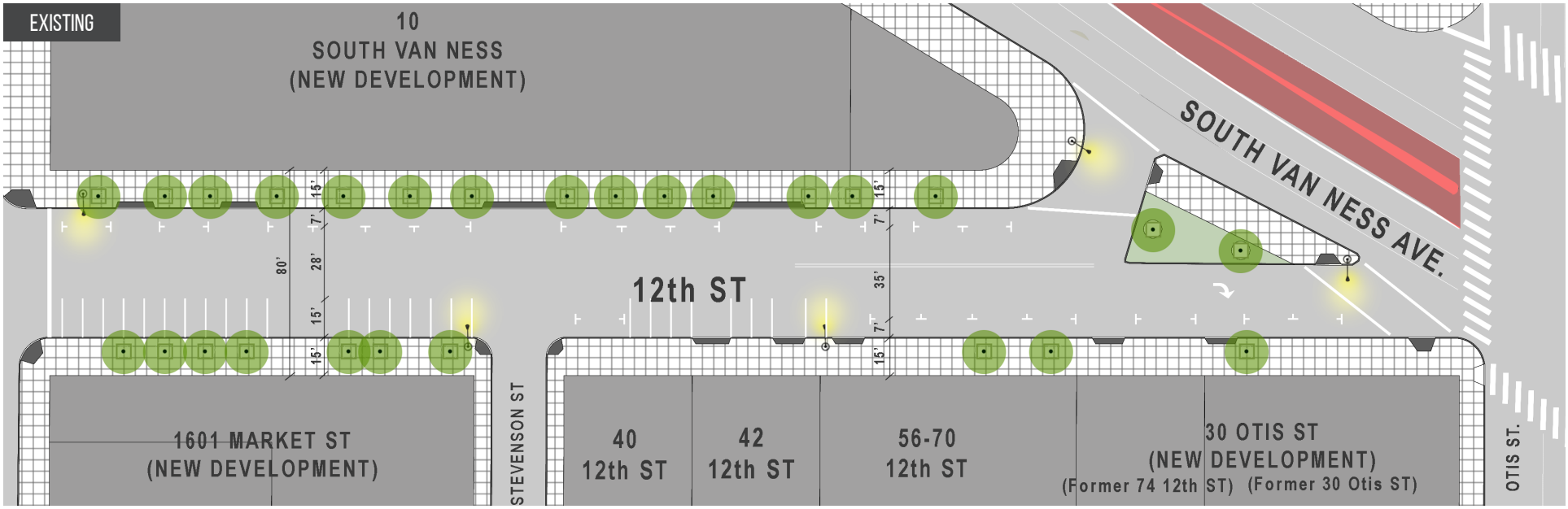
12th Street, looking south

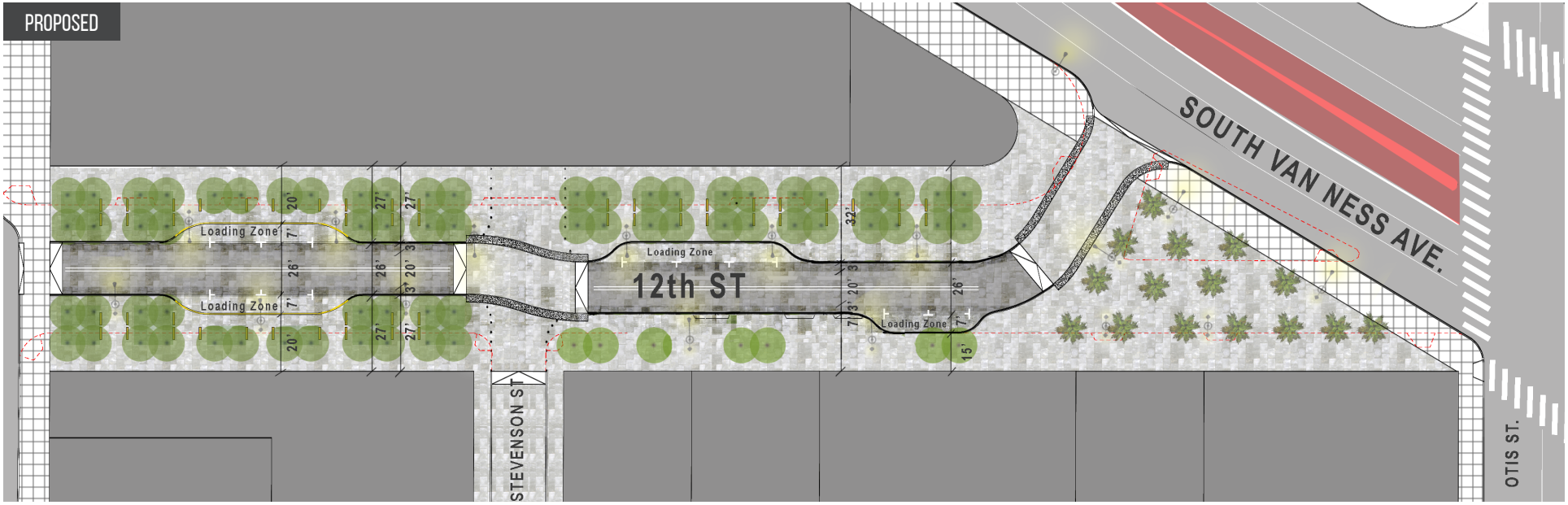
12th Street, looking south

12TH ST: MARKET ST TO MISSION ST



12TH ST: MARKET ST TO MISSION ST





12TH ST: MARKET ST TO MISSION ST

Market & 12th Street, looking south down 12th

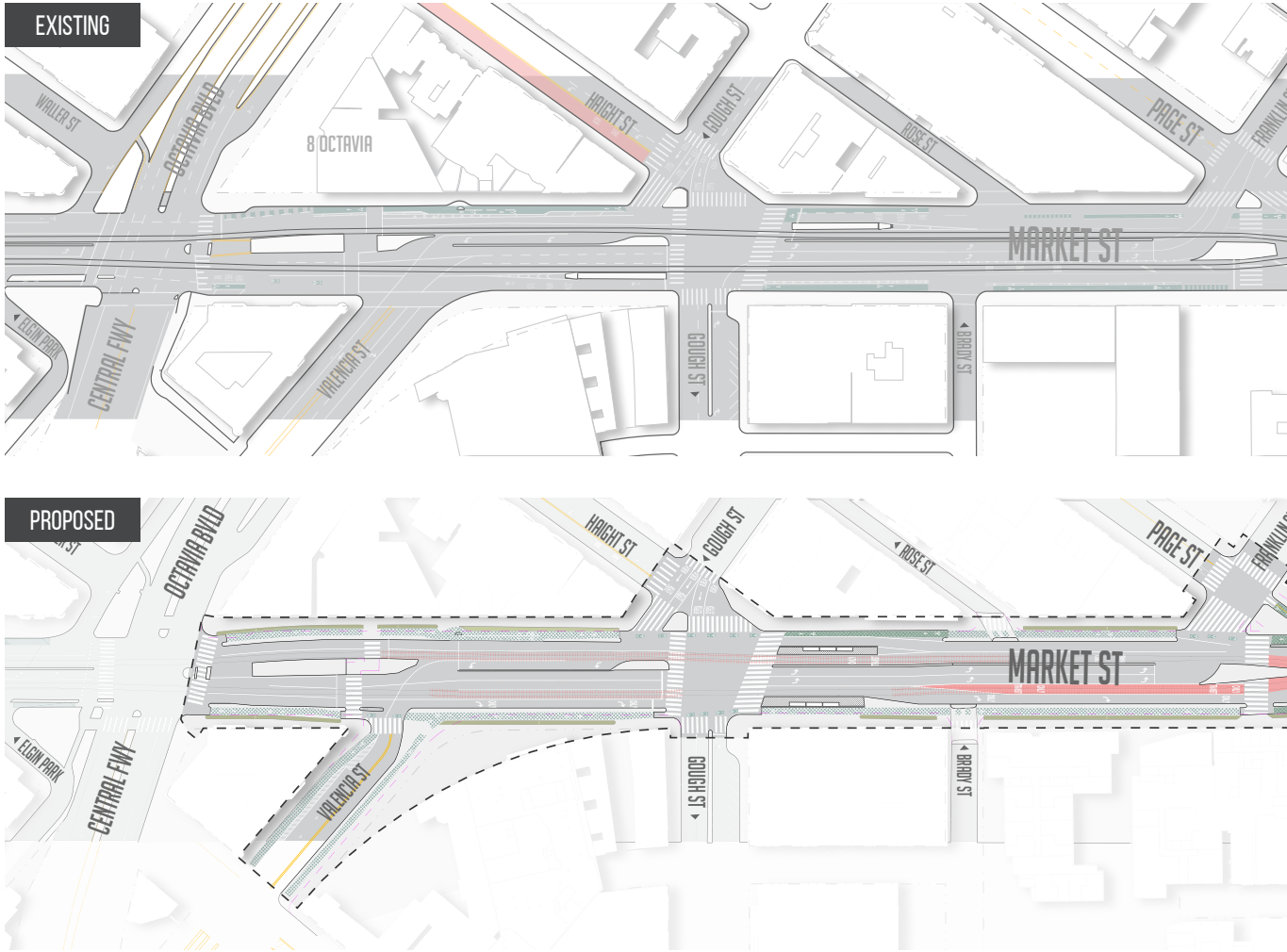
Market & 12th Street, looking south down 12th

MARKET ST: 9TH ST TO GOUGH ST

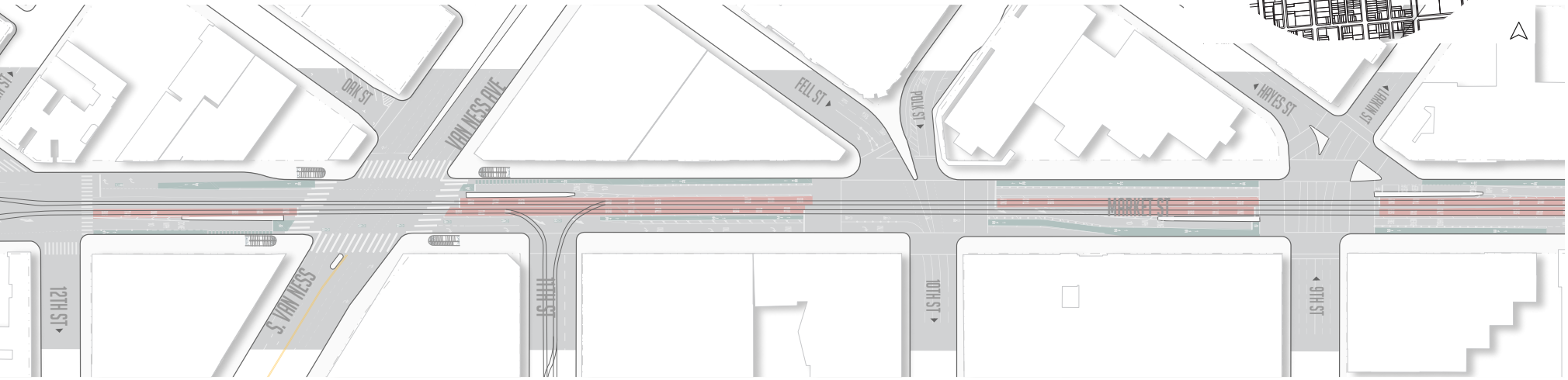
Market Street, San Francisco's Main Street, is the City's premier thoroughfare for pedestrians, the major transit spine, and the busiest street for cyclists. With these heavy demands, accommodating private vehicles is a challenge. Today it is in the impossible role of trying to be all things for all modes of travel. The City has already developed designs to improve Market Street as part of the Better Market Street Project and environmental review is underway. This proposal, which emerged from the Market Octavia Plan Amendment public outreach process, is studying additional circulation changes to Market Street between 9th and Gough Street, as part of the Better Market Street project.

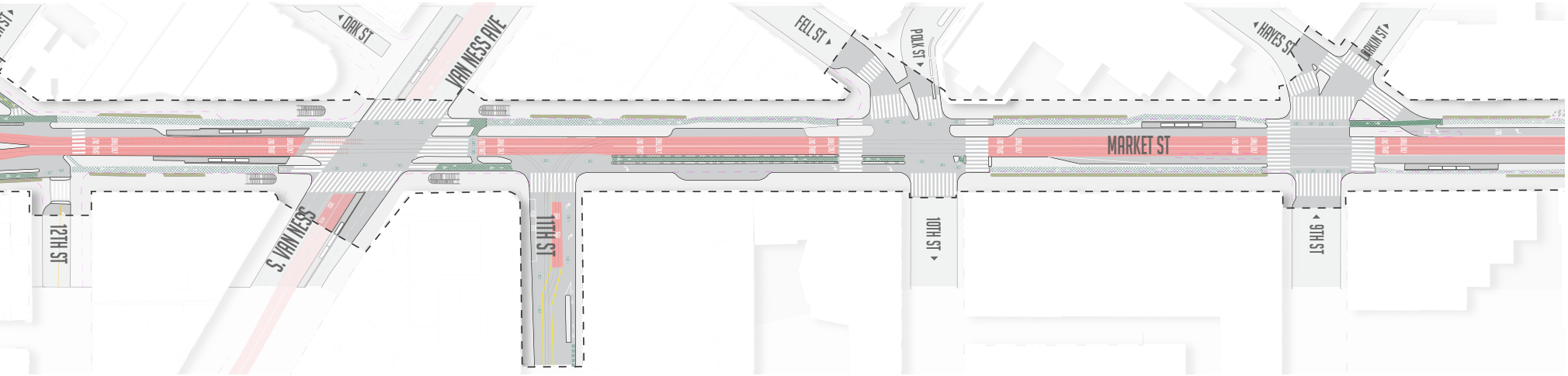
DESIGN STRATEGIES

1. Widen sidewalks and create dedicated safe space for bikes and transit to reduce conflicts and improve safety and comfort for all users at Van Ness & Market intersection
2. Additional MUNI subway entrances incorporated into new buildings, when feasible
3. Augment Better Market Street vehicle access restrictions with additional access restrictions to enhance safety and pedestrian priority at Van Ness & Market:
   - No commercial vehicles would be allowed on Market Street between 12th and 11th Streets
   - Eastbound vehicles would turn right off Market at 14th, Duboce, or Gough Streets, with 12th Street as a final option for local traffic
   - All westbound commercial vehicles would be directed right at Hayes Street.



MARKET ST: 9TH ST TO GOUGH ST



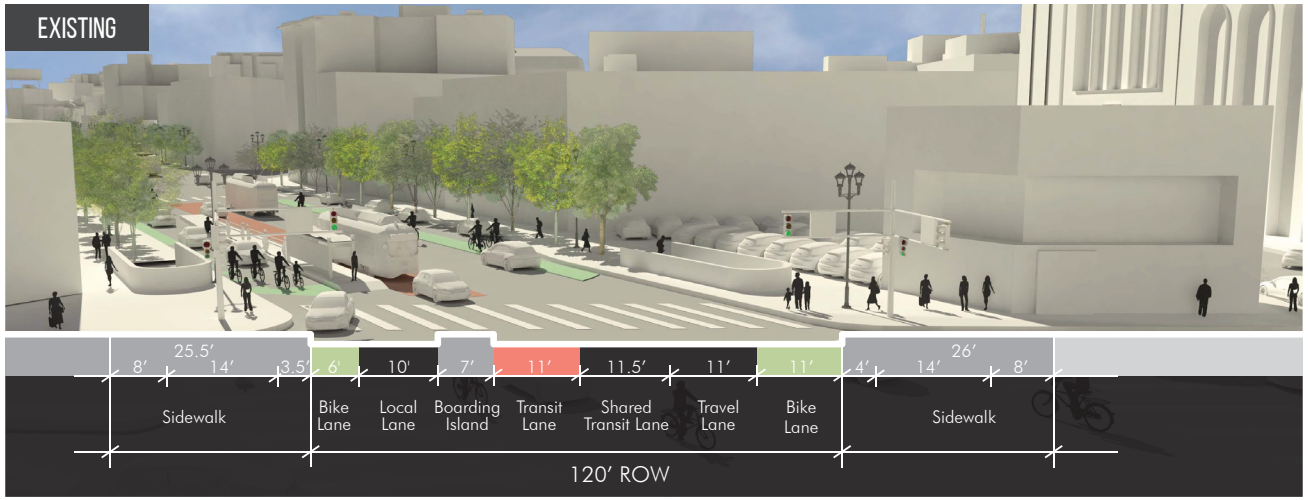


MARKET AND VAN NESS INTERSECTION

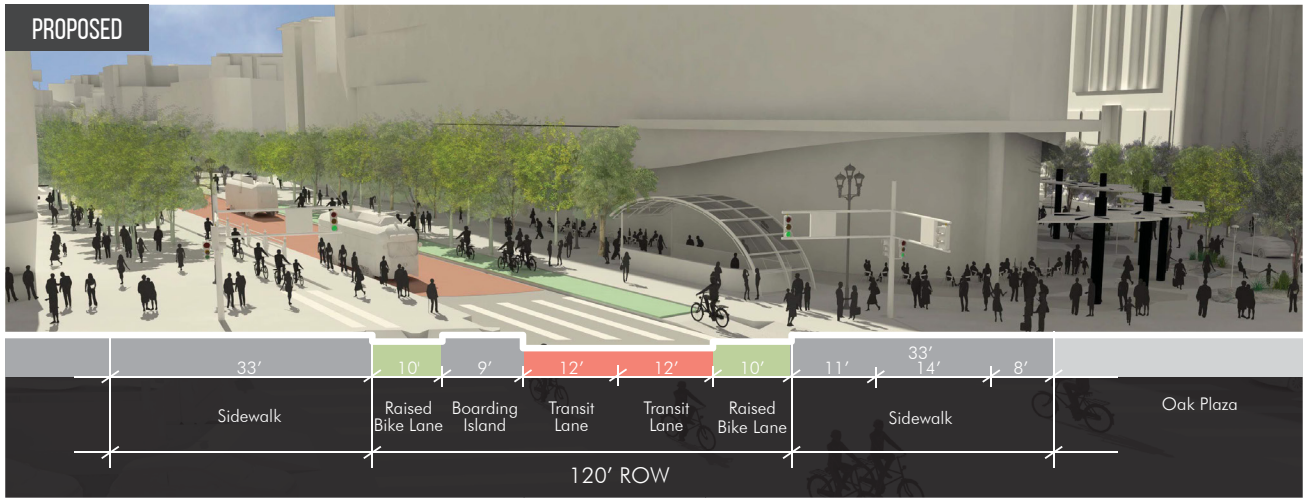
Today, the intersection at the heart of the Hub neighborhood is primarily a crossroads, with little to draw people and even less to make them stay. Few buildings activate the street, conflicts between different users are constant, space is highly contested, and there is nothing to define or identify the space. A bold move on Market Street can jump-start the process of bringing this key place to life.

STREET REDESIGN STRATEGIES

1. Restrict private vehicle access on Market Street
2. Widen sidewalks at the corners to create more pedestrian space and to encourage and accommodate active outdoor retail and street life along Market Street
3. Integrate transit boarding islands into the widened sidewalk, to create seamless, safe, and comfortable transfers
4. Create separated space for bicyclists approaching and through the intersection to improve safety and comfort
5. Add distinctive canopies to Muni Metro portals, and add new Muni Metro entrances to major new corner buildings
6. Add a double allée of trees to block wind, provide additional greenery and soften the visual appearance of the street
7. Add wind canopies where appropriate



Market & Van Ness, looking southwest down Market Street



Market & Van Ness, looking southwest down Market Street

Market & Van Ness, looking southwest down Market Street

Market & Van Ness, looking southwest down Market Street

MARKET AND VAN NESS INTERSECTION

URBAN DESIGN STRATEGIES

1. Leverage high-quality design in both the private and public realms to enhance Van Ness and Market's sense of place and clearly define its role as the center of the new Hub neighborhood for people

2. Pull buildings back from the corner, and integrate grand new station entrances within buildings when possible, especially in the 10 South Van Ness and 30 Van Ness development projects

MARKET AND VAN NESS INTERSECTION

3. Widen, visually define and specially mark the crosswalks to more logically follow pedestrian desire lines
4. Add more greening and improve the pedestrian experience and pedestrian comfort at the ground plane by adding wind canopies, street trees, and espaliers (green planted screens)
5. Connect living alleys and pedestrian passageways to help make the intersection feel more intimate

EXISTING (DETAIL VIEW)

PROPOSED (DETAIL VIEW)

5PRU121

RECOMMENDATIONS

ALLEYS

ALLEYS

ALLEYS IDENTIFIED FOR LIVING ALLEY TREATMENTS

Specific design recommendations have been developed for the following alleys:

- Brady Street
- Chase Court
- Colton Street
- Colusa Place
- Stevenson Street
- Jessie Street
- Lafayette Street
- Lily Street
- Minna Street
- Plum Street
- Rose Street

the hub
the hub
the hub
the hub
LILY St.
ROSE St.
BRADY St.
STEVENSON St.
CLIFTON St.
COLUSA Pl.
CHASE Ct.
MINNA St.
LAFAYETTE St.
JESSIE St.
STEVENSON St.
PLUM St.
Alleys proposed for living alley treatments

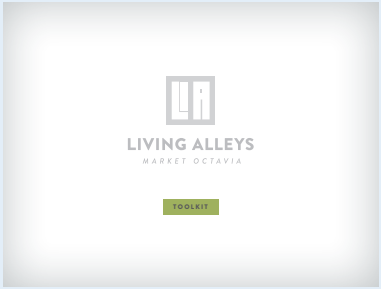
INTRODUCTION

Alleys are small-scale streets that typically only carry low numbers of vehicles accessing adjacent properties. Their character varies across the city, from residential to service alleys. Alleys should be designed to reinforce the right of way as a pedestrian space. Vehicle speeds should be kept low via traffic calming. Materials should spark visual interest via high quality materials, finishes, and detailing. Alley amenities can include seating, landscaping, and pedestrian lighting to create usable public spaces that are unique and comfortable. The Market & Octavia Area Plan identified a number of alleys for living alleys improvements. The design recommendations on the following pages build on this idea.

LIVING ALLEYS TOOLKIT

The living alley toolkit is a resource for community members and designers to develop and implement living alleys. The toolkit includes 20 design tools and well as example prototypes, to give community members a range of options and inspiration for creating living alleys in the Market Octavia Plan Area, though much of this information is applicable to alleys throughout San Francisco. In addition to the design tools, constraints and opportunities are discussed so project designers and residents can understand the full breadth of the project. This toolkit was created to give members of the community an understanding of the design elements and processes involved in creating a living alley.

For more information:
http://sf-planning.org/living-alleys-toolkit



BRADY ST: MARKET ST. TO OTIS ST
COLTON ST: BRADY ST. TO GOUGH ST
STEVENSON ST: BRADY ST. TO GOUGH ST
COLUSA PLACE
CHASE COURT

DESIGN STRATEGIES

1. Add raised crosswalks at Gough & Stevenson, 12th and Stevenson, Brady and Otis and Brady and Market Street entrances to this internal neighborhood block
2. Add drop off and loading zones as required by the development project at 1601-1637 Market
3. Add infill olive trees along Brady, Stevenson, and Colton
4. Reconfigure Stevenson St. to accommodate east-west vehicular traffic, and make Colton from Brady to Gough a pedestrian-only street, as feasible (see notes below)
5. Add raised intersection at Brady and Colton as a connector between Colton Street and Brady Park
6. Redesign Colton east of Brady as a shared street with special paving with collapsible bollards at both ends, pending further study (see notes below).

Notes:
Operational/Maintenance constraints require additional review and approval with San Francisco Public Works and San Francisco Municipal Transportation Agency

Shared Street require additional review and approval from Fire Department, Mayor's Office of Disability for accessibility, San Francisco Public Utilities Commission for conveyance of 100 year storm, San Francisco Public Works for maintenance concerns

Stevenson St, from 12th Street to Brady Park (privately built and maintained by others), is currently an unaccepted street and must be brought to code before the City can accept for maintenance

LILY ST: FRANKLIN ST TO GOUGH ST

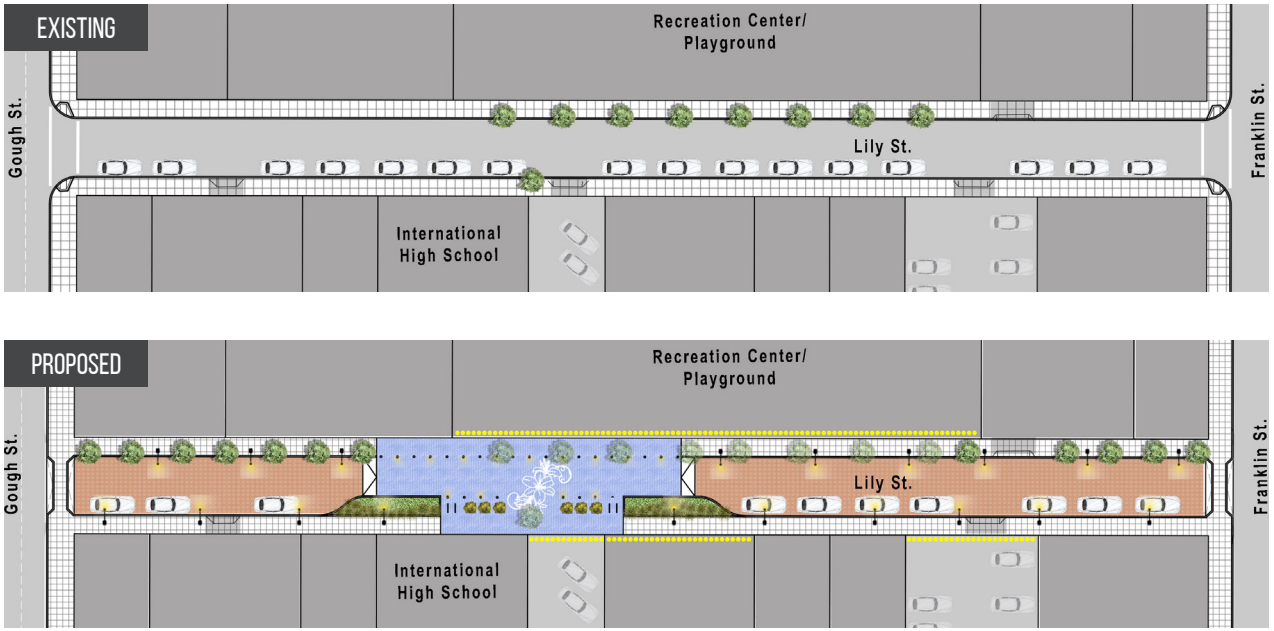
DESIGN STRATEGIES

1. Add raised crosswalks at Franklin and Gough Street ends of alley

2. Add mid-block raised intersection to connect two properties of International School, with special paving, artwork bollards, green bulb-outs, and other elements for pedestrian safety

3. Typical street improvements include infill tree planting on north side of alley, special street paving, raised planters and pedestrian lighting

4. Explore opportunities for public art on blank facades



Note: Operational/Maintenance constraints require additional review and approval from San Francisco Public Works and San Francisco Municipal Transportation Agency

LAFAYETTE ST: MISSION ST TO HOWARD ST AND MINNA ST: 10TH ST TO LAFAYETTE ST

DESIGN STRATEGIES

1. Add raised crosswalks, special paving, and gateway features to mark the entrances to this neighborhood
2. Add raised intersections protected by truncated domes and bollards on Lafayette at both Minna and Natoma
3. Typical street improvements include infill tree planting, street paving and bollard lighting
4. Special paving and infill planting for the Natoma end of street for temporary outdoor events/games; potential play street.

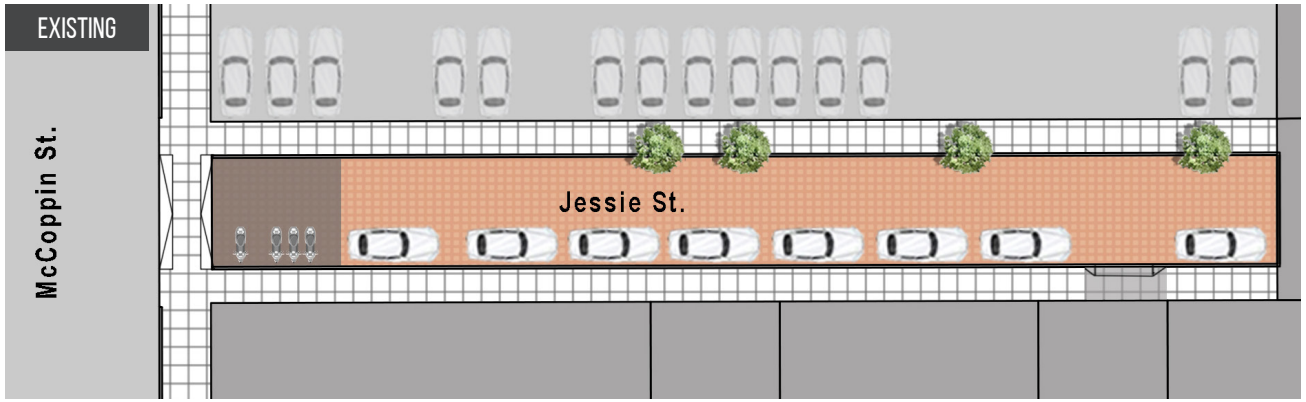
Note: Operational/Maintenance constraints require additional review and approval from San Francisco Public Works and San Francisco Municipal Transportation Agency

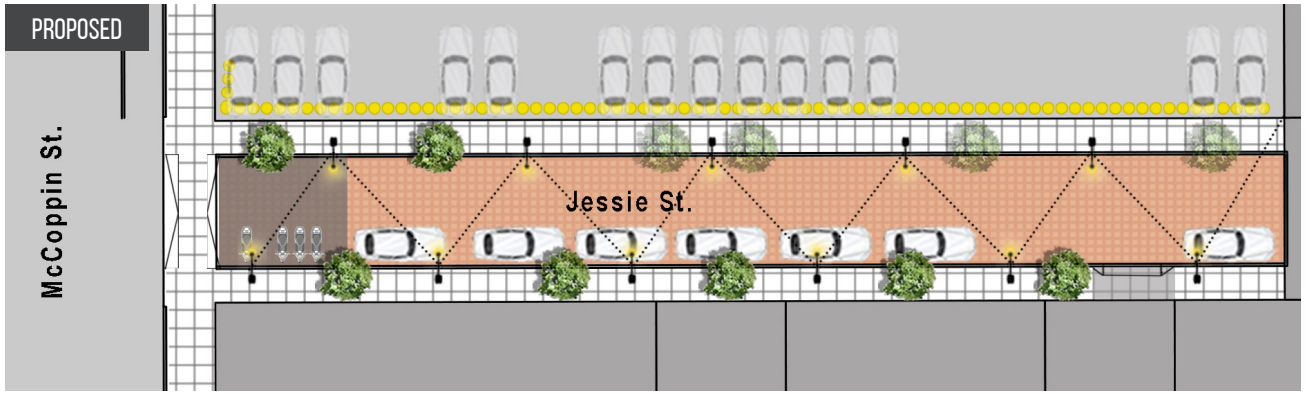
JESSIE ST: OFF MCCOPPIN ST

DESIGN STRATEGIES

1. Add infill trees and pedestrian lighting.

2. Upgrade chain link fences per San Francisco Green Landscape Ordinance





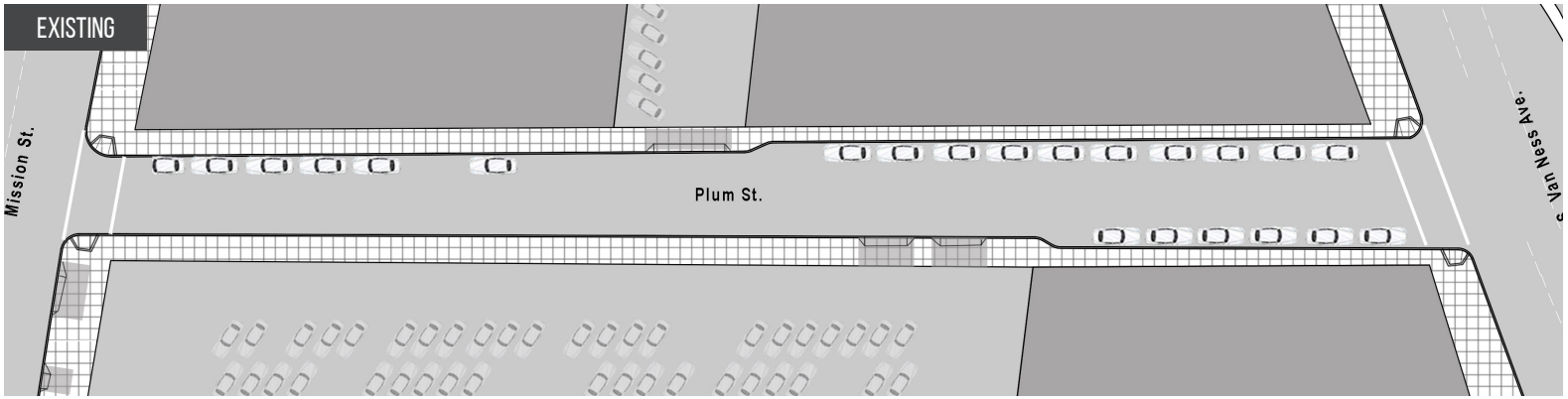
Note: Operational/Maintenance constraints require additional review and approval from San Francisco Public Works and San Francisco Municipal Transportation Agency

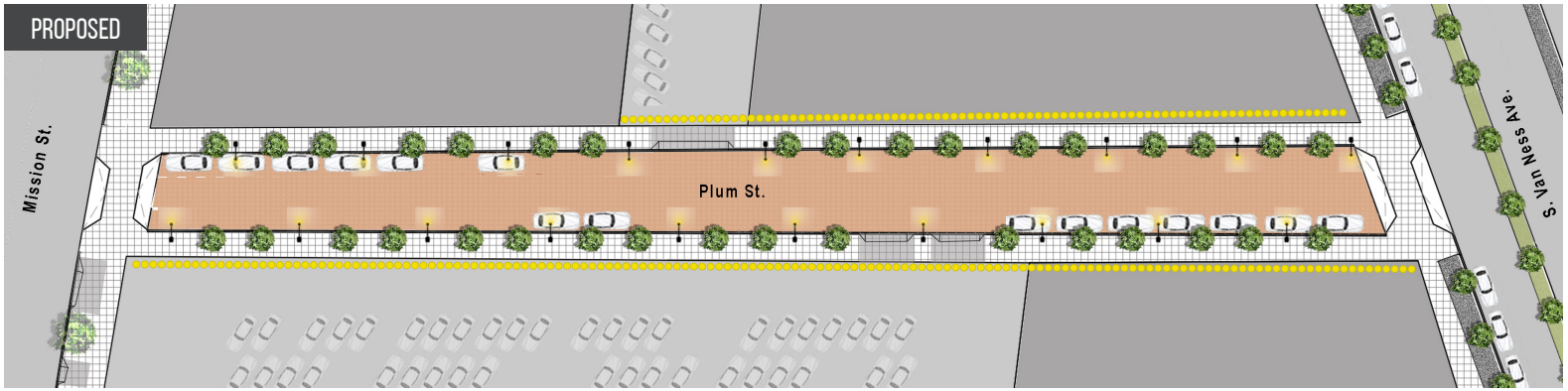
PLUM ST: MISSION ST TO SOUTH VAN NESS AVE

DESIGN STRATEGIES

1. Add raised crosswalks, trees, and pedestrian lighting

2. Extend sidewalk to match adjacent alignment





Note: Operational/ Maintenance constraints require additional review and approval from San Francisco Public Works and San Francisco Municipal Transportation Agency

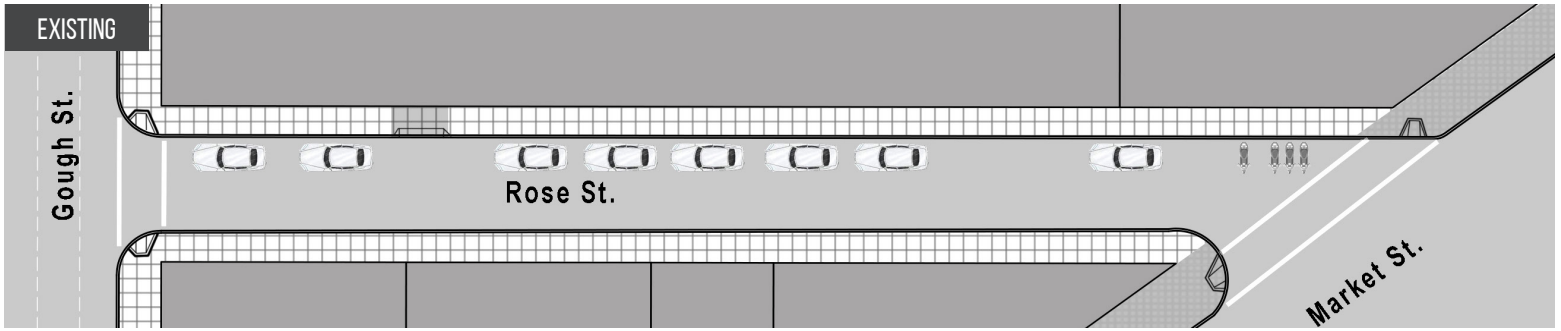
ROSE ST: GOUGH ST TO FRANKLIN ST

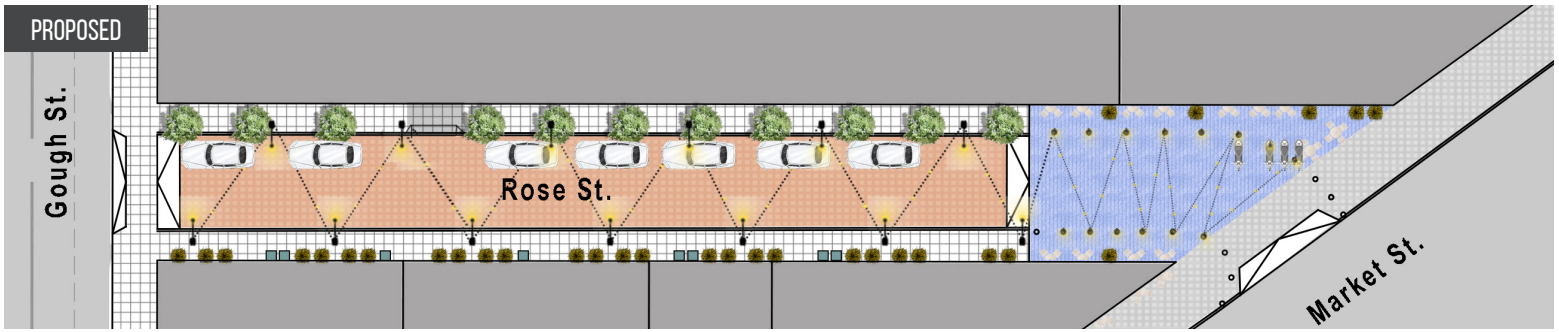
DESIGN STRATEGIES

1. Add raised crosswalks at Market and Gough; include special paving, string lights and outdoor seating for adjacent businesses

2. Typical street improvements include infill tree planting, street paving, raised planters to screen trash bins and string lighting

3. Include flexible loading/valet drop off and motorcycle parking





Note: Operational/ Maintenance constraints require additional review and approval from San Francisco Public Works and San Francisco Municipal Transportation Agency

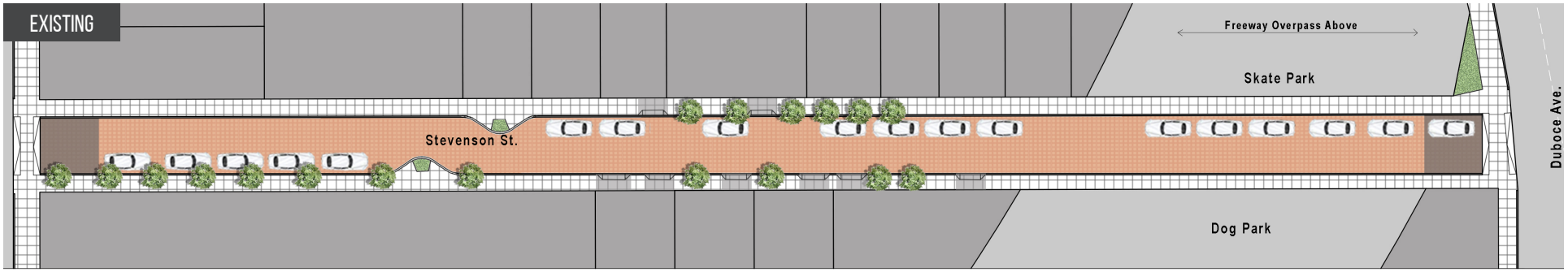
STEVENSON ST: DUBOCE AVE TO MCCOPPIN ST

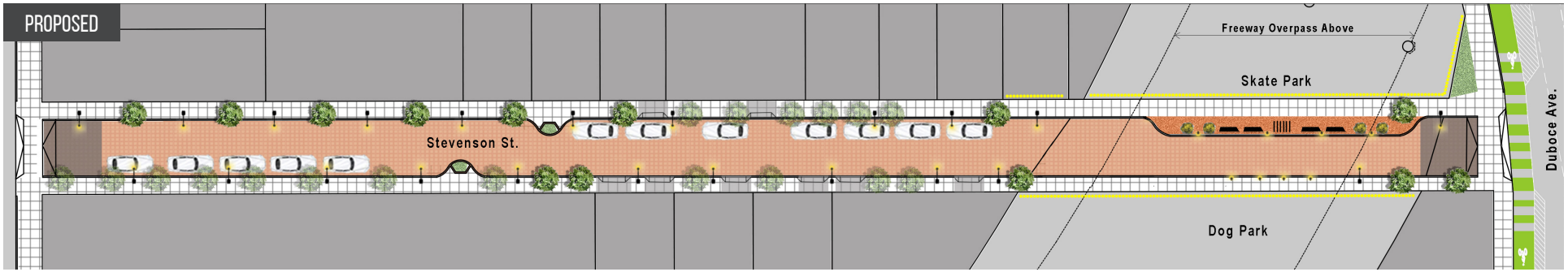
DESIGN STRATEGIES

1. New bulb-out at Duboce with seating, bike parking, bollard lights and raised planters.

2. Typical street improvements include infill tree planting, raised planters and lighting.

Note: Operational/Maintenance constraints require additional review and approval from San Francisco Public Works and San Francisco Municipal Transportation Agency





AREA UNDER
SURVEILLANCE

RECOMMENDATIONS

OPEN SPACES

FUTURE OPEN SPACES

There is an opportunity to create new public spaces and enhance existing open spaces to better serve people who live and work in and adjacent to this area by reclaiming underutilized land for public use.

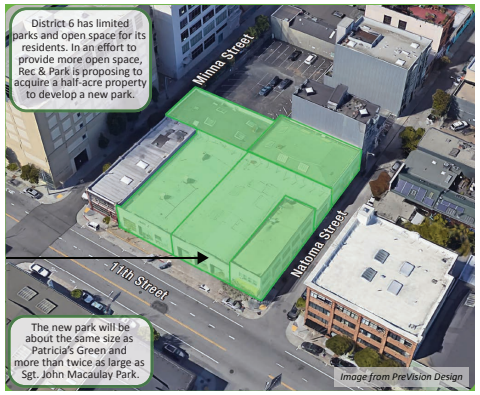
Four new public spaces could be developed in the area by reclaiming underutilized land for public use. These spaces would be built in coordination with private development. Three of the spaces (Oak & Van Ness, 12th St & Otis, and Valencia Hub) are within the public right of way. The fourth, Brady Park, is owned by UA Local 38 Plumbers & Pipefitters Union and BART, and will be developed as a park as part of the development at 1601–1637 Market Street.

The full details for how these spaces will be designed, managed and maintained will be formalized as part of the entitlement process for each development project. These spaces should compliment each other to create a network of spaces to serve the neighborhood. Programming, activation and maintenance will be key to their success. Therefore the adjacent private development plays a critical role in helping to activate and steward the space.

Because the Hub is a relatively small area, many of the new opportunities for larger open space fall directly adjacent to the Hub boundary. This includes:

1. A new park at 11th and Natoma Streets, on land recently purchased by the City for this use.
2. Improvements to Buchanan Mall, an existing open space in the Western Addition neighborhood.
3. Improvements to Koshland Park, an existing open space in the Lower Haight neighborhood.
4. New/Improved Civic Center Public Space identified in the Civic Center Public Realm Plan.
5. Other open spaces in the Plan Area to be determined, either existing or new.

These open spaces could serve people who live and work in the area, as well as provide additional open space amenities for adjacent neighborhoods including the Mission, Soma, Hayes Valley, Civic Center and the Western Addition.



New park and 11th & Natoma Streets

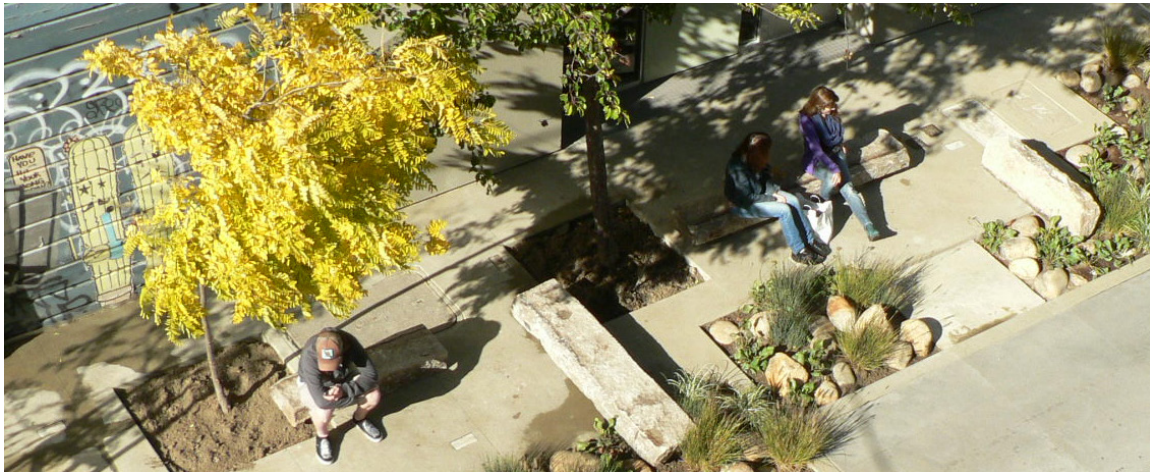
Planned Civic Center Public Space (From Civic Center Public Realm Plan)

Buchanan Mall

POTENTIAL OPEN SPACE AMENITIES

New open spaces could include amenities such as a dog park, a plaza fronted by commercial uses, a playground or a community garden.

Dog park/run



Living Street & Alley

Plaza fronted by commercial uses

Playground

Community Garden

PROGRAMMING IDEAS

New open spaces could be programmed in different ways to ensure that the space is active and well-used. Programming could be permanent or temporary. Ideas include cultural and arts events, outdoor markets or a farmers market, temporary kiosks or food trucks, public art, or moveable seating.

Culture & arts events

Outdoor Market

Temporary kiosks like food trucks

Public Art

Moveable seating

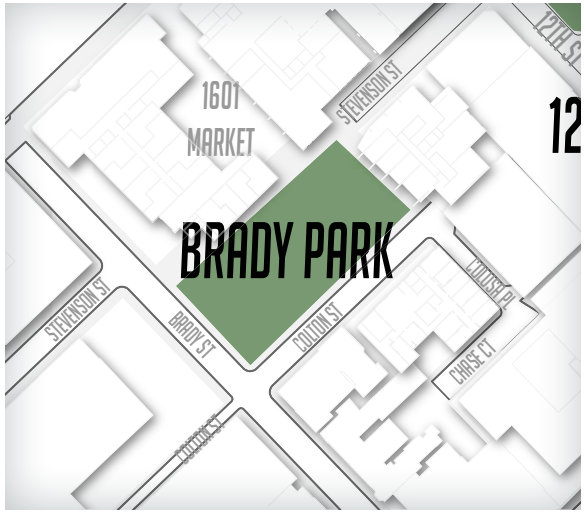
GENERAL DESIGN STRATEGIES

- The space should be designed to feel welcoming and invite active public use.
- The space should be integrated into the larger street or alley network and coordinated in design with other spaces, where appropriate.
- The space should not be developed without a clear maintenance plan, developed in close coordination with adjacent property owner(s)
- The space should include standard improvements, including lighting, seating, and greening, and should use high quality materials throughout.
- The space should be designed to include an appropriate level of programming to ensure the space is active, well-used and open to all.
- The space should be bordered by active uses with a high level of transparency to attract users and to promote visual permeability between building and open space. Adjacent retail uses that take spatial advantage of the new open space are ideal.
- The space should serve a diverse range of users including those of different ages, socioeconomic status, and abilities.
- The space should be safe and welcoming 24 hours a day, 7 days a week.

SITE SPECIFIC DESIGN STRATEGIES

BRADY PARK

A new 20,725 sq. ft. park will be built as part of the development at 1601-1637 Market Street.



Brady Park Open Space

DESIGN AND PROGRAMMING RECOMMENDATIONS

- Create a neighborhood-serving public park to add safe new green open space for new families and residents throughout the Hub
- Provide outdoor retail/service opportunities associated with the 1601-1637 Market Street development such as a coffee/food/service kiosk on the Park
- Ensure that the frontage bordering the park includes active retail to promote public interaction and to provide a vibrant and inviting experience at the park's edge.
- Residential units at grade adjacent to a public open space should provide a primary entrance that is accessible to that space, as per the Ground Floor Residential Design Guidelines.
- Coordinate programming and activation opportunities with other public spaces, such as the open space at 12th Street & Otis, for a cohesive and continuous public realm experience.
- Along with points of activity, consider spots of respite and reflection conducive to an interior block space bordered by retail and residential uses.
- Periodically host cultural and other events. Events may include; markets, festivals, music performances, dance performances and outdoor movies.

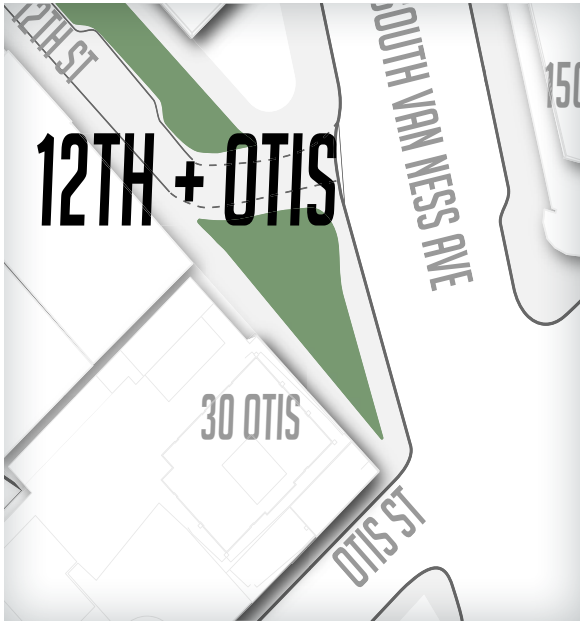
Bryant Park - New York, NY

Skyline Park - Denver, CO

World Wide Plaza - New York, NY

12TH ST & OTIS ST

A new 9,328 sq. ft. public plaza is planned by reconfiguring the public right of way on 12th Street. The open space will be built as part of the 30 Otis development project, and is consistent with plans developed by the Van Ness Improvement Project. Design, programming and activation will be done in coordination with the development of 30 Otis. The plaza will connect to a linear open space along the east side of 12th Street, built in coordination with the 10 South Van Ness development project.



12th & Otis

DESIGN AND PROGRAMMING RECOMMENDATIONS

- Consider 12th Street for occasional partial or full street closure to host events such as 'off the grid', markets, fairs, and performances, including from the adjacent ballet school.
- Ensure that the development at 30 Otis provides a transparent and active frontage immediately adjacent to the plaza. Retail uses on the plaza are strongly preferred. More intensive building uses should be provided at the corner of Otis and 12th Street.
- Coordinate programming and activation opportunities with nearby neighborhood areas including Brady Park for a cohesive and continuous public realm experience.

Jane Warner Plaza - San Francisco, CA

Mint Plaza - San Francisco, CA

30 Otis Development

VALENCIA HUB

A new open space of 8,500 sq. ft. will be built as part of the development at 1699 Market Street (former Flax site). The open space is located on excess public right of way that is currently used for parking. In the future, the open space could be expanded to a total of 19,050 sq. ft. along Valencia to McCoppin and programmed in coordination with the development at 1707 Market (Travel Lodge).

Valencia Hub

DESIGN AND PROGRAMMING RECOMMENDATIONS

- Use high-quality materials that clearly define the area as a public space. Employ changes in materials/detailing to clarify various zones of use (e.g. sidewalk throughway vs. cafe seating areas, etc.)
- Call-out the corner of Valencia and Market Street as the historic transportation and street car hub, via artwork and/or interpretive streetscape elements.
- Provide elements such as moveable seating, that complement and support adjacent retail uses associated with the 1699 Market Street development, as well as future Valencia development.
- Consider installing a bike maintenance station that serves the intersection of two major city bike routes.

1699 Market St Development

Duboce Park - San Francisco, CA

Community Bike Maintenance Station

OAK ST & VAN NESS AVE

A new 5,779 sq. ft. open space could be built by extending the sidewalk adjacent to the development at One Oak, just west of Van Ness Avenue. The open space would be built in coordination with the development of One Oak.

Oak & Van Ness

DESIGN AND PROGRAMMING RECOMMENDATIONS

- Require active retail directly fronting on and utilizing the plaza to provide all-day activation
- Create flexible retail/cafe kiosks on the north side of the block, in coordination with 25 Van Ness, to activate both sides of the street
- Use design elements including, visual corridors, programming, and paving to clearly signal this plaza as a public space; Reflect the themes of the area's cultural institutions in the design and programming of the space.
- Provide seating, planting, and other site elements that will complement the adjacent retail use proposed as part of the 1 Oak Street development and proposed 25 Van Ness kiosks.
- Create a privately-funded entity to program and maintain the space in the long-term
- Create a one-stop arts district ticket booth to catalyze and highlight nearby arts and cultural uses
- Periodically host cultural and event programming. Events may include; markets, festivals, music performances and dance performances. The space should be flexible enough to accommodate a wide-range of events and programming.
- Utilize transit signage and transportation design themes to facilitate easy and intuitive access to transit and neighborhood amenities.
- Integrate design requirements from Better Market Street and Van Ness BRT into the space so that it is well-integrated into the Van Ness and Market Street public realms.

One Arts Plaza - Dallas, TX

Bryant Park - New York, NY

Outdoor Music Performances

IMPLEMENTATION

MECHANISMS TO BUILD AND FUND PUBLIC IMPROVEMENTS

Public Realm improvements can be built and funded by several different mechanisms:

CITY SPONSORED PROJECT

Some public realm projects may be fully or partially funded by the City. City-sponsored street improvement projects associated with repaving and utility replacement may also include a streetscape component and are often completed using grant or bond funds. Other City programs, such as the GroundPlay program, allow for sponsors to implement short-term, temporary installations that can improve the public realm and test new design and programmatic ideas.

DEVELOPMENT FEES

Development projects may also be subject to project-specific impact fees that can be used, at the discretion of the Market and Octavia Community Advisory Committee (CAC), for streetscape improvements. This Public Realm Plan will help guide implementation as these funds become available. A project sponsor also has the option to provide public improvements through an in-kind agreement, in lieu of paying the applicable impact fees. The in-kind fee waiver must be reviewed by the Market and Octavia CAC, and approved by the Interagency Plan Implementation Committee (IPIC) and by the Planning Commission.

DEVELOPMENT REQUIREMENTS

The San Francisco Planning Code requires that projects of a certain size make improvements to the street frontage adjacent to the property. Most new development projects within Market Octavia Plan area will be required to implement streetscape improvements, many of which may be street or alleyway improvements guided by the street design guidelines in San Francisco's Better Streets Plan and supported by San Francisco's Complete Streets policy, Vision Zero goals, and other relevant policy goals. These specific improvements can include traffic calming improvements designed to improve pedestrian safety as well as placemaking elements such as special paving, seating, lighting, tree planting, landscaping, site furnishings or "living alley" improvements.

PRIVATE SPONSOR IMPROVEMENTS

Public realm improvements, including Living Alleys, Parklets, plazas, and other open spaces, can be proposed, implemented, maintained, stewarded, and activated with programming by a private sponsor. Sponsors may include benefit and improvement districts, community-based organizations, schools, residents, property owners, business owners, and merchants. Private activation of public spaces can sometimes be the best way to assure consistent activation and programming of public spaces, and the City strongly encourages these public-private partnerships to benefit the public in the long-term with well-activated and stewarded public spaces. The City offers many programs for private sponsors to design and implement improvements to the public realm.

Projects of a certain size are required to make improvements to the street frontage adjacent to the property. As such, many of the street and alley improvements envisioned for this area are expected

to be built in coordination with private development. These improvements include:

- A small portion of 11th Street between Market and Mission Streets, is envisioned to be built as part of the development at 1500 Mission Street project (the “Goodwill site”); the rest of 11th Street is likely to be built by the City
- Portions of 12th Street, could be built as part of the development at 10 South Van Ness project (the “Honda site”), 1601-1637 Market Street (the “Brady Block”), and 30 Otis. A new plaza at 12th Street and Otis could be built in coordination with the new development at 30 Otis. Phasing of improvements would need to be determined by the City.
- 13th Street, could be partially built as part of the development at 1695 Mission Street (the “Discount Builder’s site”) and 170 South Van Ness (the “Cash and Carry site”), as well as part of the development of 1699 Howard Street (the “BMW site”) and 1690 Folsom Street (the “Sports Authority site”), if and when any or all of these large parcels develop.
- Portions of Market Street between 12 Street and Van Ness Avenue could be built in coordination with development projects along Market Street. These improvements would need to be coordinated with the City’s Better Market Street Project.
- Oak Street, could be built as part of the development at 1554 Market, One Oak, and at 98 Franklin. A new plaza at Oak Street and Van Ness Avenue could be built in coordination with the One Oak development. Phasing of improvements would need to be determined by the City.
- South Van Ness Avenue, could be built as part of the development at 99 South Van Ness (the “Public Storage site”) and 170 South Van Ness (the “Cash and Carry site”), if and when those parcels develop.