WORKSHOP SUMMARY

Community Workshop #2: Preliminary Design Strategies

October 27, 2007
INTRODUCTION

The Upper Market Community Workshop Series and Design Plan are intended to guide future development of Upper Market Street, generally between Castro Street and Octavia Streets. In this project, a series of community workshops will focus on developing the community’s vision for the Upper Market Street corridor, with an eye to how upcoming development can contribute to that vision. The project will consist of a number of community workshops which will engage the community as a means of generating a common vision for the public realm of the corridor and for several of its key sites. The workshops are intended to elicit from the community recommended elements that can contribute to the focus area’s identity, which may include land use recommendations such as retail uses and housing types; community improvements such as community services and support; and design/development suggestions, including preservation of historic character, and improvements to the public realm, that will help to express this identity. These elements will be formalized into a series of recommendations that convey the community’s vision for the corridor, and provide a guide for development within the focus area.

MEETING FORMAT AND CONTENT

On October 27, 2007, approximately 100 community members convened for the second of the project’s three community workshops. The purpose of this workshop was to discuss the vision framework that emerged from the first workshop and assess community preference for preliminary design strategies to achieve the community vision. The workshop was held from 10:00 A.M. to 1:00 P.M. at the Harvey Milk Civil Rights Academy.

Sarah Dennis, lead planner of the San Francisco Planning Department, made welcoming remarks. Supervisor Bevan Dufty attended the workshop and participated alongside community members. Daniel Iacofano of Moore Iacofano Goltsman (MIG), Inc. provided an overview of the agenda, planning and project process. Daniel Iacofano then summarized workshop #1 and introduced the primary vision elements (large overall themes).

Anchi Mei, of MIG, presented the overarching community design principles that emerged as well as design strategies for implementing the vision in both the public and private realm. Following the presentation, participants were divided into interactive, small group discussions, facilitated by MIG and San Francisco Planning staff, in which community members discussed further the vision elements and overarching community design principles. Small group members also prioritized public realm improvement ideas in the topic areas of: Sidewalks, Green Infrastructure, Open Spaces, Pedestrian/Transit-oriented Improvements, Bike-oriented Improvements, and Parking. Participants also discussed and assessed their preferences for possible new development design guidelines in the areas of: Upper Market Building Height and Massing; Active Ground Floor Design Features; Upper Market Upper Story Design Features; Incorporate Natural Systems in Building Design; Green Buildings; Design Quality and Land Use Recommendations.
The small groups then reported back to the larger group, sharing modifications to the vision framework, prioritization of public improvements and assessment of new development design guidelines.

A reduction of the large wall graphic, with recorded comments from the workshop, is attached to the end of this summary.

The following document is a summary of community comments made by participants during the workshop and in writing on the comment cards provided. The bolded purple text highlights community suggestions for modifications, detailed specifications or additions to the preliminary vision framework, public realm improvements and new development design guidelines.

Following an executive summary, the workshop summary is organized under the following headings:

I. SUMMARY OF COMMUNITY VISION
II. OVERARCHING COMMUNITY DESIGN PRINCIPLES
III. PUBLIC REALM IMPROVEMENTS
IV. NEW DEVELOPMENT DESIGN GUIDELINES
EXECUTIVE SUMMARY

Overall, there was strong support for the community vision elements – Inclusivity, Livability, Connectivity and Quality. The workshop also created an additional vision elements – Health. The community identified Health as an additional vision element to emphasize the importance of environmental safety and public health.

A. Inclusivity: Celebrate the many identities of the Upper Market area.
   Many comments reflect desire for stronger LGBT-specific language in this vision element.
B. Livability: Encourage and support neighborhood needs.
C. Connectivity: Improve circulation, safety and amenities for all modes of travel.
D. Quality: Promote and maintain quality design in public and private developments.
E. Health: Ensure the public and environmental health of the area.

There was also strong support for the overarching community design principles as well as support for the creation of an additional design principle – Ecological and Economic Sustainability. Ecological and Economic Sustainability addresses both the ecological aspects as well as economic longevity of improvements to the area.

A. Local Character and Identity
B. Vibrant Pedestrian Realm
C. Active, Street-Engaging Buildings
D. Well-Designed, Affordable, Flexible Buildings
E. Network of Open Spaces
F. Series of Community Serving Uses
G. Sustainable Environments

Participants were asked to prioritize proposed public realm improvements. The following is a list of the Top 5 public realm improvements surveyed by the participants:

#1
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.

#2
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.
#3 (equal in preference as the C1)
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.

#4 (equal in preference as the B1)
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.

#5
C2: Create additional open spaces in the Upper Market area, such as at the Church and Market intersection.

Overall there was strong support for all the New Development Design Guidelines proposed. While there was substantial support for considering a zoning overlay to allow for higher buildings at the intersection of Market and Castro Streets (50 agree; 20 disagree; 10 no comment), additional height and massing studies were strongly encouraged for the community to consider before fully committing to increasing building heights in that block.
I. VISION ELEMENTS

Overall, there was strong support for the community vision elements – Inclusivity, Livability, Connectivity and Quality. The workshop also created two additional vision elements – Health and Accountability.

A. Inclusivity: Celebrate the many identities of the Upper Market area.
   • Repeated comments to include stronger LGBT-specific language here.

B. Livability: Encourage and support neighborhood needs.
   • Meet the needs of increasing number of families in the neighborhood.

C. Connectivity: Improve circulation, safety and amenities for all modes of travel.

D. Quality: Promote and maintain quality design in public and private developments.

E. Health: Ensure the public and environmental health of the area.

II. OVERARCHING COMMUNITY DESIGN PRINCIPLES

Overall, there was strong support for the overarching community design principles.

A. Local Character and Identity

B. Vibrant Pedestrian Realm

C. Active, Street-Engaging Buildings

D. Well-Designed, Affordable, Flexible Buildings

E. Network of Open Spaces

F. Series of Community Serving Uses

G. Sustainable Environments
   • Encourage green buildings and infrastructure.
   • Ability to maintain the upkeep of public improvements.
   • Encourage a diverse economic base of residents and businesses.
III. PUBLIC REALM IMPROVEMENTS

Community participants were asked to prioritize the public realm improvements. The following table is a summary of the improvements that were ranked in the top 5 of comment cards received. A blank workshop #2 comment card is attached at the end of the summary for additional reference.

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<thead>
<tr>
<th>Ranked by Respondents in Top 5</th>
<th>Overall Ranking</th>
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</thead>
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<td>52</td>
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<tr>
<td>A2</td>
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<tr>
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<tr>
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<td>11</td>
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<tr>
<td>F3</td>
<td>15</td>
</tr>
</tbody>
</table>

* = B1 and C1 are equal in prioritization
** = C3 and D3 are equal in prioritization

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.

- Create public seating balanced with concern of homeless people.
- Show how car doors can still open with design in the curbzone.

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.).
• Include way-finding signage.

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.
  • Identify additional open space opportunities.

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.

F4. Create spaces 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 (MOVED FROM PRIVATE REALM DESIGN GUIDELINES)

H1: Create design competitions for high profile sites.
   • Address corner lots specifically.
   • Mitigate but don’t bog down the process further.
IV. NEW DEVELOPMENT DESIGN GUIDELINES

Community participants were asked to assess their support for the proposed new development design guidelines. The following table is a tabulation of the results recorded on the comment cards. A blank workshop #2 comment card is attached at the end of the summary for additional reference.

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<thead>
<tr>
<th></th>
<th>AGREE</th>
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<tr>
<td>B2</td>
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<tr>
<td>G3</td>
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</table>
A. Upper Market Building Height and Massing
A1: Consider a zoning overlay to allow for higher buildings at the intersection of Market and Castro Streets.
   1. Conduct a height and massing study for increasing height at this intersection.

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.
   1. Use upper floor setbacks to create an appropriate context with lower, adjacent residences.

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:
   • large, transparent, operable windows,
   • open partitions,
   • awnings,
   • goods and wares visible in front, displays.

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.
   1. Encourage plazas, fountains, and sculpture for large and institutional buildings.

B3: Encourage a range of building floor plates and retail spaces to support small, diverse and new commercial services.
   1. Encourage large building floor plates and large format retail in addition to small businesses.

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

B5: Use creative garage door materials and design to minimize appearance and integrate into building façade. Minimize appearance of parking entrances.
   1. Limit curb cuts per lot.
   2. Reduce parking requirements.
   3. Encourage city car share – type services.

B6: Buildings on corner lots should have street-engaging elements such as windows and entrances on both sides of the street.
B7: Commercial ground floor ceiling height should be in the range of 10-15 feet high.

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 rooftops.

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.

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

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

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.
   1. Amend to support outdoor elements on both sides of the street.

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

D3: Encourage adjustable windows, sunshades, wind/rain protection patio elements that allow residents to have plantings and use outdoor balcony space comfortably.
   1. Include provision that discourages residents from excessive storage on balcony.
   2. Encourage wind breaks that shield patio users from wind.

E. Green Buildings
E1: Encourage green building certification -- LEED for commercial and high-rise residential/GreenPoint Rated (GPR) for non high-rise residential-- in new building construction.
   1. Make this a requirement.
   2. Encourage practices that meet LEED standards without certification
   3. Let the market sort this out. Seems beyond the purview of a neighborhood plan.
   4. Green design will increase project costs and can be subsidized.

E2: Encourage bike/motorcycle exclusive entrances to buildings.
F. Architectural Style

F1: Create design competitions for high profile sites. (MOVE TO PUBLIC REALM SECTION.)
   1. Costly in terms of money and time for developers.
   2. Respect private property.
   3. Encourage design competitions for public sites.

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

G. Land Use Recommendations

G1: Encourage rethinking of the Safeway site design.
   • 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:
     o increased policing,
     o incorporating the recycling center into a building structure,
     o relocating the recycling center to another appropriate location.

   1. Address conflicts between active commercial uses (outdoor dining) and recycling center smells in the proposed Safeway recycling center redesign.

G2: Encourage local serving commercial and entertainment uses, such as: restaurants, high-quality grocery stores, bakeries, markets, boutique hotels, bars and sex-clubs, small office space, pet services.
   1. Encourage a healthy mix of local and non-local businesses.
   2. Consider formula retail ban.
   3. Discourage additional sex clubs.

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.
   1. Encourage partnerships between developers and community serving groups.
   2. Explore a cultural density bonus for new developments that include a community/cultural institution.

H. Approval Process

H1. Expedite the approval process for projects that address clearly and community-identified priorities.
IV. NEW DEVELOPMENT DESIGN GUIDELINES (CONT.)

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 for commercial and high-rise residential/GreenPoint Rated (GPR) for non-high-rise residential -- in new building construction.

F. Architectural Style

F1: Create design competitions for high profile sites.

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

G. Land Use Recommendations

G1: Encourage rethinking of the Safeway site design.

G2: Encourage local serving commercial and entertainment uses, such as: restaurants, high-quality grocery stores, bakeries, markets, boutique hotels, bars and sex-clubs, small office space, pet services.

G3: Encourage community and cultural land uses, such as: museums and cultural institutions, theaters, performing space and entertainment, art galleries, library expansion, youth spaces, such as recreation, art centers and shelter.

V. OTHER COMMENTS

Please return the comment card to the facilitators at the end of the workshop. **Thank You!**

If you are unable to complete the comment card, you can mail or fax it to:
Sarah Dennis
San Francisco Planning Department
1650 Mission Street, Suite 400
San Francisco, CA 94103-2479
phone: 415-558-6314 fax: 415-558-6409
http://uppermarket.sfplanning.org
III. PUBLIC REALM IMPROVEMENTS

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

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 rooftops.

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.