

CITY & COUNTY OF
SAN FRANCISCO
PLANNING DEPARTMENT



UPPER MARKET development design guidelines

APPROVED: OCTOBER 23, 2008





"EVERY BUILDING, EVERY ROOM, EVERY GARDEN IS BETTER WHEN ALL THE PATTERNS WHICH IT NEEDS ARE COMPRESSED AS FAR AS IT IS POSSIBLE FOR THEM TO BE. THE BUILDING WILL BE CHEAPER; THE MEANING IN IT WILL BE DENSER."

CHRISTOPHER ALEXANDER

IN THIS CHAPTER

- New Development Vision
- Appropriate Building Massing
- Inviting Ground Floor Design
- Public Recommendation Implementation
- Active Upper Story Design
- Natural Systems in Building Design
- Certified Green Building
- Context-Sensitive Architecture
- Community-Supported Land Uses
- Predictable Approval Process
- Project Approval

IN THE FACE OF RISING DEVELOPMENT PRESSURES AND OPPORTUNITIES, Supervisor Dufty initiated a planning process to give residents, developers, merchants, community members, and planners the opportunity to voice their hopes for the Upper Market corridor. The San Francisco Planning Department, in conjunction with Supervisor Bevan Dufty, hired an urban planning and design consultant team, headed by MIG, to lead the public series of community workshops held throughout the fall of 2007. These workshops focused on what public improvements and building elements would be needed to fulfill a common vision for the corridor (generally defined as Market Street between Castro and Octavia Streets). The results the planning process was the creation of two documents, the Upper Market Community Vision and Recommendations and the Upper Market Development Design Guidelines.

This document, the Upper Market Development Design Guidelines, provides a clear vision for how the community would like to see development occur along the corridor. The purpose of the guidelines is to outline elements of the vision to developers and property owners along the corridor. What elements are included will be determined by the developer and the property owner. It will be the responsibility of City of San Francisco Planning Department staff to review each proposed project along the corridor to determine if the proposed project meets the intent of the community's vision and design guidelines. The determination will be incorporated into the planning staff's case report for all projects that are presented to the City Planning Commission.

development design guidelines

With several pending developments, the Upper Market corridor is poised to realize its future vision by capitalizing on new development energy. The following guidelines articulate the community's vision for private development character of and describe how it should both integrate with and contribute to the existing urban fabric.

The Upper Market area is not characterized by a single, specific architectural style and consistent treatment. Perhaps the one distinguishing aspect of Upper Market development is its diversity. This range of character contributes to the area's charm and vibrancy. The community did not specify a preferred architectural style. Instead, participants emphasized a commitment to high quality materials and elegant design rather than "boring, stucco" buildings. Materials and architectural style are some of the many components of a successful new building. Equally important are the opportunities that new developments offer in activating the public realm.

The recommendations contained in this chapter serve as guidelines for private development. They are intended to direct building and site design to be of the character and quality specified by the community through the workshop process. Adherence to the new development guidelines shall be a driving criteria for project review and approval of projects within the study area, and the checklist included in this document should be used to evaluate development compatibility.

NEW DEVELOPMENT VISION

New construction of buildings in the Upper Market area should take advantage of being located in a transit-rich corridor. Upper Market Street is a livable, diverse and interesting place with bike, transit and pedestrian networks unparalleled elsewhere in San Francisco. New buildings should provide an array of housing options that support the area's rich pedestrian environment as well as social and cultural diversity. The Upper Market community has expressed the strong desire for high-quality architecture that is context-sensitive.

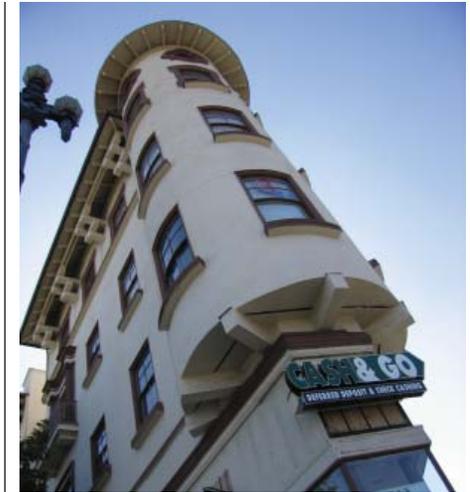
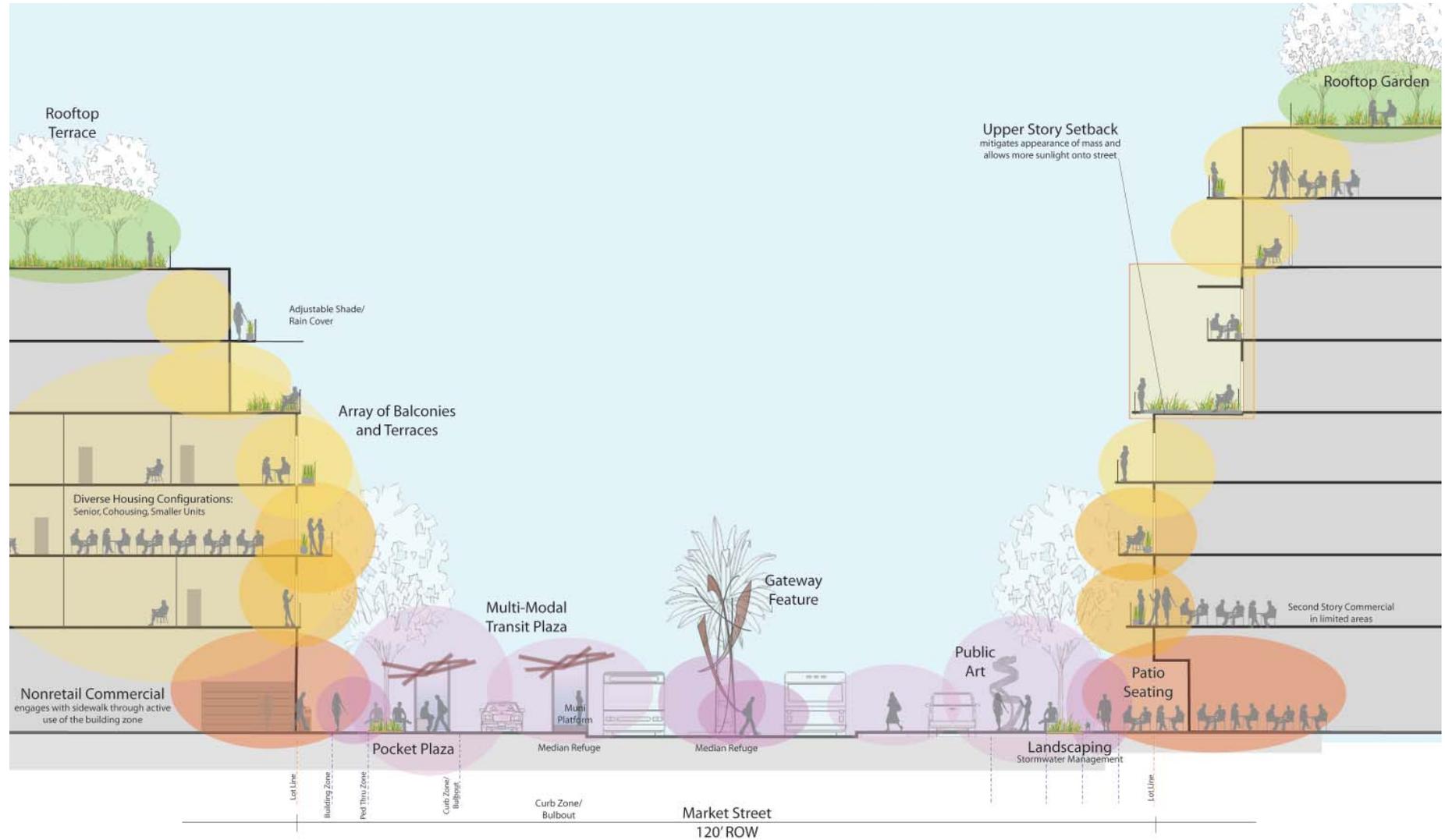


FIGURE 1 UPPER MARKET DESIGN FRAMEWORK

The following diagram is a conceptual cross-section of the Upper Market study area that illustrates the multiple community design elements that compose the community vision. This diagram is meant to exemplify the dynamic and socially-vibrant spirit of the place. Actual building dimensions and streetscape design dimensions will vary according to site conditions. The building setbacks illustrated are not intended to serve as any specific design standard but rather serve purely illustrative purposes.





Upper story setbacks

A. APPROPRIATE BUILDING MASSING

A1: Utilize rear and upper-story setbacks to encourage context-sensitive infill development.

- Continuation of an urban street wall should be encouraged due to the proximity to multiple forms of transit and the current urban design of the area.
- Upper floor setbacks provide opportunities for balconies and terraces on new buildings. (Refer to Figure 5.2A and B)
- Encourage rear upper story building setbacks to encourage privacy onto residential neighbors. (Refer to Figure 5.2A and B)
- Explore the option of rear yard setback requirements for new developments abutting completely residential parcels. This allows bars/restaurants to have rear patios. (Refer to Figure 5.2A and B)
- Exempt two commercially-zoned parcels abutting each other from requiring a rear yard setback. (Refer to Figure 5.2C)
- This Plan acknowledges that some new buildings located on irregular shaped lots will not be able to achieve this guideline due to the financial infeasibility from a construction cost standpoint.

FIGURE 2A POTENTIAL FOR 55' BUILDING ADJACENT TO RESIDENTIAL PARCEL

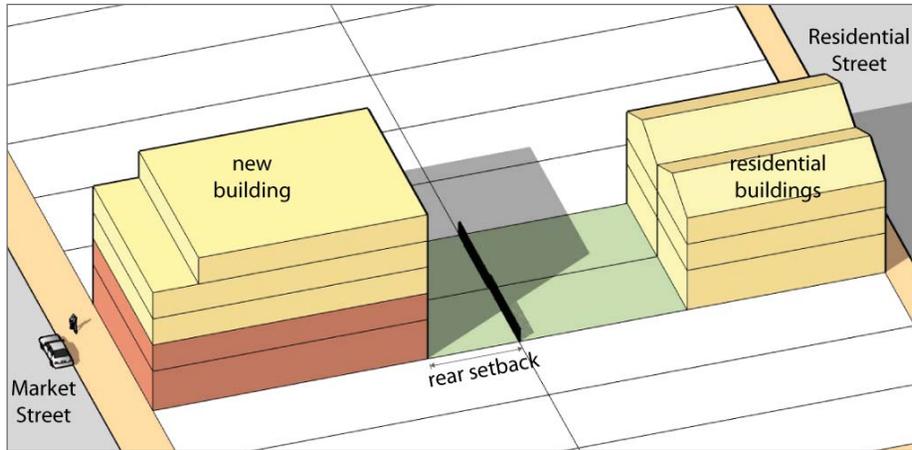


FIGURE 2B POTENTIAL 85' BUILDING ADJACENT TO RESIDENTIAL PARCEL

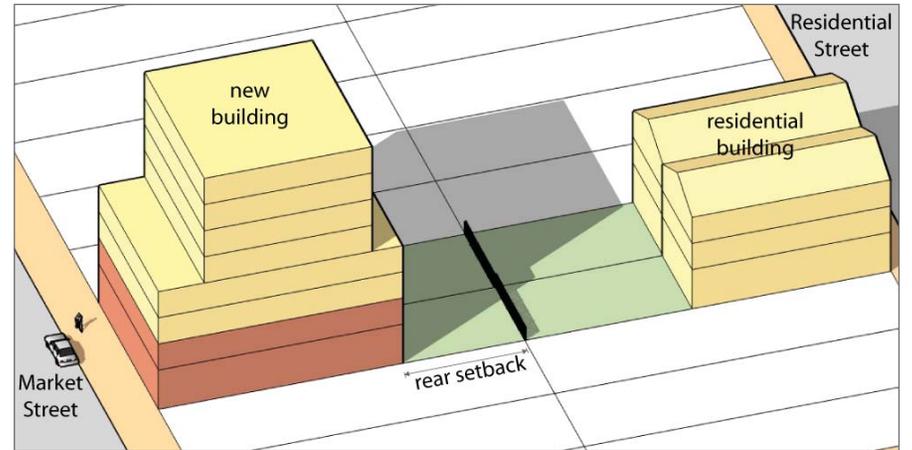


FIGURE 2A POTENTIAL FOR 55' BUILDING ADJACENT TO RESIDENTIAL PARCEL

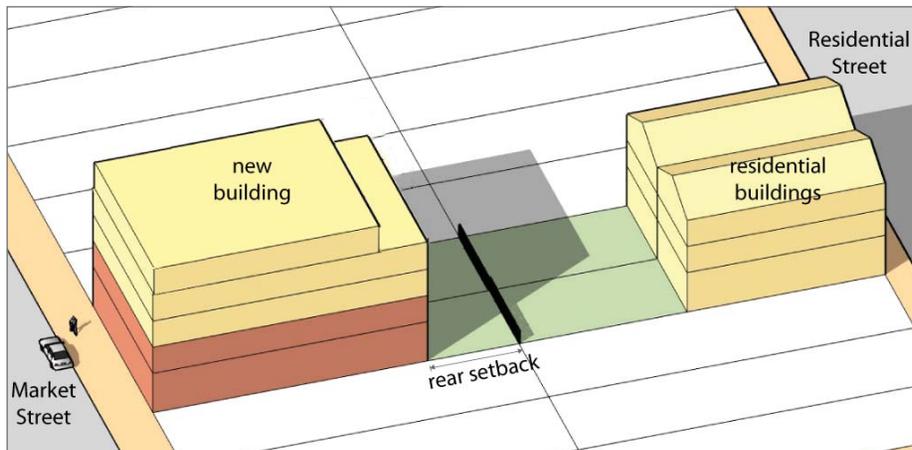
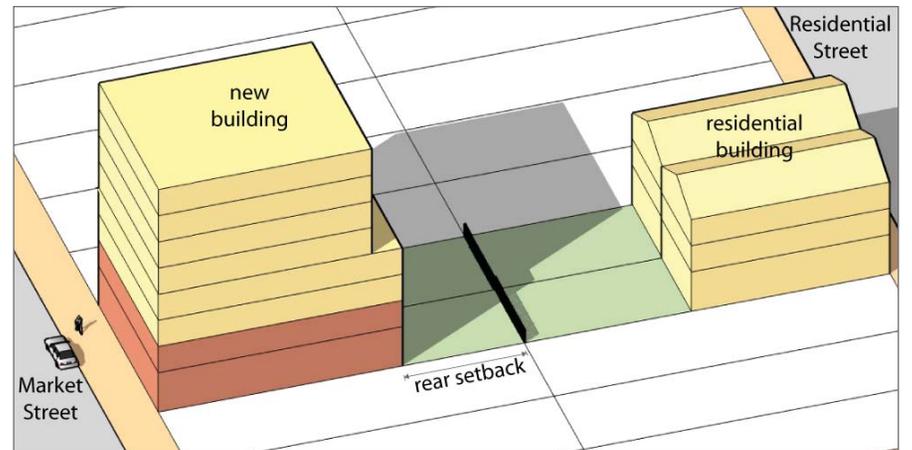


FIGURE 2D POTENTIAL 85' BUILDING ADJACENT TO RESIDENTIAL PARCEL





Existing fine-grain buildings

A2: Create a fine-grain appearance of larger, new or rehabilitated buildings when infilling into an existing fine-grain context.

- Buildings should respect the widths of existing development in the Upper Market corridor. Construction or rehabilitation of buildings should utilize architectural design elements that underscore the fine-grain character of the Upper Market area through the following techniques:

- Incorporate vertical and horizontal architectural elements to mitigate long unbroken building facades,
- Break up large expanses of wall surface by varying building planes and grouping windows.



New development with a fine-grain massing

B. INVITING GROUND FLOOR DESIGN FEATURES

The following guidelines were the most important for the community. Many participants noted a desire for stronger language for the following recommendations due their relative importance relative to other development guidelines.

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

B2: Create inviting building entrances for large and institutional buildings through the following techniques:

- Integrate the sidewalk area into building entrances.
- Use light features to highlight buildings.
- Set back entrance from the rest of the building.
- Install plazas, fountains, and sculpture in front of buildings.



Attractive outdoor dining options

B3: Developments should include a range of commercial floor plate sizes to accommodate both large format retail as well as small businesses.

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

B5: Maximize pedestrian-orientation of development and minimize auto-orientation of development on Market Street through the following techniques:

- Allow no curb cuts on Market Street (as per the Market and Octavia Plan).
- Limit one curb cut per lot on surrounding streets.
- Use creative garage door materials and design to minimize appearance and integrate garages into the building façade on side streets.
- Encourage car-sharing facilities.
- Remove parking minimum requirements.



Sidewalk-engaging activity outside of a large format business

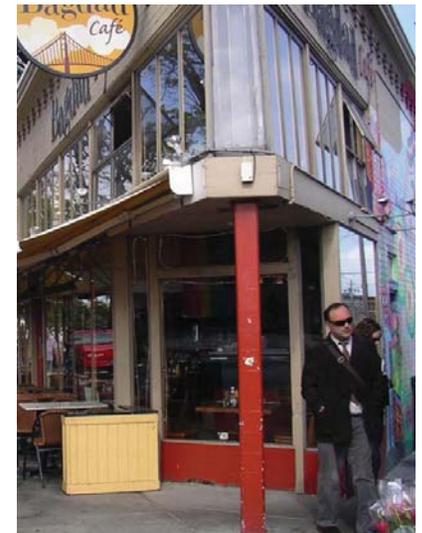
B6: Buildings on corner lots should have street-engaging elements such as windows and entrances on facades.

- Corner buildings should actively face onto both streets with pedestrian-friendly entries. Encourage creative corner treatments such as rounded or cut corners, corner roof features and distinctive shop windows.

B7: Commercial ground floor ceiling height should be at least 15 feet.



Generous groundfloor ceiling



Engaging flatiron on 16th and Market



North Beach flatiron



Permeable pavement and stormwater-retention area incorporated into the sidewalk



Plantings and outdoor dining complement the pedestrian experience as well as serve the needs of the adjacent buildings

C. PUBLIC RECOMMENDATION IMPLEMENTATION

C1: Encourage private development to help implement the Upper Market Community Vision and Recommendations.

- Private development can have a significant role in implementing the recommendations provided in the Upper Market Community Vision and Recommendations document.
- Improvements from incorporating sidewalk elements (benches, plantings, outdoor dining) to reconstructing the sidewalk with permeable materials to creating bulbouts that can act as mini-plazas on corner properties are examples of ways in which private development could assist in enlivening the public realm along Market Street., particularly as properties are being redeveloped.

**D. ACTIVE UPPER STORY
DESIGN FEATURES**

The following guidelines are intended to maximize the public-orientation of buildings and encourage architecture that enlivens the street and provides opportunities for new dwellings to access sunlight and maintain visual connection with the street. The following guidelines apply to the Market Street side only, and not the backside of buildings where it may impact privacy.

D1: New buildings should have operable windows, balconies and terraces of a range of sizes to provide varied uses for indoor-outdoor activities.

D2: Encourage gardens on balconies, upper-floor setbacks and rooftops.



Beautiful balconies



Respite and recreation on the roof



Cohousing in Oakland, CA

D3: New housing developments should provide diverse and flexible configurations to:

- Provide for different ages, particularly seniors and assisted living,
- Accommodate the needs of families (which will be provided for by the 40% requirement of new housing developments to be two bedrooms as indicated in the Market/Octavia Plan)

- Encourage shared facilities in new development, such as co-housing developments,
- Encourage smaller residential units, more studios and one bedroom units.

D4: New housing developments should be affordable (to rent and own) for lower and middle-income residents as well as all for all lifecycles (particularly seniors.)

D5: Encourage second floor commercial uses in blocks where that pattern currently exist.



Studio apartments for the single urban dweller



Existing second floor commercial use on Market Street

E. NATURAL SYSTEMS IN BUILDING DESIGN

The following guidelines are intended to maximize the sustainable design of buildings. They apply to the Market Street side only, and not the backside of buildings where it may impact privacy.

E1: New developments should maximize outdoor elements such as sidewalk seating, courtyards, balconies and wind breaks.

E2: New buildings should use creative treatment (steps, retaining walls, landscaping) to soften building edges in steep topographic building conditions.

E3: New buildings should have adjustable windows, sunshades, wind/rain protection patio elements that allow residents to have plantings and use outdoor balcony space comfortably. Discourage residents from excessive storage on balcony.



Climate-sensitive design should be flexible



Building detail that responds to topography



Green building certification

F. CERTIFIED GREEN BUILDINGS

Green building practices are an increasingly important design strategy. New development should incorporate environmental design techniques that integrate solar access, wind, and on-site drainage into building layout and design. These techniques will help reduce energy consumption, and stormwater runoff impacts to the City's water infrastructure.

F1: Encourage green building certification in new building construction, such as LEED for commercial and high-rise residential and GreenPoint Rated (GPR) for non-high-rise residential.

- Verify the certification status of new green building developments.



Passive green roof

G. CONTEXT-SENSITIVE ARCHITECTURE

Buildings in the Upper Market area are diverse in materials and architectural styles. No specific palette of materials, colors or architectural styles have been defined as essential in terms of new development. However, given the area's prominent yet diverse nature, new development should demonstrate a creative and tasteful approach to materials, colors and style. New development should reflect the community's priorities, including

fine-grain, historically- and site-sensitive design and use of high quality materials in building design. New developments should also be sensitive to the possibility of new historic districts in the project area, such as Duboce Triangle, Upper Market Commercial, Mission Dolores. While new architecture should respect existing architectural themes, new developments should avoid overly false historicism in design.



Dynamic roofline

G1: Buildings should respect the Upper Market architectural context.

- Upper Market Street has many examples of historic architecture that has withstood nearly 100 years. This can be partially attributed to the quality materials used in the construction of these historic structures. As new development and rehabilitations occur it will be necessary to incorporate high quality materials and building design details that present a tasteful contrast to adjacent buildings.
- Create engaging groundfloor design details.
- Development should contribute to the diverse range of architectural styles and approaches that exists in the study area.
- Colors of buildings should present a tastefully, complementary contrast in color to adjacent buildings.
- Building roofs should respect the dynamic roofline in the Upper Market area and maintain the dynamic rhythm of the area's different building heights and roof styles.



Historic details



Contrast and color in new and old buildings



G2: Development along Upper Market Street should be consistent with the guidelines put forth under the Upper Market Historic District survey document.

- The recently completed Market & Octavia Historic Survey called for the designation of the Upper Market Historic District. The survey, in conjunction with Market & Octavia, provides zoning and additional urban design guidelines for construction and redevelopment within the historic district boundaries.
- The main principles of the district encourage the evolution of transit orientated development that has occurred over the past 100 years. Elements such as varied architectural styles, quality buildings materials, and varied heights are emblematic of the Upper Market Historic District.

H. COMMUNITY-SUPPORTED LAND USES

H1: Encourage rethinking of the Safeway site design through the following strategies:

- Improve the pedestrian edge along Market Street through rotating art displays and/or additional street trees.
- Explore activating the site through new uses such as
 - ground floor retail along Market Street.
 - housing units located above retail uses
 - locate a park on the site
 - and incorporate necessary infrastructure improvements.
- Refer to the multi-phased approach to creative rethinking of the Safeway site in the Market and Octavia Better Neighborhood Plan EIR.
- Improve areas around the recycling center near Safeway by: increasing policing and ensuring that new designs/strategies maintain the ease and circulation of bicyclists on the bikeway.

H2: Developments should contribute to a healthy mix of diverse serving commercial and entertainment uses, such as: restaurants, high quality grocery stores, bakeries, markets, boutique hotels, bars, small office space, and pet services. Locally-owned commercial establishments are encouraged over national chain stores.

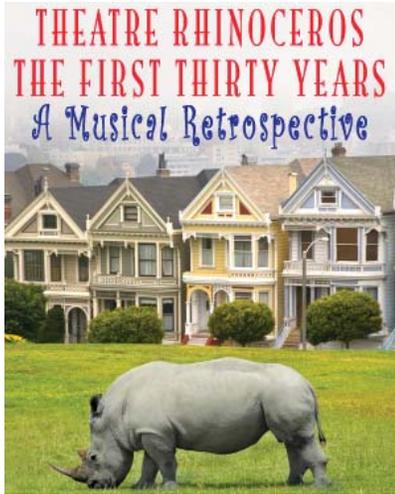
H3: Development should integrate community and cultural land uses, such as: museums and LGBT institutions, theater, performing space and entertainment, art galleries, library expansion, youth spaces such as recreation, art centers and shelter.

- Encourage partnerships between developers and community serving groups.

H4: Housing developments should be affordable (to rent and own) for lower and middle-income residents as well as all for all life cycles (particularly seniors.)

- This guideline encourages developers to provide required inclusionary zoning requirements within developments, rather than paying the in-lieu fee.
- This guideline also treats affordable housing as a public benefit where developments incorporate a higher percentage of affordable housing than is regulated by law, such provisions should be recognized as a significant public good.





I. PREDICTABLE APPROVAL PROCESS

I1: Project sponsors maintain an open dialogue with the community.

- Continue cultivating constructive and open channels of communication between developers and the local community, such as evidenced in this Plan's community planning process.

I2: Create a predictable approval process for projects that clearly address the community-identified priorities.

- The Planning Commission will use this list of guidelines as a critical tool for specific project implementation.

Project Approval

It will be the responsibility of City of San Francisco Planning Department staff to review each proposed project along the corridor to determine if the proposed project meets the intent of the community's vision and design guidelines. The determination will be incorporated into the planning staff's case report for all projects that are presented to the City Planning Commission.

In cooperation with the Upper Market Community Vision and Recommendations and the vision espoused in that document these guidelines should serve to guide developers as they are conceiving of their plans. Additionally, these guidelines will be used as a check list for Planning Department review of proposed development, and shall be provided to the Planning Commission for consideration in their review of the project. As some guidelines will be more onerous, or financially costly, and as some guidelines will be more applicable to certain parcels, the number of guidelines met should be balanced with their overall value to the community, to ensure that in general, the project meets the goals of this plan.

It should be noted that the community benefits derived from new development projects in the Upper Market area are dependent on trade-offs. The viability of projects will depend on the cumulative demands placed on the project (design guidelines noted above, affordable housing requirements, inclusion of community space) and the market's ability to support the additional costs. Imposing further requirements without offsetting value increases runs the risk of halting new development and/or raising the consumer price of projects that are completed.

New Development Design Guidelines	Meets Guideline?
A. Building Height and Massing	
A1: Utilize rear and upper-story setbacks to encourage context-sensitive infill development.	
A2: Create a fine-grain appearance of larger, new or rehabilitated buildings when infilling into an existing fine-grain context.	
B. Inviting Ground Floor Design Features	
B1: Promote active uses of the sidewalk building zone through ground floor building design elements such as transparent, operable windows, open partitions, awnings, goods and wares visible in front, and informational displays.	
B2: Create inviting building entrances for large and institutional buildings.	
B3: Developments should include a range of commercial floor plate sizes to accommodate both large format retail as well as small businesses.	
B4: Large commercial developments on large lots should have engaging transparent facades, multiple pedestrian entrances, and outdoor seating.	
B5: Maximize pedestrian-orientation of development and minimize auto-orientation of development on Market Street.	
B6: Buildings on corner lots should have street-engaging elements such as windows and entrances on facades.	
B7: Commercial ground floor ceiling height should be at least 15 feet.	
C. Public Recommendation Implementation	
C1: Encourage private development to help implement the Upper Market Community Vision and Recommendations.	
D. Upper Story Design Features	
D1: New buildings should have operable windows, balconies and terraces of a range of sizes to provide varied uses for indoor-outdoor activities.	
D2: Encourage gardens on balconies, upper-floor setbacks and rooftops.	
D3: New housing developments should provide diverse and flexible configurations.	
D4: New housing developments should be affordable (to rent and own) for lower and middle-income residents as well as all for all lifecycles (particularly seniors.)	
D5: Encourage second floor commercial uses in blocks where that pattern currently exist.	

	Meets Guideline?
E. Natural Systems in Building Design	
E1: New developments should maximize outdoor elements such as sidewalk seating, courtyards, balconies and wind breaks.	
E2: New buildings should use creative treatment (steps, retaining walls, landscaping) to soften building edges in steep topographic building conditions.	
E3: New buildings should have adjustable windows, sunshades, wind/rain protection patio elements that allow residents to have plantings and use outdoor balcony space comfortably. Discourage residents from excessive storage on balcony.	
F. Certified Green Buildings	
F1: Encourage green building certification in new building construction, such as LEED for commercial and high-rise residential and GreenPoint Rated (GPR) for non-high-rise residential.	
G. Context-Sensitive Architecture	
G1: Buildings should respect the Upper Market architectural context.	
G2: Development along Upper Market Street should be consistent with the guidelines put forth under the Upper Market Historic District survey document.	
H. Community-supported land uses	
H1: Encourage rethinking of the Safeway site.	
H2: Developments should contribute to a healthy mix of diverse serving commercial and entertainment uses, such as: restaurants, high quality grocery stores, bakeries, markets, boutique hotels, bars, small office space, and pet services. Locally-owned commercial establishments are encouraged over national chain stores.	
H3: Development should integrate community and cultural land uses, such as: museums and LGBT institutions, theater, performing space and entertainment, art galleries, library expansion, youth spaces such as recreation, art centers and shelter.	
H4: Housing developments should be affordable (to rent and own) for lower and middle-income residents as well as all for all life cycles (particularly seniors.)	
I. Predictable Approval Process	
I1: Project sponsors maintain an open dialogue with the community.	
I2: Create a predictable approval process for projects that clearly address the community-identified priorities.	
I3: Priority processing will be granted if the project proposal has been submitted with a letter of support from the surrounding neighborhood association.	

