

APPENDIX:

DETAILED COMMUNITY COMMENTS

I. STREETScape

ASSETS

Along the study area, there are some stretches of streetscape that re more pedestrian-friendly than others. These pedestrian-friendly stretches have good plantings, gathering spaces and commercial uses fronting the sidewalk. Active storefronts with doors and windows create a cozy streetscape environment. Different cafes and restaurants use the sidewalk by pulling out tables and chairs creating a seamless connection between inside and outside. All these features add up to create a lively streetscape experience.

ISSUES

1. Specific areas along the corridor are problematic and need upgrading.
 - There is a lack of connectivity.
 - Connect together north and south sides of Market Street.
 - Better utilize the medians located on Market Street.
2. Parking laws and regulations need to be enforced.
 - Take measures to prevent double parking.
 - Create a parking requirement due to lack of reliability.
3. Streetscape lacks planted areas and vegetation.
 - Streetscape has no vegetation, no color or flowers. It feels barren and sterile.
 - Sidewalks need not be linear concrete.
4. There are insufficient public amenities along the corridor.
 - There is a lack of benches and streetscape amenities.
 - There used to be benches, but the department of DPW removed them – there are social problems that have to be solved first.
 - Lighting needs improvements. Corner of Sanchez St and Duboce Ave is dark and scary.

OPPORTUNITIES

1. Install more natural landscaping into the streetscape.
 - Create living sidewalk like the ones at embarcadero.
 - Create green plantings with baskets with flowers.
 - Add more wind tolerant trees.
 - Give a uniform look to unite the neighborhood through the use of landscaping and trees.
 - Use bulbouts and islands as green space.
2. Add sidewalk amenities.

- Add street furniture with creative benches, paving and bulb-outs.
 - Treat street as outdoors living rooms.
 - Create places to pause like benches and other spaces.
 - Create signage that is directional and interpretative.
 - Signage should be uniform to aid way finding.
 - Encourage street musicians.
 - There is a need for public toilets.
 - Informational kiosks to provide information to visitors.
3. Widen sidewalks to allow different street activities.
- Narrow street width to give more space for pedestrians.
 - Outdoor seating would be possible if sidewalks are wider.
 - Sidewalk cafes and commercial uses on sidewalks are desirable.
 - Create setback or wider sidewalks to allow flow of pedestrians.
 - Bulb-out corner are an option to improve the pedestrian environment.

II. CIRCULATION

ASSETS

The Upper Market corridor can be easily accessed since Market Street is a main arterial in the city well served by public transit. Upper Market also serves bicyclists with dedicated biking lanes along both sides of Market Street and important biking streets that intersect across Market Street.

ISSUES

1. Bike lanes are dangerous due to the impact of vehicular traffic.
 - Cycling is dangerous because there is double parking and bike lanes are not continuous.
 - There is a poor placement of bike lanes.
 - It is hard for bikes to turn.
 - People have to ride on sidewalks.
2. Cars drive too fast on Market Street.
 - Speeding is a problem.
3. MUNI needs improvement.
 - MUNI should restore cut services.
 - Public transit needs more users.
 - In the near future there will be 12,000 more residents public transit needs to support those numbers. It will require improvements to the system.
4. Billboards add visual noise to Market St.
 - Billboards are too large and there are too many of them.

5. Public transportation needs improvements.
 - The MUNI stop at Dolores and Market is unsafe and difficult to cross.
 - MUNI infrastructure needs maintenance and oversight.
6. Streetscape design is not conducive for pedestrian use.
 - Pedestrian signals do not allow enough time to cross comfortably.
 - Intersections are very wide, too far to cross with not enough time.
 - The park located at Guerrero and Clinton is a pedestrian safety hazard.
 - The crossing at Church and Market is cumbersome and scary.
 - Fast moving traffic makes it unsafe for pedestrians.
7. Vehicular circulation is unsafe.
 - The corner of Laguna and Market is unsafe.
 - Traffic at the corner of Noe and Market is too uncontrolled.

OPPORTUNITIES

1. Incorporate traffic calming and pedestrian-oriented street improvements.
 - Fix traffic signals and consider pedestrian-only light cycles.
 - Create pedestrian friendly and walkable environments.
 - Mid-block crossings would help pedestrian traffic and connectivity on Market St.
 - There is a need for traffic calming approaches like dedicated lanes and bulb-outs.
 - Traffic calming should be explored, especially at wide crossings.
 - Enforce traffic laws to prevent speeding.
 - Crossings are dangerous – can streets be redesigned?
 - Close selected areas to through auto traffic on weekends: Duboce Ave between Church St and Filmore St. and Noe St.
2. Improve public transit services to meet current needs.
 - Increase the frequency and reliability of public transit.
 - MUNI stop needed between Church and Van Ness. Possible locations are Dolores St or Laguna St.
 - MUNI plazas and underground station should attract people's eye like in Paris.
 - There are only two entrances to Castro Station maybe we could have one on East side of Castro.
3. Increase bike circulation, safety and amenities along Upper Market Street.
 - Bike lanes and vehicular traffic should be separated with a physical curb or a planting strip.
 - Slow traffic through signal timing this would help bikes move.

- Swap bike lanes with parking lane to generate a safe environment for cyclists.
 - Bike lanes need improvements, they are not clearly defined.
 - Bike racks are necessary.
 - Create crucial links in bike network.
4. Improve auto circulation network.
- We need more signage, signals and left turns lines.
 - There will be an increase in the population and more cars on the streets -- we will need strategic traffic improvements.
 - Use traffic sensitive lights.
5. Consider creative parking strategies.
- Include shared public parking and level parking.
 - A parking structure needs to be added and could be used to accommodate loss of street parking that would happen when you expand the sidewalk.
 - Put parking under Mission Dolores tennis courts.

III. PUBLIC SPACES + HARVEY MILK PLAZA

ASSETS

There are a number of active public and private places, such as Castro Street and the sidewalk seating offered by businesses around Noe and 16th Streets (i.e. Café Flore, Harvest Ranch Market.)

ISSUES

1. The community needs does not have appropriate spaces to congregate.
 - There are not enough open spaces.
 - There is not a hang out space for everyone.
 - Harvey Milk Plaza is not a public space. It is only a subway station.
2. Some public spaces do not work.
 - The Market St and Castro St intersection is not attractive.
 - HM Plaza is too small to be used. It is not open space, but a through fare.

OPPORTUNITIES

1. Create pocket parks.
 - New development should have open space.
 - Create pocket parks at triangles.
 - Pocket parks on triangle lots would be a great use of space.

- New open space – should be sun and wind protected.
2. Create more social gathering spaces.
 - Outdoor cafés would be great additions to the urban landscape.
 - Use Chevron station for plaza.
 - Add fountains since they are healthy, beautiful, places to gather.
 - Tunnel cars near Castro and Market and put a plaza on top.
 - Get rid of cars and gas stations to create more space for people.
3. Redesign Harvey Milk Plaza to create a great public space.
 - Build on Harvey Milk Plaza redesign.
 - Redesign Harvey Milk Plaza with an art component.
 - Consider raising the space.
 - Make a true plaza for Harvey Milk, a great place for hanging out.

IV. LGBT IDENTITY

ASSETS

Upper Market has a strong presence, identity and sense of community. The community is passionate, active and well educated. The community is open to all lifestyles and very accepting of social diversity. This is a safe place for the LGBT community.

ISSUES

The LGBT community sees a need for more LGBT-oriented history and identity reflected in the area as well as LGBT-oriented art and community institutions in the area. Furthermore, workshop participants expressed a desire for housing affordability and flexible housing configurations to accommodate different household sizes and arrangements.

OPPORTUNITIES

1. Promote LGBT identity, culture and legacy.
 - Do not create a gay theme park.
 - In order to have LGBT identity we need LGBT people.
 - Integrate young gay culture.
2. Create inclusive neighborhoods.
 - Neighborhoods are supposed to be diverse and not socially constructed.

V. YOUTH NEEDS

ASSETS

The Upper Market area is a place for youth to hang out and feel safe. LYRIC and Larkin Street are community organizations that offer youth a place to hang out and receive services and support.

ISSUES

1. Youth do not have places to hang out.
 - There is nothing for youth to do, no place to congregate.
 - Youth hang out at Harvey Milk plaza. They need a place for them to go in the evening.

OPPORTUNITIES

1. Create places for youth.
 - Youth need a gathering space, such as a recreational center with long hours.
 - There should be a youth shelter.
 - Provide spaces for the youth--both public and private--where teens can be teens.
 - We need a youth center.
 - A youth center is needed.
 - A skateboard park would become a great place for the youth.
 - We could have a skateboard parks that is beautiful and green.

VI. LAND USE ACTIVITIES

ASSETS

The Upper Market area has a large mix of land uses that greatly contributes to the area's livability. There are a number of small businesses that add to the area's fine-grain character and are well-supported by the local residents. The Castro area is an international tourist destination. A range of entertainment options takes place along the corridor.

ISSUES

1. There are several undesirable land use activities in the Upper Market area.
 - There are too many banks.
 - Get rid of predatory lenders (cash'N'go)
 - We need to think about relocating gas stations.

2. There are a number of underutilized and vacant buildings and lots.
 - There are lots of blighted and vacant properties.
 - There are empty storefronts and poor maintenance of buildings.
 - Get rid of gas stations and replace them with space for public housing.
 - Explore options to redevelop 76 gas station at Buchanan St.
 - The biggest problem is the recycling center. Until that's gone we cannot do park benches.
 - The recycling center is an issue -- add a police kiosk.

OPPORTUNITIES

1. Support additional commercial services in the Upper Market area.
 - Allow more restaurants.
 - Bring better groceries like Trader Joe.
 - Anchor chain stores that would support smaller stores.
 - Build more boutique hotels.
 - We would like to see more small bars, sex clubs and women's bars.
 - 2nd floor bar spaces are great!
 - Provide small office spaces.
 - Live-work units are desirable.
 - There is no veterinarian, we need a pet hospital.
 - We want a hospital!
 - Expand entertainment district down Market St
2. Encourage and support small businesses.
 - Encourage small businesses: better groceries, bakery, etc.
 - Preserve independent business character.
 - Give loans for independent businesses.
 - District could be a small business incubator, keep small stores.
 - Don't lose corner markets.
 - Formula retail bids - create a cap on commercial rents.
 - There is a need for subsidies otherwise storefronts stay empty.
3. Support community and cultural land uses.
 - We want theaters, community services, performing space and entertainment.
 - Bring cultural institutions to the Castro.
 - Create a gay museum, maybe at the Tower Records site.
 - We want non-commercial public uses.
 - What happened with the Library plan?
 - Create a community board placed at the corner of Market Street and Castro Street.
Information could change daily, current community information.
 - Physical recreation/YMCA/parks/pools are desirable activities.
 - We need softball field and outdoor recreation.

- Include a technology center or library.
- Art galleries and programs should be promoted.

VII. NEW DEVELOPMENT AND DESIGN CHARACTER

ASSETS

The Upper Market area has diverse range of built form and character. Some fine-grain blocks are stacked with narrow buildings without numerous building entrances and windows. Oftentimes, these blocks also have historic commercial façade elements, such as recessed doors and moldings on window frames, which add an interesting layer of architectural richness. The area's history as a streetcar suburb has left a strong legacy of mixed-use buildings that gives rise to many engaging ground floor commercial designs. A diverse palette of building colors and materials also give Upper Market developments an eclectic overall character.

ISSUES

1. The community is concerned about the possibility of lackluster, low-quality new development.
 - We don't want big blocky flat buildings! Ask for balconies and design articulation to connect with street.
 - Do not permit any more generic ugly buildings.
 - Do not allow big boxy buildings or strip mall.
 - Avoid new buildings that are dull, drab and plain.
 - We have concern about proposed design for 1998 Market. It is like a business park, out of character with the neighborhood. It should follow existing design guidelines.
 - There is public concern over quality of architecture.
 - No stucco, no grey concrete allowed.
2. There is concern that redevelopment could generate the displacement of some current residents.
 - Are there risks of gentrification from making it pretty?
 - Gentrification could push out LGBT.

OPPORTUNITIES

1. Consider views of surrounding hills in relation to new development.
 - Buildings should echo topography.
 - Don't obscure topography or views.
 - Be careful with tall building heights creating a canyon effect.

Building Height and Massing

2. There is community support for allowable building heights if done well and in the right location.
 - We want buildings to be at least 85'.
 - Buildings should have 6-9 stories.
 - Most beautifully designed cities have 8-story buildings (Paris, Amsterdam).
 - Design transit oriented developments.
 - Allow a maximum of 6 stories.
 - Market Street is a wide street so we can have more height to balance scale.
 - Place high buildings at intersection, not mid-block.
 - Locate monumental buildings at intersections.
3. Encourage fine grain building form.
 - Subdivide parcels to promote incremental growth.
 - Create smaller development parcels to get diversity in form.
 - Infill near Octavia Street is a good model of village with a fine grain.

Building Design and Character

4. Encourage new developments that have engaging building design elements that engage with the public realm.
 - New developments should have open space and gardens.
 - Create new buildings with front residential courtyards and rooftop gardens.
 - Building owners need to be required to let commercial spaces "patio café"
 - Take advantage of sunny side for al-fresco dining.
 - Require higher ceiling for ground floor retail.
 - Create rooflines and cornices are aesthetically pleasing.
 - Garage doors should be considered part of architecture.
 - Encourage balconies in the 2nd floor. They act as semi-public/private space.
 - Create windows, doors and more life!
 - Preserve visibility and transparency.
 - Buildings need to have activity on all sides to prevent crime.
 - Create setbacks and use them for plantings and other improvements.
 - Setback higher floors to enhance design.
5. Create housing developments that provide diverse and flexible configurations for different ages and family sizes.
 - Provide for assisted living.
 - Promote diverse housing for a full life cycle
 - Congregate diverse housing types and sizes.
 - Design spaces so they adapt to number of tenants.
 - Make new developments flexible so they adapt to people's needs.

- Design and include diverse family types.
 - Housing should serve to LGBT needs.
 - Implement a preference lottery for some new units.
6. Respect historic aspects of the area.
- Preserve the rich texture of architecture.
 - The historical society should be more involved here.
 - Historic preservation should be a goal.
 - There is a possible creation of a historic district at Mission Dolores.
 - Establish historic districts where appropriate.
 - Highlight the history of Eureka Valley.
 - Acknowledge the changing character of the area.
7. Support affordable housing measures.
- Explore having a parking garage structure with affordable housing.
 - Shared facilities would make housing more affordable.
 - Affordable housing is needed for the workforce.
 - Increase density to maximize affordability.
 - How do we actually secure affordability?
 - Need to support middle class – can't afford condos but do not qualify for low income housing.
 - Make more affordable housing with renting units.
 - Include mid-income housing.
 - Create different residential options with ownership structures.
8. Encourage creativity and diversity in architectural style.
- New construction should push contemporary design and materials.
 - Create iconic buildings and exciting architecture.
 - Promote different architectural styles.
 - Also have some "background/context sensitive" buildings.
 - Do not create fake Victorian but something compatible and contextual.
 - Create a variety in building form.
 - Request design competitions for high profile sites.
 - Have a design review for high quality materials.
 - Promote creativity.
 - Residents want to look at actual designs, such as at the library or a community center.
 - Design guidelines should respect existing architecture and call for quality materials.
 - Reward developments/permits to see progress on redevelopment plans.
9. Promote green design.
- Promote sustainable environmental friendly and LEED developments.
 - Green urbanism should prevail in redevelopment plans.

Other Community Recommendations

10. Improve the Safeway site.
 - Create a better usage of Safeway site like for housing.
 - Safeway site should be redeveloped; it is a wasted space.
 - Streetscape by Safeway is lacking.
 - Create ground floor retail.
 - Consider putting Safeway underground.
 - Bring stores to street.
 - Model Safeway after Whole Foods on California St
 - Safeway is unsafe there are no eyes. Bring more residential to blend neighborhood together.
 - In the Safeway site create a park or condos.
11. Encourage construction mitigation measures to protect public health.
 - While project is under construction, keep the community safe.
 - There are layers of serpentine soil – health effects from construction.

VIII. IDENTITY AND SENSE OF PLACE

ASSETS

There is indeed a unique identity to the Upper Market area. Participants likened the area to a “village”. Several natural features such as the street trees and views to surrounding topography are also key markers in the area’s identity. The Upper Market area is home to several different neighborhoods (such as Dolores Mission, Eureka Valley, Mission, Duboce Triangle) that with different identities and contribute overall to a diverse Upper Market overall environment.

ISSUES

Participants expressed a need for more creative features to be designed into the public realm as well as historical and LGBT elements to be highlighted.

OPPORTUNITIES

1. Embrace and integrate with many neighborhoods, such as Dolores Mission, Eureka Valley and Mission.
 - Respect the Dolores Mission neighborhood.
 - Connect with Eureka Valley.
 - Connect this district with Mission via 16th Street.
2. Provide opportunities for public art.
 - Put in public art.
 - Use tiles as a “yellow brick road”.

- Include public art and not just rainbow flags.
- Bring more public art that is geared towards identity.
- Employ local artists work with local themes.
- Graffiti artists should also be included.
- Statues, modern art and sculptures should abound.
- Murals are a great source of inexpensive public art.
- Design distinctive sidewalks and paving by integrating art like a sidewalk history.

3. Incorporate history into the public realm.

- Recognize gay history and pre-gay history.
- Include other histories too.
- Add LGBT history markers.
- Historical art would give a sense of identity to the area.
- The gas station at the corner of Market St and 17th St should be removed and the spaced used for art/installation projects.
- Create a freeway revolt memorial at the corner of Octavia St and Market St.
- Widen sidewalks on Castro and integrate history.

IX. OTHER

Below are two additional topics that community members raised as important issues to address in the Upper Market area.

1. Address homelessness as a problem in the area.

- Even if not citywide, this plan needs to examine social issues like homeless housing needs
- Implement features to alleviate homeless and crime on streets
- Social services are needed since homelessness is a huge problem in the area
- We have a homeless challenge
- At 15th St between Church St and Market St there is a homeless congregation that is very dirty.
- This is a youth homeless destination.
- There is crime at Duboce St and Market St
- Drugs, homeless and litter are scaring our elderly.

2. Good financing and maintenance plans are essential for successful implementation.

- Pay for things you want: green, retail, community facilities.
- Financing of community facilities should be well planned.
- How do we keep up street, landscape and lighting?
- Maintain public art.

- There needs to be money endorsement to take care of public amenities and they should be easy to maintain.
- All spaces need to be well maintained.
- Establish public/private partnership to maintain street furniture.
- Create a city program to encourage businesses to maintain street furniture.
- Create pocket parks that are community managed.
- Use eminent domain to purchase parks.
- Use an “open space fund” to purchase parks.