Draft for Public Review The Market and Octavia Neighborhood Plan



San Francisco Planning Department
As Part of the Better Neighborhoods Program
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San Francisco Planning Department

BETTER NEIGHBORHOODS



6

nfill Development on Key Sites

- i. The Central Freeway
- ii. The Market Street Safeway Site

Parcels

OBJECTIVE 6.1

NEW DEVELOPMENT ON THE CENTRAL FREEWAY PARCELS AND THE MARKET STREET SAFEWAY SITE THAT HEALS THE PHYSICAL FABRIC OF THE NEIGHBORHOOD AND ADDS TO ITS CHARACTER AND QUALITY.

The elevated Central Freeway now runs through the center of the Market and Octavia area. Since the freeway structure was damaged in the Loma Prieta Earthquake, much interest and attention has been paid to the future of the freeway structure, resulting in the demolition of its northern portion shortly after the earthquake, demolition of the upper deck, and voter approval of Proposition E in 1998. This Proposition calls for the creation of a surface boulevard along Octavia Street, replacing the remaining portion of the elevated freeway north of Market Street. The new Octavia Boulevard will be the centerpiece of the Market and Octavia neighborhood, providing a gracious and beautiful resolution to the large volumes of regional traffic that move through the neighborhood.

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At the center of this plan, the new boulevard is the catalyst for a larger program of neighborhood repair and improvement. With the removal of the Central Freeway, approximately 7 acres of vacant land will be transferred to the city. Housing, particularly much-needed affordable housing, is the clear priority for these parcels. The Market Street Safeway site is another important opportunity site, where new housing above revitalized ground-floor commercial activities will strengthen the area.

These sites span a variety of contexts, from the monumental scale of Market Street to the fine-grain of residential alleys in Hayes Valley. If designed well, new development on both the Central Freeway parcels and the Market Street Safeway will greatly enhance the vitality and character of the Market and Octavia neighborhood.



The Central Freeway parcels are named by letter, from 'A' to 'V' running from north to south.

i. The Central Freeway Parcels

Policy 6.1.1

Provide guidelines for new development that respond to the opportunities presented by the Central Freeway parcels.

In keeping with the following urban design guidelines, the following guidelines address the specific physical conditions and challenges posed by the Central Freeway parcels. They reiterate core ideas from these guidelines, as well as add new ideas as needed to respond to the particular challenges of these sites. The basic land use and height controls, along with recommended uses, are compiled here from elsewhere in the plan.

Specific Development Guidelines for the Central Freeway Parcels

Parcels A and A-1

Located at the intersection of Turk and Gough Streets, these two parcels are across the street from Jefferson Square and the James Lang Playground. They are located in the Western Addition A-2 Redevelopment Plan Area and are surrounded by buildings of a somewhat bulkier scale on larger parcels. The parcels face onto Elm Alley, which stands to be substantially improved by a new building on this site if designed appropriately. While this site's context can accommodate a taller building, the site falls under the controls of Proposition K, which limits new shadows cast on open spaces owned by the Department of Recreation and Parks. New development should be designed to make a strong connection to Jefferson Square, and to avoid substantial shadow impacts on it.

Land Use District: NCT

Height District: 85 feet

Parking: Parking is not required nor encouraged. A

maximum of .5 spaces per unit is permitted, up to .75 spaces per unit by conditional use

(CU).



Height Districts proposed for Parcels A - D.

Recommended Uses: Maximize housing.

Planning and Design Guidelines:

- Normalize the parcels, subdividing them into two regular parcels.
- Active ground floor uses are encouraged at the corner, including neighborhood-serving retail, community services, and other active, pedestrian-oriented uses.
- Common residential entries should be oriented to Jefferson Square and the corner.
- Parking, if provided, should be accessed only from Elm Alley and fronted by other uses and solid building treatment to maximize screening.
- Curb cuts are not permitted along the Turk or Gough Street frontages.
- Street trees should be provided at minimum 20-foot centers along all building frontages.

Parcel B

Parcel B is located along Golden Gate Avenue, midblock between Gough and Franklin Streets. Like parcels A and A-1, this parcel is in the Western Addition A-2 Redevelopment Plan Area and the surrounding context is one of somewhat larger, bulkier buildings on large parcels. New ground floor uses should contribute to Golden Gate Avenue. The parcel is irregularly shaped and requires normalization to optimize the potential form of new buildings. The parcel faces onto Elm Alley, where a new building can substantially improve the alley's character and attractiveness.

Land Use District: NCT

Height District: 50 feet (up to 102 feet for adjacent parcel

fronting Franklin Street).

Parking: Parking is not required nor encouraged. A

maximum of .5 spaces per unit is permitted, up to .75 spaces per unit by conditional use

(CU).

Recommended Uses: Maximize housing.

Planning and Design Guidelines:

- Active ground floor uses are encouraged, including neighborhood-serving retail, community services, and other active, pedestrian-oriented uses.
- Parking and loading access, if provided, should be only from Elm Alley and fronted by other uses and solid building treatment to maximize screening.
- Separate, smaller floorplate buildings fronting on Golden Gate Avenue are strongly encouraged and should be articulated into vertically proportioned segments. Effective vertical façade articulation consistent with area's narrow lot and building pattern must be provided at a minimum.
- Curb cuts are not permitted along the Golden Gate Avenue frontage.
- Street trees should be provided at minimum 20-foot centers along all building frontages.

Parcel C

Parcel C is located on the southwest corner of the intersection of Franklin Street and Golden Gate Avenue, across the street from State Building and diagonally across from Opera Plaza. This parcel is also located in the Western Addition A-2 Redevelopment Plan Area. Responding to the taller buildings across the street, this parcel can accommodate heights up to 120 feet along Franklin Street, and stepping down in height on the western portion of the site where it is adjacent to the John Swett Elementary School. The site faces onto Redwood Alley, which currently is an underused, somewhat indefensible space that could be greatly improved by a new building on this site that engages it.

Proposed Land Use District: NCT

Proposed Height District: 120 feet along Franklin Street and

Golden Gate Avenue frontages, 50 on the western portion of the site.

Parking: Parking is not required nor encour-

aged. A maximum of .5 spaces per unit is permitted, up to .75 spaces per

unit by conditional use (CU).

Recommended Uses: Maximize housing.

Planning and Design Guidelines:

- Active ground floor uses are encouraged, including neighborhood-serving retail, community services, and other active, pedestrian-oriented uses.
- Parking and loading access, if provided, should be only from Redwood Alley and fronted by other uses and solid building treatment to maximize screening.
- Building massing should be concentrated along Franklin Street and Golden Gate Avenue, stepping down in height and stepped back from the adjacent school yard.
- Architectural features and entries should mark the corner of Franklin Street and Golden Gate Avenue.
- Tallest portions of the building should be concentrated along Franklin Street.
- Street trees should be provided at minimum 20-foot centers along all building frontages.

Parcel D

Parcel D is located along McAllister Street, between Franklin and Gough Streets. This parcel is also located in the Western Addition A-2 Redevelopment Plan Area. Surrounding buildings transition to somewhat lower heights to the south than those to the north, suggesting a maximum height here of 50 to 85 feet. The site is adjacent to the playground for the John Swett Elementary School. This site also faces onto Redwood Alley. Parcel D is irregularly shaped and is surrounded

by irregularly shaped lots, some of which are currently encumbered by long-term parking leases. Some normalization of this lot, as well as surrounding lots, will be required to allow for efficient and compatible building forms.

Proposed Land Use District: NCT

Proposed Height District: 50 to 85 feet

Parking: Parking is not required nor encour-

aged. A maximum of .5 spaces per unit is permitted, up to .75 spaces per

unit by conditional use (CU).

Recommended Uses: Maximize housing.

- Active ground floor uses are encouraged, including neighborhood-serving retail, community services, and other active, pedestrian-oriented uses.
- Parking and loading access, if provided, should be only from Redwood Alley and fronted by other uses and solid building treatment to maximize screening.
- If normalization of this and other parcels results in substantial enlargement of the site, separate, smaller floorplate buildings are strongly encouraged, articulated into vertically proportioned segments. Effective vertical façade articulation consistent with the area's narrow lot and building pattern must be provided at a minimum.
- Building massing should be concentrated at the corner of Franklin and McAllister Streets, stepping down in height and stepped back from the adjacent school yard.
- Ground floor activities should be oriented to the corner of Franklin and McAllister Streets.
- Architectural features and entries should mark the corner of Franklin and McAllister Streets.
- Street trees should be provided at minimum 20-foot centers along all building frontages.



Height Districts proposed for Parcels E - H.

Parcels E and E-st

Located midblock on McAllister Street between Gough and Franklin Streets, Parcel E is surrounded by a mix of small buildings on small lots and several larger structures along Franklin Street. Parcel E-st is a portion of the Ash Street right-of-way. Given that there is a playground across McAllister Street, a building here will play an essential role in providing some context for this segment of the street.

Proposed Land Use District: NCT

Proposed Height District: 50 feet

Parking: Parking is not required nor

encouraged. A maximum of .5 spaces per unit is permitted, up to .75 spaces per unit by conditional use (CU).

Recommended Uses: E: Maximize housing.

E-st: Reestablish public right-of-way connecting the two

ends of Ash Alley.

- Active ground floor uses are encouraged, including neighborhood-serving retail, community services, and other active, pedestrian-oriented uses.
- Parking and loading access, if provided, should be only from Ash Street and fronted by other uses and solid building treatment to maximize screening.
- Separate, smaller-footprint buildings are strongly encouraged and should be articulated into vertically proportioned segments. Effective vertical façade articulation consistent with the area's narrow lot and building pattern must be provided at a minimum.
- Residential entries to individual units are encouraged on the ground floor along McAllister and Ash Streets.
- Street trees should be provided at minimum 20-foot centers along all building frontages.

Parcels F and G

Parcels F and G are located at the northeast and southeast corners of the intersection of Fulton and Gough Streets. Similar to parcel E, there is a mix of small-scaled residential buildings immediately to the west, and several larger residential and commercial buildings to the east. These two sites are located along either side of Fulton Street, which terminates in a very strong axis with City Hall. Because neither site is currently developed, a coordinated architectural approach to the buildings on these sites would best frame views of City Hall and enhance the Fulton Street axis as an important view corridor. Building massing and height, along with special architectural features, should emphasize and frame the corner of Fulton and Gough Streets. The success of development on Parcel G may also depend in part upon improvements to adjacent property to the south in front of the Performing Arts Garage, where a residential liner building is possible fronting Gough Street, but would likely require the use of both sites.

Proposed Land Use District: NCT

Proposed Height District: F: 65 feet

G: 65 feet, 50 feet on a small triangular portion at the south edge of the

parcel.

Parking: Parking is not required nor encour-

aged. A maximum of .5 spaces per unit is permitted, up to .75 spaces per

unit by conditional use (CU).

Recommended Uses: Maximize housing.

- Normalization of Parcel F is encouraged so that a new building may extend all the way to the corner. Active ground floor uses are encouraged, including neighborhood-serving retail, community services, and other active, pedestrianoriented uses.
- Parking and loading access, if provided, should be only from Ash Street for Parcel F and from Gough Street for Parcel G.
 Parking should be fronted by other uses and solid building treatment to maximize screening.

- Separate, smaller floorplate buildings are strongly encouraged and should be articulated into vertically proportioned segments. Effective vertical façade articulation consistent with the area's narrow lot and building pattern must be provided at a minimum.
- The tallest portions of the buildings should be concentrated at the intersection of Fulton and Gough Streets
- Ground floor activities should be oriented to the corner of Gough and Fulton Streets.
- The design of the overall façade, including special architectural features that accentuate the Fulton Street view corridor, should be coordinated between the new buildings on the two parcels. Ideally, both sites will be made available to a single developer and one architect will design buildings for parcels F and G.
- Residential entries to individual units are encouraged at the ground floor along Fulton, Gough, and Ash Streets.
- Opportunities to develop liner housing fronting Gough Street to the west of the Performing Arts Garage should be considered in conjunction with the development of Parcel G. Future options may be very limited without the participation of the Parcel G site.
- Street trees should be provided at minimum 20-foot centers along all building frontages.

Parcel H

Located at the northwest corner if the intersection of Gough and Grove Streets, Parcel H is a triangular parcel adjacent to another triangular parcel which has no street access. Small-scale residential uses on narrow lots line Grove Street to the west; the Performing Arts Garage is located to the east, with a sliver of vacant frontage on Gough Street where a liner residential building is proposed.

Proposed Land Use District: NCT

Proposed Height District: 40 to 50 feet

Parking: Parking is not required nor encour-

aged. A maximum of .5 spaces per unit is permitted, up to .75 spaces per

unit by conditional use (CU).

Recommended Uses: Maximize housing.

- These parcels should be normalized to create two rectangular parcels.
- Active ground floor uses are highly encouraged, especially retail, at the corner of Gough and Grove Streets.
- Interior structures are encouraged, but should be limited to 35 feet in height and set back at least 15 feet from the rear property line to provide adequate light and air to properties at the rear of the site.
- Parking and loading access, if provided, should be undergrounded and fronted by other uses. Solid building treatments should be used to maximize screening.
- Separate, smaller floorplate buildings fronting on Grove Street are strongly encouraged and should be articulated into vertically proportioned segments. Effective vertical façade articulation consistent with the area's narrow lot and building pattern must be provided at a minimum.
- Architectural features and entries should mark the corner of Gough and Grove Streets.
- Street trees should be provided at minimum 20-foot centers along all building frontages.



Height Districts proposed for Parcels I - L.

Parcel I

Parcel I is located on the southwest corner of the intersection of Gough and Grove Streets and has extensive frontages on Ivy Alley and Grove Street. Surrounding uses are residential to the west and south, with larger commercial uses to the east. This is a very prominent site at the northern edge of Hayes Valley. The parcel is irregularly shaped; careful attention should be paid to integrate it with adjacent development. Because it occupies large frontages, it is critical that the massing and scale of new development on this site be articulated to reflect the scale of small buildings on the narrow lots around it.

Proposed Land Use District: Hayes-Gough NCT

Proposed Height District: 50 feet along Gough Street

and 40 feet along Grove Street and Ivy Alley.

Parking: Parking is not required nor

encouraged. A maximum of .5 spaces per unit is permitted, up to .75 spaces per unit by conditional use (CU).

Recommended Uses: Maximize housing.

- Active ground floor uses are highly encouraged, especially retail, at the corner of Gough and Grove Streets.
- Parking and loading access, if provided, should be from Ivy
 Alley and fronted by other uses and solid building treatment to
 maximize screening.
- Separate, smaller floorplate buildings are strongly encouraged and should be articulated in vertically proportioned segments.
 Effective façade articulation consistent with the area's narrow lot and building pattern must be provided at a minimum.
- Architectural features and entries should mark the corner of Gough and Grove Streets.
- Residential entries to individual units are highly encouraged on the ground floors along Ivy Alley and Grove Street.
- Street trees should be provided at minimum 20-foot centers along all building frontages.

Parcel J

Parcel J is located midblock on Hayes Street between Octavia and Gough Streets. It is surrounded by mixed-use buildings, with a strong retail presence along Hayes Street, and small residential buildings on either side along Ivy Alley. Situated at the center of the commercial activity of Hayes Street, this site must contribute to its human scale and pedestrian orientation, both in terms of design and uses along the ground floor.

Proposed Land Use District: Hayes-Gough NCT

Proposed Height District: 45 feet / 4 stories along Hayes Street

and 30 / 40 feet along Ivy Alley

Parking: Parking is not required nor encour-

aged. A maximum of .5 spaces per unit is permitted, up to .75 spaces per

unit by conditional use (CU).

Recommended Uses: Maximize housing above neighbor-

hood-serving retail, community services, and other active, pedestrianoriented uses required on the ground

floor along Hayes Street.

- Active ground floor uses are required along Hayes Street and should have a minimum ceiling height of 12 feet, as measured from the lowest elevation of the curb fronting the space.
- Buildings should have a strong rhythm of vertical articulation, including changes in plane, projections, and other architectural features, reflecting the narrow lot pattern of the area.
- Separate, smaller floorplate buildings are strongly encouraged and should be articulated into vertically proportioned segments. Effective vertical façade articulation consistent with the area's narrow lot and building pattern must be provided at a minimum.
- Parking and loading access, if provided, may be from Ivy Alley only and should be fronted by other uses and solid building treatment to maximize screening.
- Curb cuts will not be permitted along Hayes Street.

- Residential entries to individual units are required at the ground floor along Ivy Alley, and are encouraged between storefronts on Hayes Street.
- Street trees should be provided at minimum 20-foot centers along all building frontages.

Parcel K

Parcel K is located on the southeast corner of the intersection of Hayes Street and Octavia Boulevard and faces onto both the new Hayes Green and the center of commercial activity along Hayes Street. It is surrounded by mixed-use buildings on Hayes Street and small residential buildings on Linden Alley. This is one of the most important and sensitive of the Central Freeway parcels, in that it will anchor the new Hayes Green by facing it and "turning the corner" from the new Hayes Green to Hayes Street. It is critical that a new building on this site mark the corner with strong architectural elements and provide an unbroken, active ground floor neighborhood retail use with generous ceiling heights. It will also play an important role in establishing the overall scale and character of the new boulevard.

Proposed Land Use District: Hayes-Gough NCT

Proposed Height District: 55 feet / 5 stories on Octavia Blvd.

45 feet/4 stories on Hayes Street

40 feet on Linden Alley

Parking: Parking is not required nor encour-

aged. A maximum of .5 spaces per unit is permitted, up to .75 spaces per

unit by conditional use (CU).

Recommended Uses: Maximize housing above neighbor-

hood-serving retail, community services, and other active, pedestrianoriented uses, which are required on the ground floor of the Hayes and

Octavia frontages.

Planning and Design Guidelines:

- Active ground floor uses are required along Hayes Street and Octavia Boulevard, with a preference for retail focused on the corner. These uses should have a minimum ceiling height of 12 feet as measured from the lowest elevation of the curb fronting the space.
- Architectural features and prominent ground floor entries should mark the corner of Hayes Street and Octavia Boulevard.
- Buildings should have a strong rhythm of vertical articulation, including changes in plane, projections, and other architectural features reflecting the narrow lot pattern of the area.
- Separate, smaller floorplate buildings are strongly encouraged and should be articulated into vertically proportioned segments. Effective vertical façade articulation consistent with the area's narrow lot and building pattern must be provided at a minimum.
- Parking and loading access, if provided, may be from Linden Alley only and should be fronted by other uses and solid building treatment to maximize screening.
- Curb cuts will not be permitted along Hayes Street or Octavia Boulevard.
- Residential entries to individual units are highly encouraged at the ground floor along all frontages, including Linden Alley.
- Street trees should be provided according to the planting plan in the Octavia Boulevard design, and be provided at minimum 20-foot centers along Hayes Street.

Parcel L

Located at the northeast corner of the intersection of Octavia Boulevard and Fell Street, Parcel L will face onto the new Hayes Green. Because it is a relatively shallow parcel that backs onto residential buildings, a new building on this site must both respond to the new scale and use of the boulevard while allowing for adequate light and air to the residential buildings behind it.

Proposed Land Use District: Hayes-Gough NCT

Proposed Height District: 55 feet/5 stories along Octavia

Boulevard and 30'/ 40 feet along

Linden Alley.

Parking: Parking is not required nor encour-

aged. A maximum of .5 spaces per unit is permitted, up to .75 spaces per

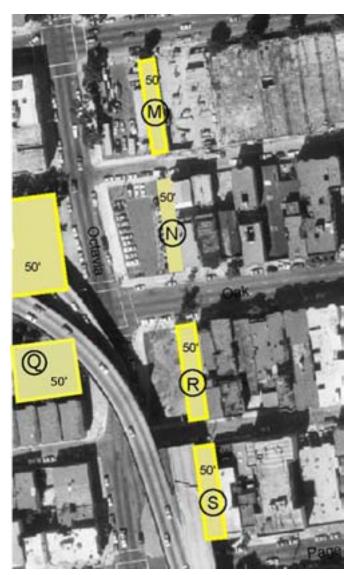
unit by conditional use (CU).

Recommended Uses: Maximize housing above neighbor-

hood-serving retail, community services, and other active, pedestrian-

oriented uses.

- Active ground floor uses are required along Octavia Boulevard and should have a minimum ceiling height of 12 feet as measured from the lowest elevation of the curb fronting the space.
- Buildings should have a strong rhythm of vertical articulation, including changes in plane, projections, and other architectural features, reflecting the narrow lot pattern of the area.
- Separate, smaller floorplate buildings are strongly encouraged and should be articulated into vertically proportioned segments. Effective vertical façade articulation consistent with the area's narrow lot and building pattern must be provided at a minimum.
- Parking and loading access is highly discouraged. If it must be provided, it may be from Linden Alley only and should be fronted by other uses and solid building treatment to maximize screening.
- Given the unusual shallowness of this site, flexibility should be permitted in meeting rear-yard requirements for residential levels. The massing and height of the rear of the building should be carefully designed to allow adequate light and air to adjacent properties.
- Street trees should be provided according to the planting plan in the Octavia Boulevard design.



Height Districts proposed for Parcels M - S and Q.

Parcels M, N, R and S

These parcels are located along the east side of the boule-vard, from Fell Street to Page Street. These parcels are exceptionally shallow (some as shallow as 18 feet) and will line the new boulevard. While it will be difficult to provide traditional rear yards and private open space, small buildings with housing are strongly encouraged. The city may wish to sponsor a design competition to encourage innovative designs for infill buildings on these parcels, creating a unique presence along the new boulevard.

Proposed Land Use District: Hayes-Gough NCT

Proposed Height District: 50 feet

Parking: Given their narrowness and

importance to the success of the boulevard, parking up to a maximum of 0.5 spaces per unit is permitted by conditional use (CU) only.

Recommended Uses: Housing and other active

uses that can be accommodated. If the construction of new buildings proves infeasible, additions to existing, adjacent buildings are encouraged, provided they meet the guidelines below.

- Active ground floor uses are encouraged along Octavia
 Boulevard and should have a minimum ceiling height of 12
 feet as measured from the lowest elevation of the curb
 fronting the space.
- Parking allowed by Conditional Use only.
- Given the unusual shallowness of these sites, flexibility should be permitted in meeting rear yard requirements for residential levels. The massing and height of the rear of the building should be carefully designed to allow adequate light and air to adjacent properties.

- Separate, smaller floorplate buildings fronting on Octavia Boulevard are strongly encouraged and should be articulated vertically and in proportion with the shallowness of the site. Effective vertical façade articulation consistent with the area's narrow lot and building pattern must be provided at a minimum.
- New buildings should maximize height and front onto Octavia Boulevard.
- Street trees should be provided according to the planting plan in the Octavia Boulevard design.



Height Districts proposed for Parcels O, P, and

Parcels O and P

Together, Parcels O and P comprise almost an entire city block, bounded by Fell, Laguna, and Oak Streets and Octavia Boulevard, with the exception of three parcels at the southwest corner of the intersection of Fell Street and Octavia Boulevard. More than 2 acres in size, these parcels are, without a doubt, the largest development opportunity site along the new Boulevard. However, the physical fabric of the surrounding residential district is extremely fine-grained, with small individual residential buildings on narrow lots. This pattern should be extended onto Parcels O and P, by subdividing it into narrow lots that reflect the prevailing 25-foot rhythm of parcels in the area, and encouraging the development of individual buildings on these lots. The existing Hickory Alley public right-of-way should be reestablished through to Laguna Street.

Proposed Land Use District: Hayes-Gough NCT along Octavia Boulevard and RTO elsewhere.

Proposed Height District: 50 feet along the Fell, Oak, Octavia

and Laguna frontages, 40 feet on the interior of Parcel O, and 30 / 40 feet

on the interior of Parcel P.

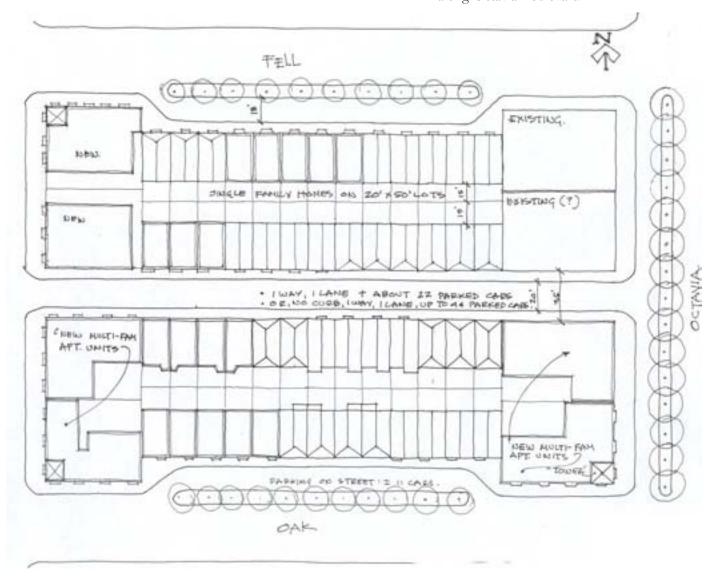
Parking: Parking is not required nor encour-

aged. In the Hayes-Gough NCT, a maximum of .5 spaces per unit is permitted, up to .75 spaces per unit by conditional use (CU). In the RTO, a maximum of .75 spaces per unit is permitted, up to 1 space per unit by

conditional use (CU).

Recommended Uses:

Maximize housing, with neighborhoodserving retail, community services, and other active, pedestrian-oriented uses especially along Octavia Boulevard.



Proposed small lot development concept for Parcels O and P with buffer treatment along Fell and Oak Streets.

- Ideally, the block should be subdivided into narrow lots or developed with this pattern at the least. This would extend the fine-grained pattern of the area onto the site and enable many individual homes to be built by separate people, adding to the overall variety on the site and avoiding a single monolithic development.
- Hickory Alley should be reestablished as a public right-of-way at grade between Octavia Boulevard and Laguna Street, following the existing mid-block alignment of blocks to the east and west.
- The overall development scheme for the block buffer new residential uses from traffic flows on Fell and Oak Streets.
- Parking and loading access, if provided, should be from Hickory Alley, fronted by other uses and solid building treatment to maximize screening; and separated from both Oak and Fell Streets by planted islands and inset lanes.
- Individual residential buildings on narrow lots should be developed fronting on streets and alleys, in keeping with the fine-grained residential fabric of the surrounding area. Effective vertical façade articulation consistent with area's narrow lot and building pattern must be provided at a minimum.
- Active ground-floor uses are encouraged along Octavia
 Boulevard. These uses should have a minimum ceiling height
 of 12 feet, as measured from the lowest elevation of the curb
 fronting the space.
- Architectural features and prominent entries should mark the corners of Fell and Oak Streets and Octavia Boulevard.
- Ground floor residential entries to individual units should be provided along all frontages.
- The tallest portions of the building should be concentrated along the street frontages of the site, particularly along Octavia Boulevard.
- Street trees should be provided at minimum 20-foot centers along all building frontages and according to the planting plan in the Octavia Boulevard design.
- Coordinated development of both parcels makes the restored Hickory Street an ideal opportunity for "living street" improvemens discussed in Element 4 of this plan.

PARCEL Q

Parcel Q is located on the northwest corner of the intersection of Oak Street and Octavia Boulevard. Unlike most of the other Central Freeway parcels, this one is of a size and shape that is more typical of corner lots in the area. It is surrounded by small residential buildings on narrow lots. Ideally, this pattern should be extended onto the site. At a prominent corner location, the architecture and use of this site should contribute to the character and scale of the boulevard as a public space.

Proposed Land Use District: Hayes-Gough NCT

Proposed Height District: 50 feet

Parking: Parking is not required nor encour-

aged. A maximum of .5 spaces per unit is permitted, up to .75 spaces per

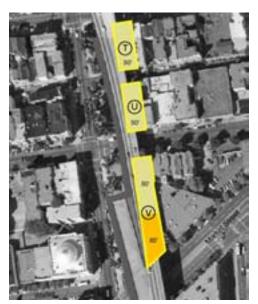
unit by conditional use (CU).

Recommended Uses: Maximize housing above neighbor-

hood-serving retail, community services, and other active, pedestrian-

oriented uses.

- Active ground floor uses are encouraged along Octavia Boulevard, with prominent entries at the corner.
- Parking is not required nor encouraged. Parking and loading access, if provided, should not be from Octavia Boulevard and should be fronted by other uses and solid building treatment to maximize screening.
- The tallest portions of the building should be concentrated at the intersection Oak Street and Octavia Boulevard.
- Residential entries to individual units are encouraged at the ground floor.
- Street trees should be provided at minimum 20-foot centers along all building frontages and on Octavia Boulevard, according to the planting plan in the boulevard design.



Height Districts proposed for Parcels T, U, and $\ensuremath{\mathsf{V}}$

PARCELS T, U AND V

Parcels T, U and V front the east side of Octavia Boulevard from Page Street to Market Street. They will "bookend" the residential blocks east of the boulevard. While slightly deeper than parcels M, N, R and S, these sites are similarly constrained by their lack of depth and the fact that they back onto residential uses. Parcel V is particularly important because it has frontage on Market Street as well as the boulevard and will play an important role not only in drawing the two streets together, but also in marking the entrance to the boulevard from Market Street. These parcels are exceptionally shallow (ranging from 18 to 22 feet deep) and will line the new boulevard. While it will be difficult to provide traditional rear yards and private open space, small buildings with housing are strongly encouraged. The city may wish to sponsor a design competition to encourage innovative designs for infill buildings on these parcels, creating a unique presence along the new boulevard.

Proposed Land Use District: NCT

Proposed Height District: 50 feet, 85 feet on the southern half

of Parcel V

Parking: Given their narrowness and impor-

tance to the success of the boulevard, parking up to a maximum of .5 spaces per unit is allowed only by

conditional use (CU).

Recommended Uses: Maximize housing above neighbor-

hood-serving retail, community services, and other active, pedestrian-

oriented uses.

- Active ground floor uses are encouraged along Octavia Boulevard and should have a minimum ceiling height of 12 feet as measured from the lowest elevation of the curb fronting the space.
- Parking is not required and is highly discouraged. Parking and loading access, if provided, should not be from Octavia Boulevard and should be fronted by other uses and solid building treatment to maximize screening.

- Given the unusual shallowness of this site, flexibility should be permitted in meeting rear yard requirements for residential levels. The massing and height of the rear of the building should be carefully designed to allow adequate light and air to adjacent properties.
- Separate, smaller floorplate buildings fronting on Octavia
 Boulevard are strongly encouraged and should be articulated
 vertically and in proportion with the shallowness of the site.
 Effective vertical façade articulation consistent with area's
 narrow lot and building pattern must be provided at a minimum.
- Street trees should be provided according to the planting plan in the Octavia Boulevard design.

Additional Guidelines for Parcel V:

- Active ground floor uses are required along Market Street and strongly encouraged along Octavia Boulevard. Retail should be focused on the corner. Ground floor uses along the Market Street frontage should have a minimum ceiling height of 15 feet as measured from the lowest elevation of the curb fronting the space.
- Height, architectural features, and ground floor entries should mark the corner of Market Street and Octavia Boulevard.
- Street trees should be provided according to the planting plan outlined for Market Street and the Octavia Boulevard design.



At the foot of the Castro, the Market Street Safeway site could easily support housing and a variety of other services, as well as a Safeway store, that would contribute to the vitality of the area.

ii. The Market Street Safeway Site

Policy 6.1.2

Encourage the redevelopment of the Church and Market Street Safeway site with a mix of housing and commercial uses, supportive of Church Street's importance as one of the city's most well-served and important transit centers and integrated into the urban character of the area.

Block 3536, bounded by Market, Church, and Duboce Streets, is the single largest opportunity site outside of the Central Freeway parcels. It has been occupied for several decades by a Safeway grocery store. The triangular block is surrounded by a mix of large and small residential buildings, as well as small-scaled retail shops along Church Street and



A mix of retail and housing would help to integrate the site into the context of the surrounding neighborhood. Looking down Reservoir Street, from Market to Church Street

Market Street. The structure housing the current Safeway store is located at the rear of the site, with a large surface parking lot facing onto Market Street. Several small retail storefronts line the eastern side of the structure, fronting on the parking lot. This siting of the Safeway creates an 800-foot void in the streetwall along Market Street and seriously diminishes its quality. While a supermarket-type use is appropriate here, the configuration and low level of development is not appropriate to the level of transit service provided to this site and the area by the city nor to the level of importance and prominence of this key intersection.

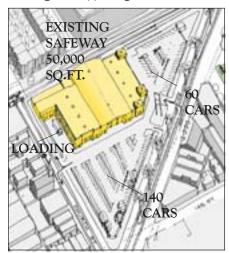
The site has been the subject of much discussion as part of the community planning process. The potential for this site to create a stronger presence along Market and Church Streets is a clear goal of the community, as is better integrating it with the scale and character of the area. The potential for a new mixed-use development that incorporates a fully functional supermarket while improving the area cannot be overlooked; it is an excellent opportunity to strengthen Market Street and focus activity around the transit connections here. Any proposal for reuse of the site should strive to accommodate the supermarket's continued operation and meet the following goals:

- Build to the street wall along Market and Church Streets, at a height appropriate for a street of its scale.
- In keeping with the development pattern of the area, integrate the supermarket into a mixed-use program for the site, including a significant amount of housing on upper floors.

The following mixed-use redevelopment strategy should be considered as part of any proposal for new construction, addition or extensive remodeling on the Church and Market Safeway site.

The strategy at right illustrates a phased approach that includes a mix of new uses and a substantial amount of new housing, while allowing for Safeway's uninterrupted operation. The Safeway Site could be brought to Market Street, where it would have greater visibility, structured parking could be provided on one side of the site, and lined with a mix of smaller, accessory ground floor retail uses (similar to those currently lining the Safeway). Several floors of housing would be possible on top of the ground-floor commercial uses.

One concept that maintains operation of supermarket and current parking while adding housing and supporting urban character.



Phase 0: Existing Conditions



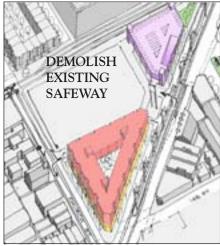
Phase 2: Build new Safeway store with housing above



Phase 4: Build new housing over parking on former Safeway site



Phase 1: Construct temporary 180-car parking garage



Phase 3: Demolish existing Safeway



Phase 5: Build new housing over retail on temporary parking site