

BETTER MARKET STREET

Public Outreach — Round Two Findings



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Executive Summary

The Better Market Street project team held a second round of workshops and webinar in July 2012 to showcase proposed improvements along Market Street and collect public feedback. Major themes included concepts for bicycle facilities, public space and efficient management of public and private transportation. A major concern touching all these themes was safety along Market Street for pedestrians and bicyclists, and an overall sense of security along the corridor.

Over 80% of respondents agreed with the overall concepts presented for public spaces and the top three improvements they wished to see were the addition of landscaping, outdoor cafes and seating that bring a new dimension to the urban experience. Respondents indicate that plazas should be improved through more convenient and comfortable design, and diverse activation to the spaces. Over 74% responded positively to the proposed Streetlife Zone, with many viewing it as a good strategy to activate otherwise underutilized parts of Market Street. Over 80% of respondents favored a separated cycletrack, with over 70% indicating the importance of a consistent design along the entire length

of the corridor. Again, almost 80% strongly supported reducing private auto access along Market Street, with others preferring a compromise between private vehicle usage and other modes. Finally, 85% of respondents indicated they were willing to reduce the amount of bus and train stops to achieve faster, more reliable transit, even if it meant they had to walk farther.

Public comments on the Better Market Street (BMS) project for the second round workshops were collected through a 28-question survey using questions that corresponded with the workshop exhibits. Exhibits were also available for review on the project website. The comment period for survey submission was July 17 – August 6, 2012. This report provides a more detailed summary of the input collected through the surveys collected at the workshops and submitted online.

Overview

Stations 1 and 2 – Public Realm

- Plazas should be improved with more landscaping, outdoor cafes, public seating and art.
- The design needs to improve connections to nearby open spaces, cultural institutions and shopping areas.
- Strong positive response to the proposed Streetlife Zones as a good strategy to activate the less active blocks.

Station 3 – Bicycling Infrastructure

- Strong support for cycletracks and virtually none for a shared lane.
- A majority felt that one consistent design for bicycles along the entire length of Market Street was important.

Station 4 – Public Transit

- Strong support for increasing the distance between transit stops, even if it meant longer walks, if it resulted in faster, more reliable service.

Station 5 – Private Vehicle Circulation

- Strong support for additional private vehicle restrictions. Very few respondents stated the need to keep Market Street open to cars.

About the Survey Respondents

- A majority of respondents come to Market Street because they choose to, such as for shopping or to go to a restaurant, versus because they had to (e.g., for work or school, or to get to transit).

Round Two Objectives

- Continue to build momentum for the project and engage the public
- Present updated information on project, purpose and need, and environmental planning process
- Present improvements suggested for the options
- Outline specific impacts and trade-offs for themes

Desired Input from the Public

- Help define the vision/goals for the future of Market Street
- Identify the key issues, needs and opportunities along and adjacent to Market Street
- Understand what the public would like to do and see on Market Street
- Understand how the public would like to arrive at and travel along Market Street
- Obtain feedback on models presented
- Prioritize proposed improvements along Market Street
- Understand where the public would like to see specific improvements along Market Street
- Gauge public reception of Market Street plans



Outreach and Noticing

The team conducted the following outreach and noticing activities to promote the workshops and webinar as well as the overall project.

See Appendix for more details.

- Posted announcements and updates on the Better Market Street website, www.bettermarketsf.org
- Created promotional materials including postcards, flyers, bus cards/posters, and bus banner ads.
- Hand distributed 500 postcards.
- Posted 500 multi-language bus cards inside buses and in bus stations and shelters.
- Displayed three MUNI bus banner ads on 15 buses for over 3 months.
- Sent multiple email blasts to over 5,000 people and organizations.
- Had partners and stakeholders forward announcements to their personal and organization email lists.
- Sent numerous workshop announcements and updates through social media, including Facebook and Twitter, reaching over 200,000 people.
- Made personal contact with over 80 organizations to inform them about the webinar and workshops.
- Held two roundtable meetings with representatives from transportation and community benefit district organizations, to preview the workshop topics.
- Made presentations about the project to 10 organizations and 4 City commissions to promote the upcoming workshops and webinar.
- Made two presentations before the Better Market Street Project Citizen Advisory Committee to gain their help and input promoting the workshops.
- Distributed press release – July 16, 2012



Public Workshops and Webinar

Public Workshops

First public meeting/workshop was held on Tuesday, July 17, between 6:00 p.m. and 8:30 p.m. at the SFMTA Atrium, One South Van Ness Avenue.

- 147 people signed-in
- 104 Public Participation Surveys were returned

Second public workshop was held on Saturday, July 21, 2012 between 10:00 a.m. and 12:30 p.m. at the SFMTA Atrium, One South Van Ness Avenue.

- 63 people signed-in
- 43 Public Participation Surveys were returned

Webinar

A webinar was held on Thursday, July 19, 2012 between 12:00 and 1:00 p.m.

- Approximately 117 webinar attendees (Estimate includes group webinar viewings: 36 from DPW, 6 attendees from SF Arts Commission, 27 from the Planning Department, and 22 from the SFMTA.)

ONE STREET: PUBLIC SPACE

PLANNING DEPARTMENT | SAN FRANCISCO | SFMTA | Municipal Transportation Agency

One Street - Six Districts

The BMS Project aspires to create a compelling and attractive street that is an enjoyable place and is active throughout the day, week and year.

The planning focus on Market Street aims to re-imagine a working and vibrant Market Street character that will help re-establish the street as the premier street of San Francisco.

As a step on this design process, we are working to distinguish the character of six identified districts along Market Street through design and layout as well as programming opportunities.

Octavia District
ideal neighborhood
Link to the Castro and other classic San Francisco neighborhoods, but challenged by a high amount of ground floor retail and parking. Provides the opportunity to activate living with proximity to diverse attractions.

Mid-Market District
arts & culture
MidMarket is re-established as the cultural heart of the city. From edge clubs to more mainstream theaters, MidMarket offers a chance for experimentation for the better "right and good" spirit of the area is recognized for the 21st century with many opportunities for the virtual, digital and physical worlds to connect.

Embarcadero District
city to activate
The vibrant business of Market Street is celebrated by bringing urban activity to the water and bringing the unique character of the Ferry Building and water's edge back into the city.

Civic Center District
new urban living
Expands on new residential and workplace development in the new fabric to introduce new and diverse opportunities for public life.

Retail District
advance retail
Commercial and retail center connected to downtown's biggest destinations. A unique combination of shopping, culture, technology, education and spaces as human scale.

Financial District
professional hub
The public water begins to reinforce the professional and work-oriented character of the district. Activity includes in the district after working hours, so good and attractive lighting promotes a sense of security.

Did you know?
Over 90% of the people in Hallide Plaza use the street level portion, even though it represents only 55% of the total space.

- How strongly do you agree with the overall public space ideas that have been presented for Market Street?
- What types of public space features and activities would you like to see along Market Street in the future?
- What do you think are the three biggest challenges to improving the three major plazas?
- What places on or around Market Street do you enjoy visiting the most?

ONE STREET: PUBLIC SPACE

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The Importance of a Public Space Hierarchy

City Plaza
The public spaces at a city scale highlight city identity and set as reference points for the entire city. Often characterized as a "heart" or a center, they cater especially to large civic events and major activities. In terms of everyday life, they serve as landmarks and cater to broad and diverse user-groups through seasonal and special event-based activities.

District Space
The public spaces at a district scale enhance district character and provide a unique sense of place. They cater to everyday activities that vary between daytime and night time, and between weekday and weekend. The public spaces at a district scale primarily serve the needs of users from within the district and give users a sense of the adjacent neighborhood's character.

Local Node
The public spaces at a local scale are very dependent on their immediate context and will support the specific needs of the surrounding local businesses, offices and residential units. They cater to everyday activities that vary between day time and night time, and between weekday and weekend. The public spaces at a local scale cater mainly to local users, and provide opportunities for temporary programming and events at a much more local scale.

UN Plaza Hallide Plaza Justin Herman Plaza
Mechanic's Plaza Crown Zellerbach Plaza
New Concept Sea Street/ Fisherman's Wharf

Public Space Network and Hierarchy

Market Street is comprised of a series of public spaces, which vary by size, function and proximity to other amenities and neighborhood. The BMS project is planning to establish a clear hierarchy that accentuates their current character and enhances future potential to create public life. This allows the street to be transformed to a public space network.

UN Plaza
spontaneous and planned
Can the street level character of this square be recognized to signify the importance of public life in the city? Envisioned as a space for markets, recreation, food trucks, civic events and parties.

Hallide Plaza
a floating island
Can this vibrant foot-sport locale be used as a vehicle to experience authentic San Franciscoan culture and identity? Envisioned as a space for cafes, performances and recreation. This would include a series of squares and hangout for San Franciscoan and visitors alike.

Embarcadero
a new foreground
Can this square serve as a dramatic, flexible and appealing transition from the city to the waterfront? Envisioned as an arrival space that can host larger scale events while still allowing for temporary markets and lunch-meetings.

Mechanic's Plaza
let it stretch
Can this former corner location be strengthened to create for use throughout the day, week and season? Envisioned as a place to sit and watch, eat food and enjoy performances.

Crown Zellerbach Plaza
quiet oasis
Can this protected refuge serve as a lush yet subtle oasis for private contemplation or quiet meetings? Envisioned as a quiet oasis for passing.

New plazas
neighborhood hubs
Can these small squares act as future community meeting points? Envisioned as an existing space for everyday life, pauses, meeting and walking.

One Post Plaza
a great hang out
Can this transit hub also become a people hub where diverse city groups choose to spend time even when not accessing transit? Envisioned as a daytime space for hanging out, dependent on sun access and proximity to pedestrians.

ONE STREET: PUBLIC SPACE

PLANNING DEPARTMENT | SAN FRANCISCO | SFMTA | Municipal Transportation Agency

UN Plaza

Exposed Fountain
The water feature is exposed and unobscured. An existing or new fountain, when existing nearby, could help define the space and create a more vibrant atmosphere.

Acts with City Hall
This important public space is threatened from the city of the street and sidewalk. • Space is used and underutilized. More programming of the space and additional seating could help connect the plaza to the street.

Seating Edge
Seating is critical to providing a sense of place in the public, but existing placement is not optimal. Using the street level to create a link to existing and new programming is important.

Transit Portal
The transit portal does not have a strong visual and spatial connection to the plaza. • Placing a transit shelter on the existing transit hub of the plaza, existing transit to be re-routed options. Using the transit level to create a link to existing and new programming is important.

Inactive Space
This inactive space is located on the north side of the plaza. They suffer from a lack of places to gather and sit. • Existing space to be used and activated for programming or organized performances could help define the space and create more vibrant.

Hallide Plaza

Dead Space
Space is not programmed meaning there is no reason to sit and stand in this space. • The plaza of this space potentially has the best natural conditions and could be brought back to life.

Street Life
This space is not active and lacks a sense of place. • Seating and street edge is dynamic and activates the space. Existing City Hall and surrounding help define the space. More programming could help define the space and create more vibrant.

Missing Middle
The lower part of this plaza is inactive and underutilized. The upper part is active but lacks a sense of place. • Seating could work well at street level if it makes use of the space. Bringing the plaza to the street level could create a large new open space for dead space.

Separated Sidewalk
This space is separated from the rest of the plaza. • Using the existing area could allow for the space to be more integrated to the rest of the plaza.

Embarcadero

Active Market
The street level of this plaza but obscures the pedestrian connection to the waterfront. • A more legible pathway from Market Street to the Embarcadero could include outdoor and street-level programming between the Ferry Building and Market Street.

Missing Link to the Embarcadero
The rest of the plaza could be more integrated to the plaza that from the Embarcadero. • More seating and outdoor activities could be brought and incorporated into programming.



Public Space

1



Station 1: Public Realm

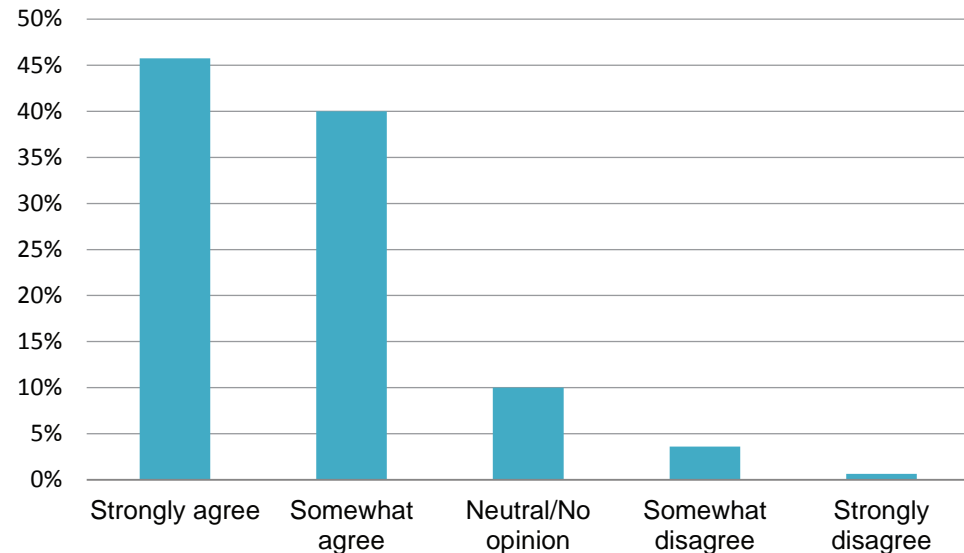
Station 1 presented ideas for creating a compelling, enjoyable and attractive street that is active throughout the day, week and year.

The BMS team proposed that Market Street have a unique but unified, consistent design expression that still distinguishes the character of six identified districts along the street. The team also proposed establishing a hierarchy to the plazas along Market Street as a way of allowing the street to function as a public space network.

Findings

- There was broad agreement that more landscaping, outdoor cafes, public seating and art should be priorities for the new design.
- Plazas should be improved through more convenient and comfortable design, and diverse activation to the spaces, including quality cafes and restaurants.

How strongly do you agree with the public space ideas presented for Market Street?



Over 85% of the public supported the public space ideas developed by the BMS team.

What types of public space features and activities would you like to see along Market Street in the future?

#1 Landscaping



#2 Outdoor Cafes



#3 Seating



#4 Public Art



Respondents desired more landscaping, outdoor cafes, seating and public art for Market Street. For those who responded “other”, public space amenities (such as seating, landscaping, drinking fountains and wayfinding) received the most responses (28%), followed by bicycle infrastructure (21%).

What are the three biggest challenges to improving the three major plazas?

#1 Sunken plaza/Disconnected spaces

#2 Lack of activation

#3 Lack of landscaping

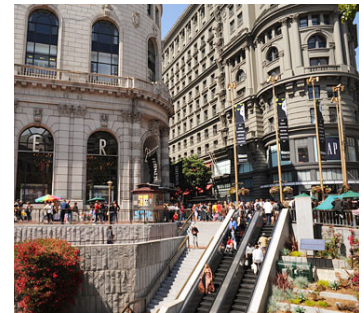
#4 Quality cafe or restaurant

#5 Lack of seating

The Embarcadero



Hallidie Plaza



U.N. Plaza



Respondents want green, activated plazas with seating and designs all at one level. They also expect to see cafes or restaurants that bring a new dimension to the urban experience.

What places on or around Market Street do you enjoy visiting the most?

#1 Yerba Buena



#2 Embarcadero



#3 Farmer's Market #4 Powell Street



The two most popular destinations (Yerba Buena, 12%, and The Embarcadero, 12%) were not on Market Street, but near to it. This highlights Market Street as the central spine in need of linkages to many of San Francisco's great institutions, neighborhoods and public spaces.

ONE STREET: STREETLIFE

FRANK WEL - GUY ABBOTT
THE URBAN EXPERIMENT - PHILIPPO MONTUORI
KELLY WARD - TARA LEE - CHRISTOPH

Introducing the Streetlife Zone Concept

The BMSF Project aspires to introduce a new multi-use zone that will invite diverse public life, create continuity along Market Street, and promote opportunities for the integration of walking, biking and public transit.

A Corridor-Wide Streetlife Zone with Connectors and Nodes

The Streetlife Zone
A Streetlife Zone is a new multi-use zone located within the existing sidewalk width. The zone enhances a unique Market Street identity through design, materials and landscaping elements for the entire length of the street.

Streetlife Connector
A Streetlife Connector organizes and enhances the street layout

Node-Stop

The Embarcadero

Streetlife Node
A Streetlife Node invites for lingering and social interaction

A Sidewalk Zone Inviting for a New Synergy

The Streetlife Zone is a new multi-use zone located within the existing sidewalk width. The zone enhances a unique Market Street identity through design, materials and landscaping elements for the entire length of the street.

Enhancing One Strong Identity - the Connectors

A Streetlife Connector organizes and enhances the street layout with a high performance sidewalk zone offering the conditions for healthy street trees, planting, site landscaping, and structure treatment to enhance the overall sustainable and robust character of the street.

High Performance Pavement
Introduce high quality, durable pavements that are easy to maintain, and replace when needed.

Big Healthy Trees
Maximize soil volume and install proper drainage to promote growth of large, healthy trees.

Green Street
Employ robust, low maintenance planting to create a greener, more beautiful street.

Restored Path of Gold Street Lights
Restore historic street lights to honor city's heritage, and transforming a singular character for Market Street.

Inviting and Activating - the Nodes

A Streetlife Node invites for lingering activities and provides opportunities for interaction and synergy between modes of transport and between uses, buildings and sidewalk.

Passive Recreation
Programmed and laid out to invite for passive recreation such as sitting, relaxing, strolling.

Active Recreation
Programmed and laid out to invite for light physical activities such as play, exercise and urban sport.

Social Interaction and Information
Programmed and laid out to create for interaction, meetings, information, knowledge sharing, etc.

Activation
Programmed and laid out to invite for activation of the street.

15' wide Pedestrian thoroughway
14' 0" wide Streetlife Zone

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ONE STREET: STREETLIFE

FRANK WEL - GUY ABBOTT
THE URBAN EXPERIMENT - PHILIPPO MONTUORI
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Streetlife Zone - A Node in the Civic Center District

Concept Vision Sketch - For Illustrative Purpose Only

Streetlife Zone - A Connector in the Financial District

Concept Vision Sketch - For Illustrative Purpose Only

Streetlife Zone - A Node in the Mid-Market District

Concept Vision Sketch - For Illustrative Purpose Only

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ONE STREET: STREETLIFE

FRANK WEL - GUY ABBOTT
THE URBAN EXPERIMENT - PHILIPPO MONTUORI
KELLY WARD - TARA LEE - CHRISTOPH

Possible locations for Streetlife Zone Nodes

To ensure the introduction of successful, well-used and attractive Nodes along Market Street, a set of criteria has been outlined.

The criteria include context, microclimate, size and scale of buildings, proximity to public transit, streetlife and opportunities for public/private partnerships.

These criteria will guide decisions about where to locate the new Nodes.

Utilizing existing usability
For some Nodes it will be important to build upon and enhance existing usability. Nodes should be located where there is a vibrant social context to relate to, where there are active building facades, where the street is well lit or where a substantial amount of people are present throughout the day.

Maximizing good programming
Other Nodes will need to generate new energy and activity. These Nodes will be located where the current levels of activity do not offer positive experiences today, but embody the potential to do so in the future.

Potential Node Location

Criteria for Location of Nodes

Context

- Link to pedestrian network and neighborhood attractions
- Potential for ground-floor activation
- Complements transit experience

Microclimate

- Sun access
- Shelter from wind
- Noise levels

Streetlife

- Existing or potential to generate larger pedestrian volumes
- Existing or potential to generate more Streetlife activities
- Caters to a wide range of users

Did you know?
Market Street has about 9,300 pedestrians per hour on its busiest block.

- How likely would you be to spend more time on Market Street if the sidewalk was activated by a Streetlife Zone?
- How strongly do you agree with the proposed criteria to determine where the Streetlife Nodes will be located?
- What criteria are missing?
- What additional locations might you suggest?
- What amenities on sidewalks and in plazas would make you more likely to spend time on Market Street?

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Streetlife

2



Station 2: Streetlife

Station 2 introduced the concept of the Streetlife Zone, a new multi-use zone that will diversify public life, create continuity along Market Street, and integrate walking, biking, and public transit.

The Streetlife Zone is a new multi-use zone located within the existing sidewalk width. The zone enhances a unique Market Street identity through design, materials and furnishing elements for the entire length of the street.

Findings

- The public had a strong positive response to the proposed Streetlife Zone, with many viewing it as a good strategy to activate the less active blocks, especially around Civic Center.

How likely would you be to spend more time on Market Street if the sidewalks were activated by a Streetlife Zone?

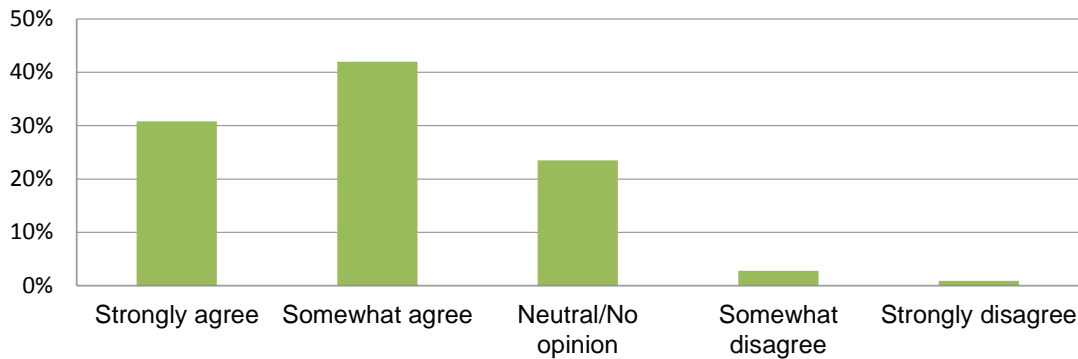


Concept vision sketch. For illustrative purposes only.

Over 74% responded positively to the Streetlife Zone across all districts. The highest scores were in those districts with the greatest need of additional pedestrian activity (Civic Center with 85% support and Mid-Market with 81% support), suggesting the public sees the Streetlife Zone as a way to activate otherwise underutilized parts of Market Street.

How strongly do you agree with the proposed criteria to determine where the Streetlife Nodes will be located?

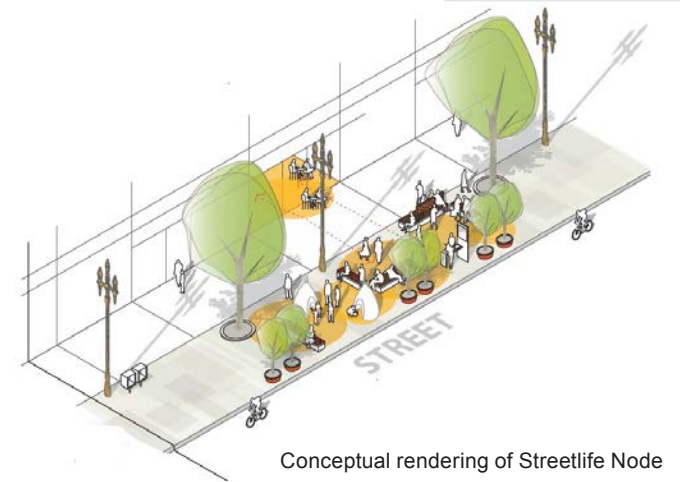
Criteria included context, microclimate, size and scale of buildings, proximity to public transit, streetlife and opportunities for public/private partnerships.



There was strong support for the proposed criteria (73% support).

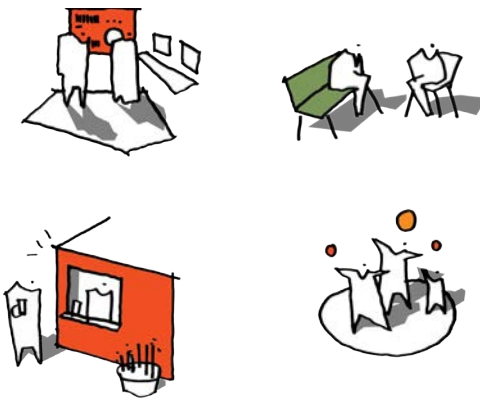
What criteria are missing?

Additional criteria suggestions focused mainly on ensuring personal security and ensuring complementary use to adjacent businesses or activity centers. See Appendix for additional responses.



Streetlife Nodes

A Streetlife Node invites lingering activities and provides opportunities for interaction and synergy between modes of transport and between uses, buildings and sidewalk.



What are additional locations we should consider for a Streetlife Node?

#1 Civic Center



#2 Van Ness



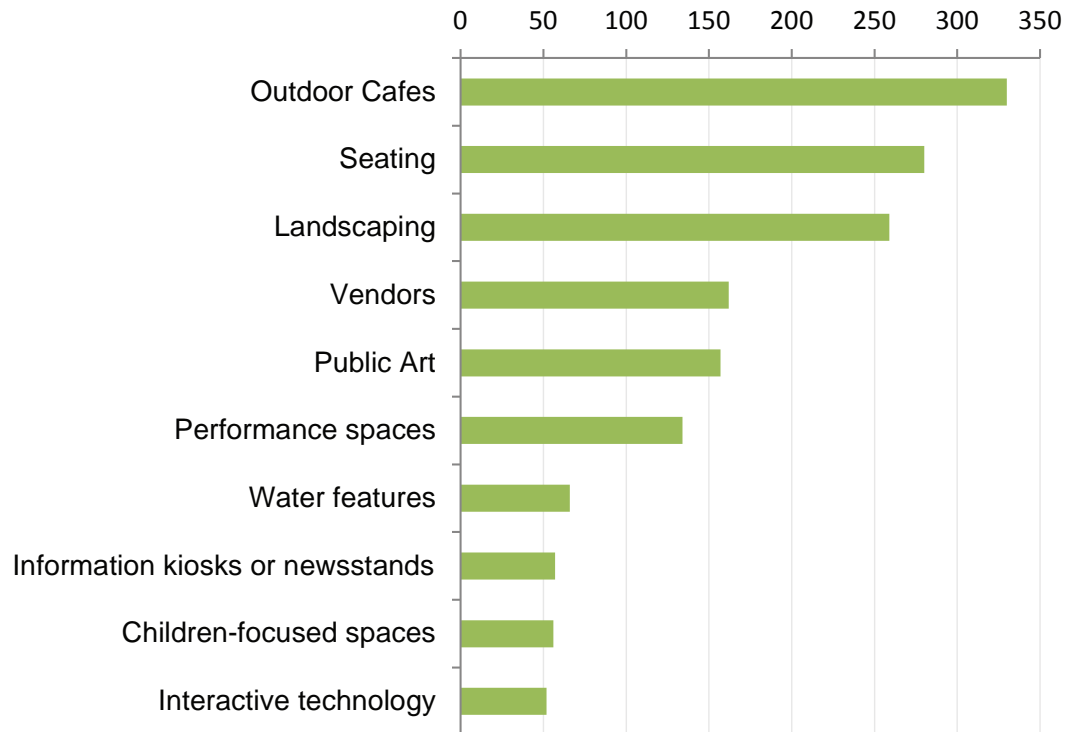
#3 17th and Castro



The Civic Center District received significantly more responses than any other district, followed by the area around Van Ness and Market. Interestingly, the Upper Market neighborhood received the third-most mentions, despite not being located within the plan boundaries. Again, this may reflect a positive public response to build on the success of Castro Plaza.

What amenities on sidewalks and in plazas would make you more likely to spend time on Market Street?

We asked respondents to mark the three that are most important to them.



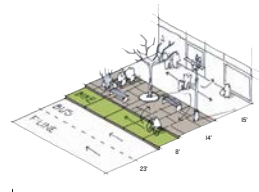
Creating more outdoor cafes that activate sidewalks received the most votes (21%), with more seating and more greenery close seconds (17% and 16%, respectively). Market Street should be further activated by vendors (10%), public art (10%) and performance spaces (8%), and the designs should be flexible enough to thoughtfully incorporate these uses.



MARKET ONE STREET: BICYCLE FACILITY

PHOTO: HILL - GUY ARCHITECTS
 COLUMBIAN ARCHITECTURE + PHOTOGRAPHY
 BICYCLIST - TARA BLOOM - DESIGNBOX

Cycletrack

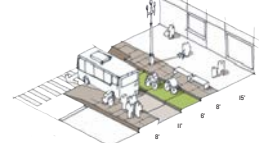


Definition: Cycletrack

A dedicated space for bicycles that provides a facility for many user groups. The design will increase the perception of safety and reduce conflicts with buses and vehicles while promoting stronger integration with the Streetlife Zone.



Center Lane Stop



Experience

On a cycletrack you are part of Streetlife. It's easier to board, stop, alight or wait in case other amenities along the street. Travel speeds are generally consistent across user groups as bicyclists negotiate speed with each other.



Safety

With a physical separation, cars are less likely to straddle the stop. The physical separation makes people feel more safe, especially young and senior bicyclists, increasing ownership of cycletracks.



Streetlife Zone

With a cycletrack, bicyclists are located in a protected facility next to the Streetlife Zone. This allows for spontaneous reactions and energy between the bicyclist and the Streetlife Zone. Opportunities for activation and interaction are maximized.



Bus stops/deliveries

Bicyclists can coordinate with bus operators to negotiate with transit users, loading activity, and placement at curb side bus stops and loading bays.

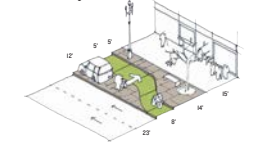


Flexibility & cost

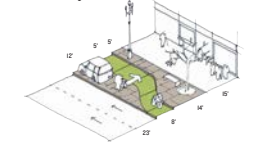
A complete stop or a long-term investment requiring curb changes, safety upgrades, and other infrastructure modifications. This model is more costly and less flexible but adds stability and a sense of permanence. A cycletrack provides the experience and safety of bicycles.



Curb Side Stop



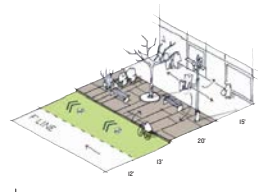
Commercial Loading Zone



MARKET ONE STREET: BICYCLE FACILITY

PHOTO: HILL - GUY ARCHITECTS
 COLUMBIAN ARCHITECTURE + PHOTOGRAPHY
 BICYCLIST - TARA BLOOM - DESIGNBOX

Shared Lane

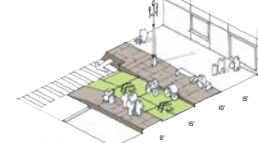


Definition: Shared Lane

A facility that would share a travel lane with taxis, buses and private vehicles if private vehicles are allowed. A shared facility would also be enhanced with markings, signage, signage and other traffic calming treatments.



Center Lane Stop



Experience

A shared lane requires bicyclists to travel with various types of vehicles. Bicyclists are more considerate when sharing the lane. Safety can be further enhanced with the use of bike lanes, lane restrictions, bicycle signals and other safety measures. Unlike a cycletrack, there are no transitions between a separated facility to a shared lane at intersections, minimizing complications of these transitions.



Safety

To maximize safety, bicyclists and motorists should be aware of their surroundings and be considerate when sharing the lane. Safety can be further enhanced with the use of bike lanes, lane restrictions, bicycle signals and other safety measures. Unlike a cycletrack, there are no transitions between a separated facility to a shared lane at intersections, minimizing complications of these transitions.



Streetlife Zone

With a shared lane bicyclists are in the travel lane negotiating with buses and cars and therefore don't have direct access to the Streetlife Zone and the sidewalk. The opportunity to engage bicyclists with Streetlife activities is minimized.



Bus stops/deliveries

Bicyclists can coordinate with bus operators, commercial vehicles and passengers accessing the curb or loading bays.

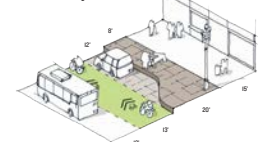


Flexibility & cost

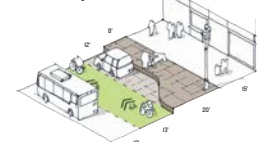
Since the level of permanence is not as pronounced as a cycletrack, this model is less expensive and more flexible but does not require cutting into the sidewalk or significant infrastructure.



Curb Side Stop



Commercial Loading Zone



MARKET ONE STREET: BICYCLE FACILITY

PHOTO: HILL - GUY ARCHITECTS
 COLUMBIAN ARCHITECTURE + PHOTOGRAPHY
 BICYCLIST - TARA BLOOM - DESIGNBOX

Goals

The BMS Project aspires to improve the safety and comfort of people on bicycles.

- Provide a continuous bicycle facility and increase the continuity of comfort for bicyclists along the corridor.
- Reduce interaction with vehicles either through a physical separation or by limiting private auto access.
- Use additional measures to improve effectiveness of both options, including bike boxes, signals, paving treatments and signage, among others.



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Trade-offs

Specific for the cycletrack:

- A cycletrack provides a separated facility and protection between intersections but cuts into the Streetlife Zone.
- A cycletrack reduces conflicts between vehicles and bicyclists but increases potential conflicts with commercial and passenger loading activity, including accessible services.
- For either enhanced local or rapid transit options, a cycletrack will result in transit customers crossing the cycletrack to reach the transit stop.

Specific for the shared lane:

- A shared lane requires sharing curb lane with vehicles but does not cut into the Streetlife Zone.
- A shared lane retains conflicts with vehicles and boarding activity but reduces these with pedestrians. However, vehicle conflicts would be reduced with more vehicle restrictions.
- A shared lane with rapid transit will result in more leapfrogging between transit and bicyclists.



Did you know?
 During peak periods, there are almost twice as many bicyclists than autos on Market Street.

- Would you prefer to have a cycletrack or a shared lane on Market Street?
- Are there locations along Market Street where a cycletrack is strongly preferred?
- Are there locations along Market Street where a shared lane is strongly preferred?
- How important is it to you that the shared lane or cycletrack has a consistent design along the entire length of Market Street? I.e., it does not switch between a shared lane design and a separated cycletrack design.



Bicycle Facility

3



Station 3: Bicycle Facility

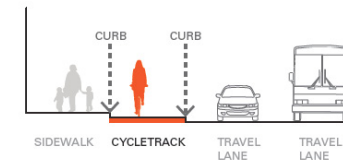
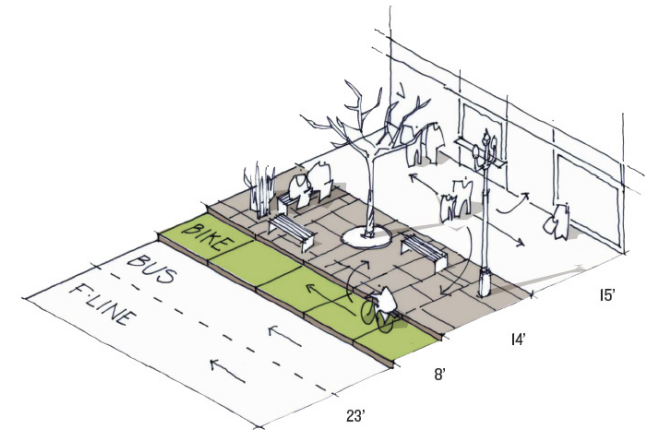
Station 3 presented two alternatives for a bicycle facility that would improve the safety and comfort of people on bicycles.

Findings

- Very strong support for a cycletrack.
- When asked whether any individual segments were appropriate for a shared lane, a strong majority felt none were appropriate.
- A strong majority supported cycletracks on all segments of Market street with one consistent design along the entire length.

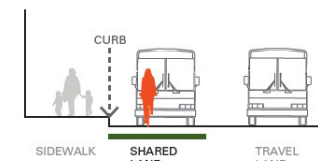
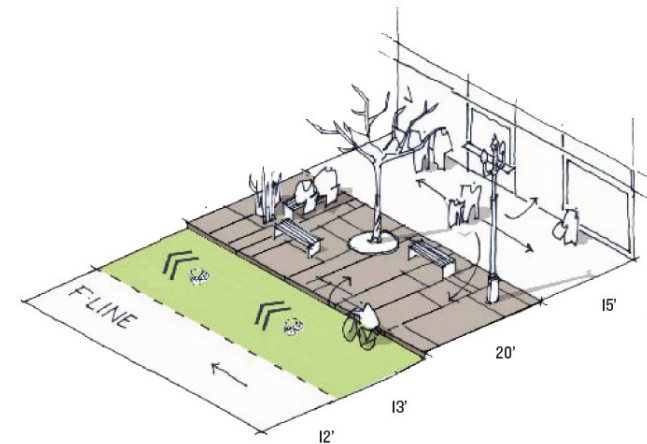
Cycletrack

A dedicated space for bicyclists that provides a bicycle facility fit for many user groups. The design will increase the perception of safety and reduce conflicts with buses and vehicles while promoting stronger integration with the Streetlife Zone.

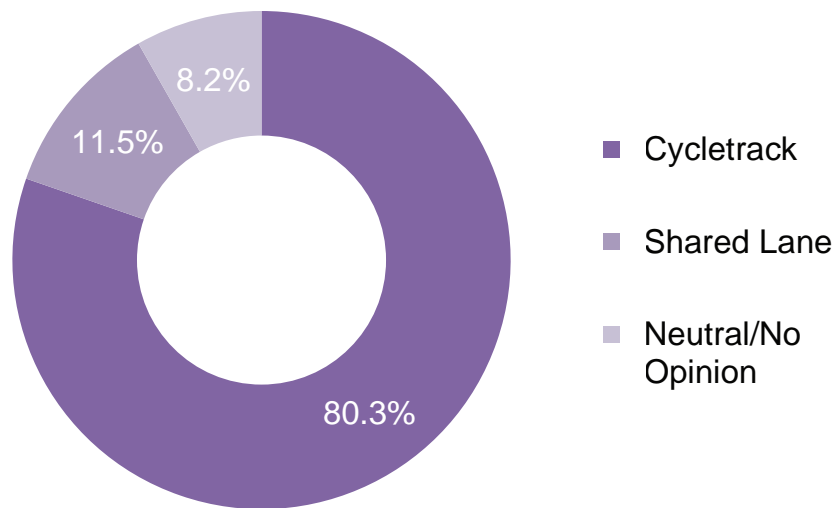


Shared Lane

A bicycle facility that would share a travel lane with taxis, buses and private vehicles (if private vehicles are allowed). A shared facility would also be enhanced with markings, striping, signage and other traffic calming treatments.

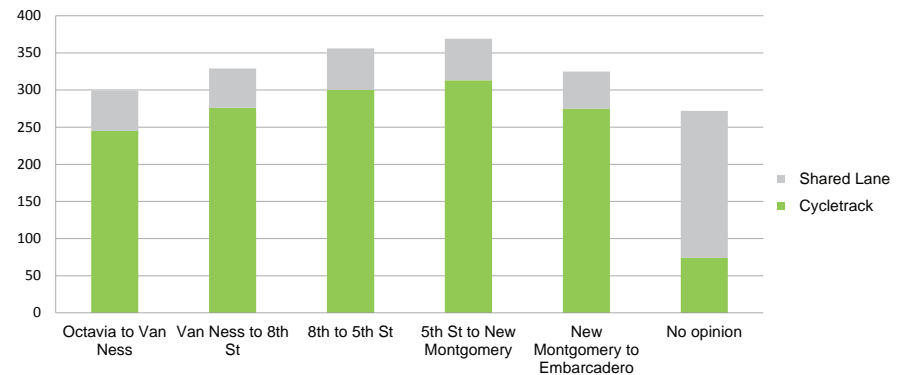


Would you prefer to have a cycletrack or a shared lane on Market Street?



There was very strong support for the cycletrack concept (80%) and only minimal support for the shared lane (12%).

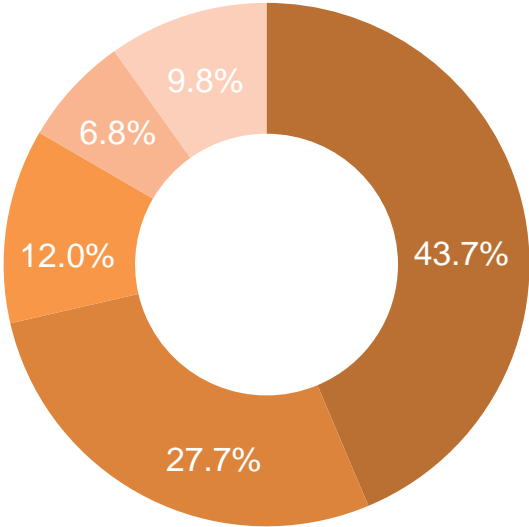
Are there locations along Market Street where a cycletrack is strongly preferred? A shared lane?



There was nearly equal support for cycletracks across all segments of Market Street, with only the segment from Octavia Boulevard to Van Ness Avenue receiving slightly fewer votes. A majority of respondents (65%) chose no segments as being appropriate for a shared bicycle lane, emphasizing the public's strong preference for a separated facility on Market Street.

How important is it to you that the bicycle facility has a consistent design along the entire length of Market Street?

- Very Important
- Slightly important
- Somewhat important
- Not at all important
- Neutral/No opinion



A strong majority of respondents felt it was important or very important (71%) to ensure the bicycle facility had a consistent design along the entire length of Market Street.



ONE STREET PROJECT FACILITY

INTRODUCTION

DESIGN

Architectural diagrams and photographs illustrating the design of the One Street Project Facility. The diagrams show floor plans and site layouts, while the photographs show the building's exterior and interior spaces.

Text and images describing the design process and the facility's features. The text is organized into sections with sub-headers and bullet points.




Text and images providing further details about the facility, including its location, history, and future plans. The text is presented in a clear, readable format with accompanying images.



ONE STREET: PUBLIC TRANSIT

PROJECT NO. 14-00000000
 PREPARED BY: SFMTA
 DATE: 10/2014

Enhanced Local Option

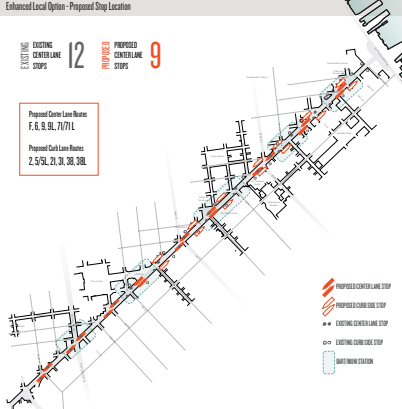
<p>Transit Service (similar to existing operation):</p> 	<p>Features:</p> 	<p>Benefits:</p> 
<p>Center Lane Services: Outbound: Castro / Hayes / Soma / SE Neighborhoods Inbound: Ferry Building</p>	<p>Continuous center transit-only lane. 25 percent fewer island stops</p>	<p>Slightly faster and more reliable (on-time) service</p>
<p>Curb Lane Services: Outbound: Mission Addition / Richmond Inbound: Transbay</p>		

Enhanced Local Option - Proposed Stop Location

EXISTING CENTERLANE STOPS	12	PROPOSED CENTERLANE STOPS	9
---------------------------	----	---------------------------	---

Proposed Center Lane Routes:
 F, 6, 8, 9L, 71, 71L

Proposed Curb Lane Routes:
 2, 5, 9L, 21, 31, 38, 38L




- PROPOSED CENTERLANE STOP
- PROPOSED CURB LANE STOP
- EXISTING CENTERLANE STOP
- EXISTING CURB LANE STOP
- MAIN STATION

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ONE STREET: PUBLIC TRANSIT

PROJECT NO. 14-00000000
 PREPARED BY: SFMTA
 DATE: 10/2014

Rapid Option


<p>Transit Service:</p> 	<p>Features:</p> 	<p>Benefits:</p> 
<p>Center Lane: Limited / Express / F Line Curb Lane: Local</p>	<p>Continuous center transit-only lane. Half as many island stops (spacing similar to Main Metro stations)</p>	<p>Significantly faster and more reliable (on-time) service</p>

Rapid Option - Proposed Stop Location

EXISTING CENTERLANE STOPS	12	PROPOSED CENTERLANE STOPS	6
---------------------------	----	---------------------------	---

Proposed Center Lane Routes:
 F, 5L, 5R, 6K, 38L, 71, 71L

Proposed Curb Lane Routes:
 2, 5, 6, 8, 21, 31, 38



- PROPOSED CENTERLANE STOP
- PROPOSED CURB LANE STOP
- EXISTING CENTERLANE STOP
- EXISTING CURB LANE STOP
- MAIN STATION

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ONE STREET: PUBLIC TRANSIT

PROJECT NO. 14-00000000
 PREPARED BY: SFMTA
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What both options have in common

The BMS Project requires to make transit lanes more pleasant.

- Extend center transit-only lanes for length of corridor
- Factor travel times
- More reliable
- Fewer stops
- More amenities at stops
- Wider, longer and more comfortable boarding islands
- Improve way-finding to simplify transit experience
- Ensure all ADA and accessibility requirements are met with high quality design
- Improve the total transit experience:

Trade-offs

- For other options, if no cycletrack, buses and bicycles must share lane (More curbside stops in rapid option, so more leaping/egging)
- Center lanes would become transit-only, buses in curb lanes would still have to contend with any remaining traffic
- Stop spacing would increase with fewer boarding islands

?

Did you know?
 Almost 80,000 people take surface transit along Market Street every day.

The farther stops are from each other, the faster and more reliable transit becomes.

- How willing would you be to walk farther for faster transit?
- How willing would you be to walk farther for more reliable transit?

Currently, a route with both limited and local bus service shares the same stops. For example, the 38L (limited) stops at the same, but limited number of stops as the 38 (local).

- How important is it to have the limited and local bus service of your route continue to be at the same stop? (One proposed alternative has the limited service stopping at the islands and local service stopping at the curb stops.)

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Public Transit

4



Station 4: Public Transit

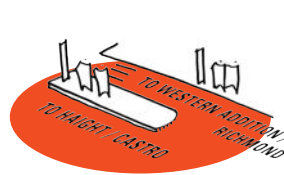
Station 4 presented two alternatives - Enhanced Local and Rapid - that would make transit less prone to delay and make waiting for transit more pleasant.

Findings

- There was strong support for increasing the distance between stops if it resulted in faster, more reliable transit service.
- More work needs to be done to understand how the public feels about keeping bus stops for local and limited/express service for the same route at the same stop, rather than splitting them between center lane stops and curb lane stops.

Enhanced Local Option

Transit Service (similar to existing operation):



Features:



Benefits:



Center Lane Services:
Outbound: Castro / Haight / Sunset / SE Neighborhoods
Inbound: Ferry Building

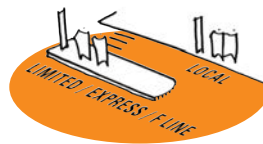
Continuous center transit-only lane.
25 percent fewer island stops

Slightly faster and more reliable
(on-time) service

Curb Lane Services:
Outbound: Western Addition / Richmond
Inbound: Transbay

Rapid Option

Transit Service:



Features:



Benefits:

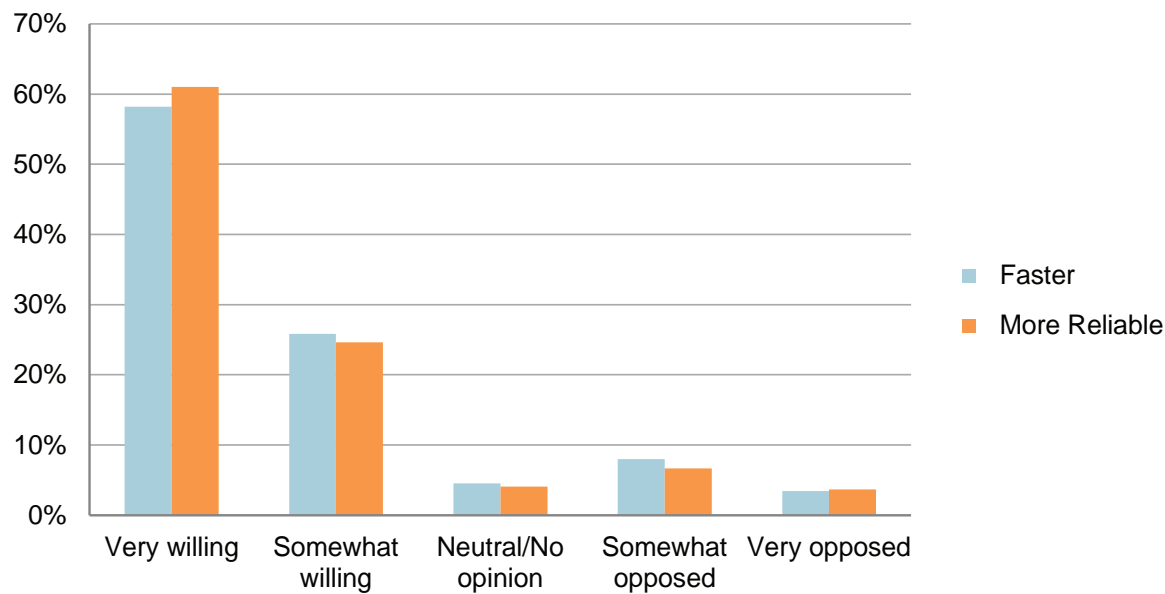


Center Lane: Limited / Express / F Line
Curb Lane: Local

Continuous center transit-only lane.
Half as many island stops
(spacing similar to Muni Metro stations)

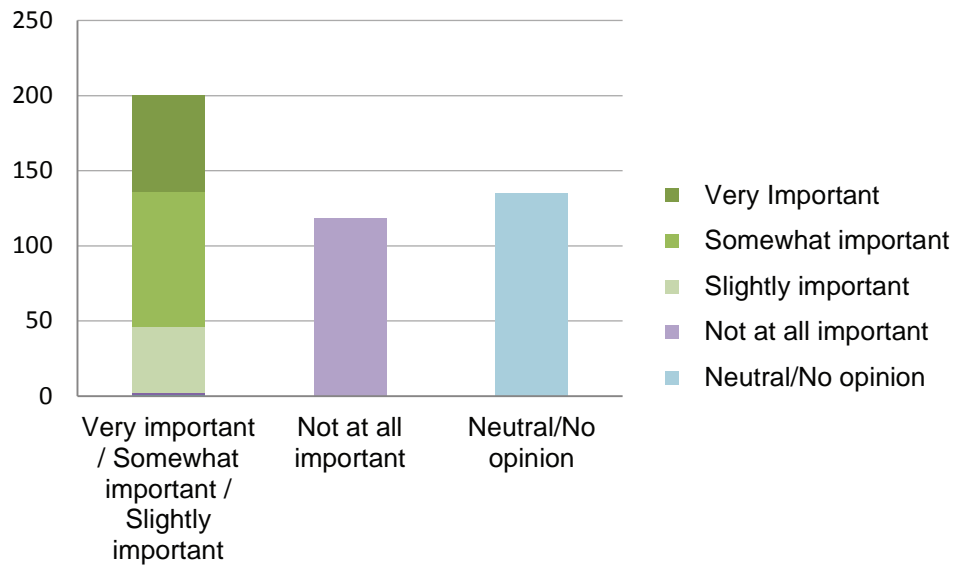
Significantly faster and more
reliable (on-time) service

The farther stops are from each other, the faster and more reliable transit becomes. How willing would you be to walk for faster and more reliable transit?



An overwhelming majority of people would be willing to walk farther for faster transit (84%). An even greater percentage (86%) responded they would be willing to trade a farther walk for greater reliability. Stop consolidation is a low-space and low-resource method of improving transit speed and reliability.

How important is it to have the limited and local bus service of your route continue to be at the same stop?



Respondents were more evenly split on bus stop consistency for routes with both limited and local service. This suggests more work needs to be done to better understand how the public feels about these concepts.



ONE STREET: PRIVATE AUTO CIRCULATION

DATE: 01-14-2015
 PREPARED BY: JENNIFER HARRIS
 REVIEWED BY: JENNIFER HARRIS

Auto Restrictions - Key elements

- This option introduces an increased number of required turns off of Market Street (compared to existing) and prohibits turns onto Market Street from several cross-streets.
- North-south traffic across Market Street is preserved.
- Transit, taxi, delivery vehicles and paratransit exempt.

Potential Auto Restrictions option

■ AUTOS ALLOWED
 ○ POTENTIAL TURN RESTRICTION
 ○ POTENTIAL REQUIRED TURN
 ○ FREEWAY RAMP

Potential restrictions shown for illustrative purposes only. Number, locations, and time of restrictions to be determined.

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ONE STREET: PRIVATE AUTO CIRCULATION

DATE: 01-14-2015
 PREPARED BY: JENNIFER HARRIS
 REVIEWED BY: JENNIFER HARRIS

Auto Restrictions plus car-free segment - Key elements

- This option is similar to the Auto Restrictions option, plus complete restriction of private access on a segment of Market Street, for example through the Powell Street Urban Square area.
- North-south traffic across Market Street is preserved.
- Transit, taxi, delivery vehicles and paratransit exempt.

Potential Auto Restrictions and car-free segment option

■ AUTOS ALLOWED
 ■ POTENTIAL AUTO RESTRICTION
 ○ POTENTIAL TURN RESTRICTION
 ○ POTENTIAL REQUIRED TURN
 ○ FREEWAY RAMP

Potential restrictions shown for illustrative purposes only. Number, locations, and time of restrictions to be determined.

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ONE STREET: PRIVATE AUTO CIRCULATION

DATE: 01-14-2015
 PREPARED BY: JENNIFER HARRIS
 REVIEWED BY: JENNIFER HARRIS

Car Free - Key elements

- This option introduces auto traffic restrictions along Market Street between Sutter Street and Van Ness.
- Transit, taxi, delivery vehicles and paratransit exempt.
- North-south traffic across Market Street is preserved.

Potential Car Free option

■ AUTOS ALLOWED
 ■ POTENTIAL AUTO RESTRICTION
 ○ POTENTIAL TURN RESTRICTION
 ○ POTENTIAL REQUIRED TURN
 ○ FREEWAY RAMP

Potential restrictions shown for illustrative purposes only. Number, locations, and time of restrictions to be determined.

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ONE STREET: PRIVATE AUTO CIRCULATION

DATE: 01-14-2015
 PREPARED BY: JENNIFER HARRIS
 REVIEWED BY: JENNIFER HARRIS

What all three options have in common

The BMS Project aspires to reduce conflicts and mitigate multi-modal bottlenecks.

- All options reduce auto traffic on Market Street, which has the potential to improve transit speed and reliability.
- Reductions in traffic may reduce conflicts between autos and bicycles, and benefits potential shared lane operations.
- Where turns are prohibited, conflicts with pedestrians are reduced.

Trade-offs

- Auto restrictions have many benefits to other modes including:
 - Improved bicycle comfort
 - Potentially improved transit speed and reliability
 - Reduced conflicts with pedestrians
- However, auto restrictions may come with some consequences, including:
 - Increased conflicts at other streets
 - At locations where forced turns are implemented, may concentrate some conflicts

Did you know?

North-south traffic represents 85% of all traffic using Market Street.

- When on Market Street is it necessary to keep open to cars?
- When on Market Street is it necessary to close to cars?
- Which segments on Market Street do you drive on most frequently?
- When you drive on Market Street, is your final destination on or adjacent to Market Street?
- How strongly do you support reducing private auto access on Market Street?

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Private Auto Circulation 5

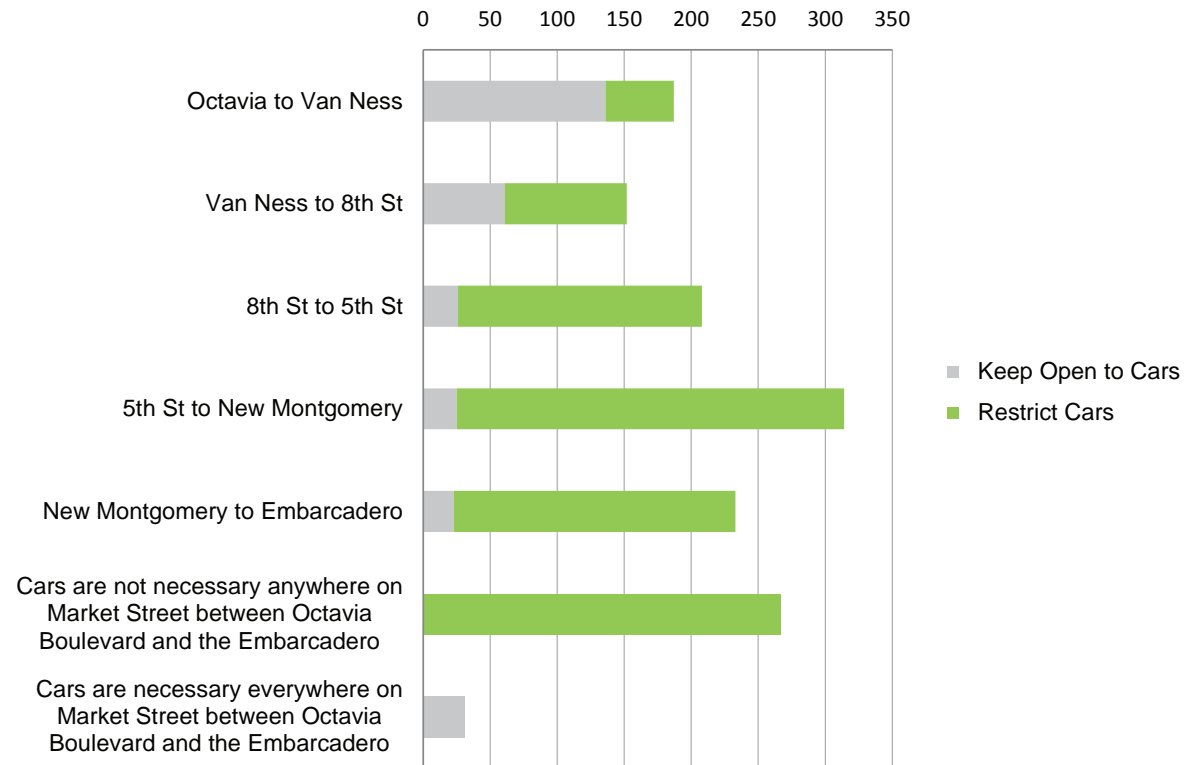
Station 5: Private Auto Circulation

Station 5 presented several auto circulation concepts to reduce conflicts and mitigate multimodal bottlenecks on Market Street.

Findings

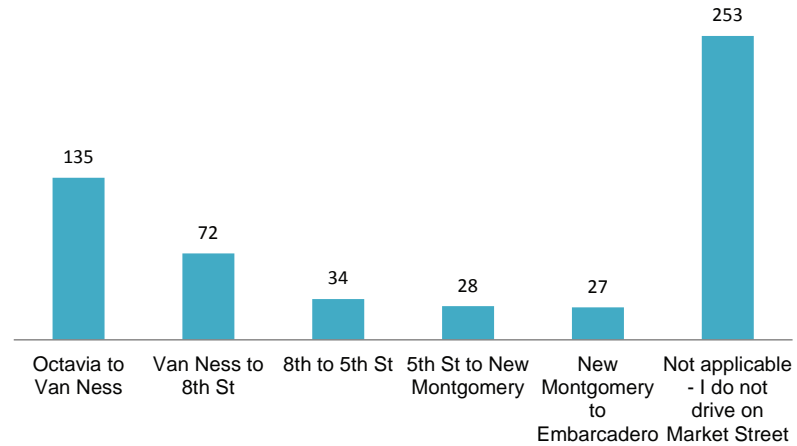
- The majority view was that private vehicles should be restricted on Market Street, with majority support for further private auto restrictions on Market Street (ADA vehicles and taxis exempt).
- The segment most frequently selected to keep open to private vehicles was from Octavia Boulevard to Van Ness Avenue. There was very little support for private vehicles east of 5th Street.

Where on Market Street is it necessary to keep open to cars? Where is it necessary to close to cars?



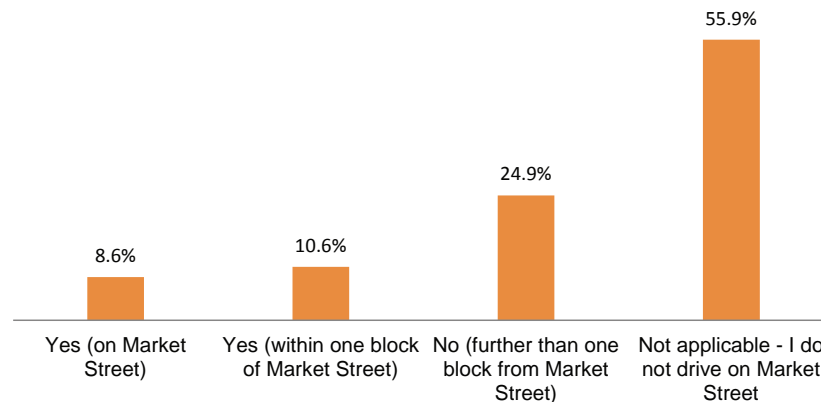
Which of the following segments of Market Street do you drive on most frequently?

A clear majority of respondents never drive on Market Street (56%). For those that drive on Market Street, 46% drove on the segment from Octavia Boulevard to Van Ness Avenue more than any other. Auto usage decreases rapidly as one moves east, especially segments east of 5th Street.

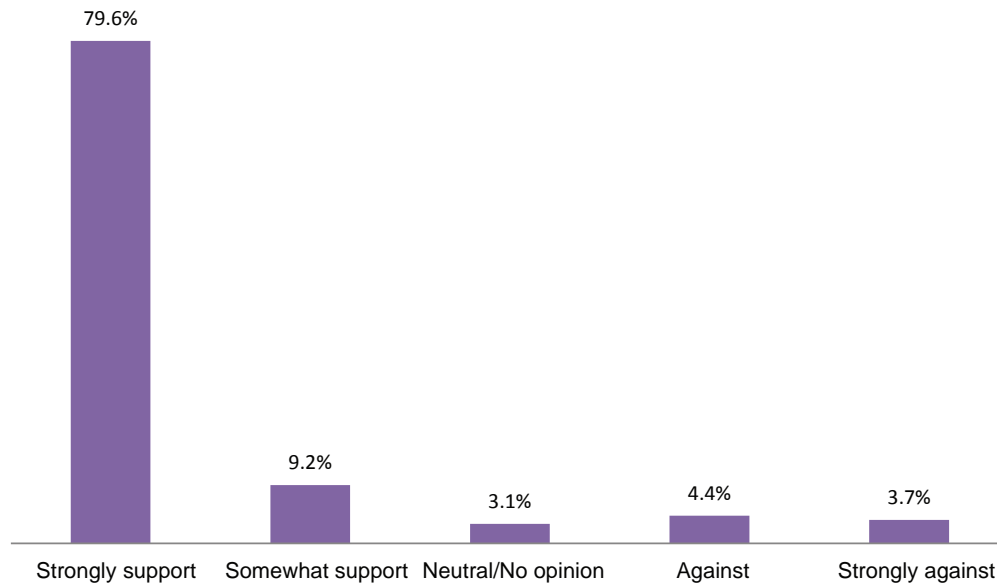


If you drive on Market Street, is your final destination on or within one block of Market Street?

Fewer than 45% of respondents drive on Market Street. Of these, about 55% drive to destinations greater than one block from Market Street. Less than 10% drive on Market Street to destinations on Market Street. This data challenges the idea that vehicle traffic is a key factor for retail access along the street and suggests that drivers may be using Market Street primarily as a through route, rather than as a route to Market Street destinations.



How strongly do you support reducing private auto access on Market Street?



A large majority (almost 80%) of respondents voiced strong support, with an additional 9% saying they somewhat supported reducing private auto access on Market Street. Only 8% were against or strongly against private auto access reductions, while 3% responded Neutral/No Opinion.

GIVE US YOUR
FEEDBACK

The public can get involved
by sending comments through the
Better Market Street project web site at
bettermarketstreetsf.org

For more information, contact:
Department of Public Works
(415) 558-4045
bettermarketstreet@sfdpw.org

