



Better Market Street Project

Community Advisory Committee

District Identity Working Group

October 27, 2014



SAN FRANCISCO
PLANNING DEPARTMENT



San Francisco
Water Power Sewer
Division of San Francisco's Water and Sewer Operations

Agenda

- Introduction – Al Williams (6:00 PM)
- BMS project update – Simon Bertrang (6:10 PM)
- District identities & recent activation – Simon Bertrang (6:20 PM)
- Streetscape elements – Simon Bertrang (6:35 PM)
- Design features – Nicholas Perry (6:45 PM)
- Public comments – Al Williams (7:00 PM)
- Next steps & Announcements – Simon Bertrang (7:20PM)

Introduction

AI Williams

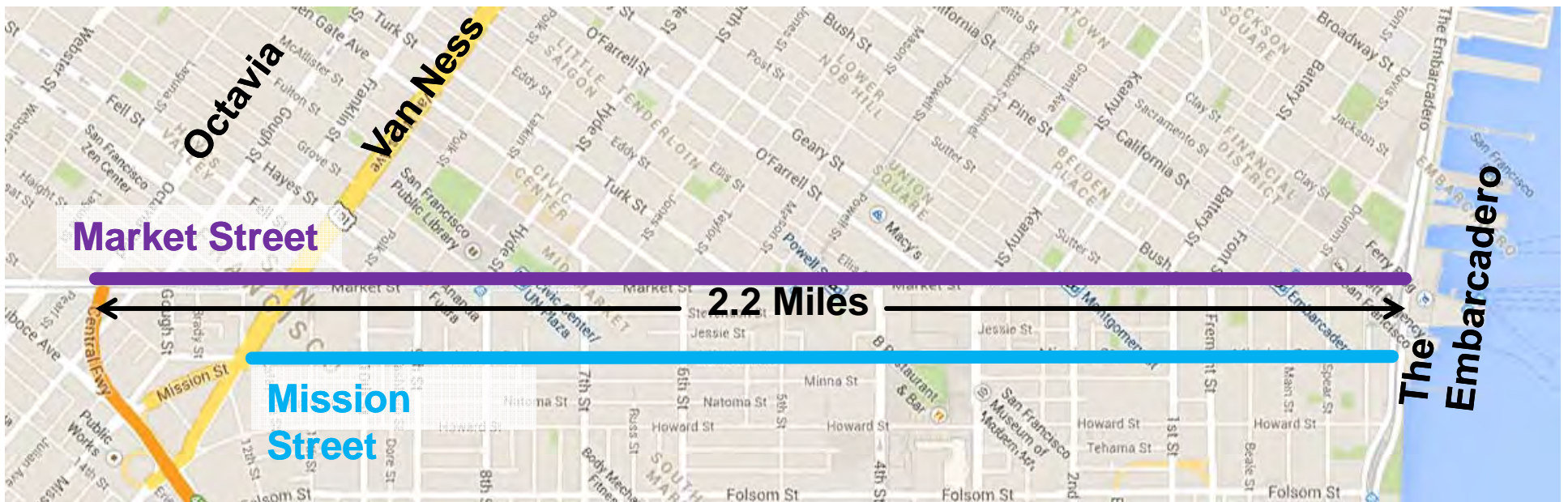
List of CAC Committees



Better Market Street Project Update

Simon Bertrang

Better Market Street Project Area Limits



Better Market Street Schedule

Visioning,
Planning,
Conceptual
Design

2011-2013

Environmental
Review

2014-2016

Design

2016-2017

Construction

2018

Ongoing Project Development

- NOP (Notice of Preparation) and NOI (Notice of Intent) in December 2014
- Project Objectives focus on:
 - Faster, reliable public transit; increasing transit capacity.
 - Improving accessibility and pedestrian safety; enhancing pedestrian experience
 - Improving bicycle safety; increasing bicycle capacity
 - Enhancing public realm experience



City's Goals

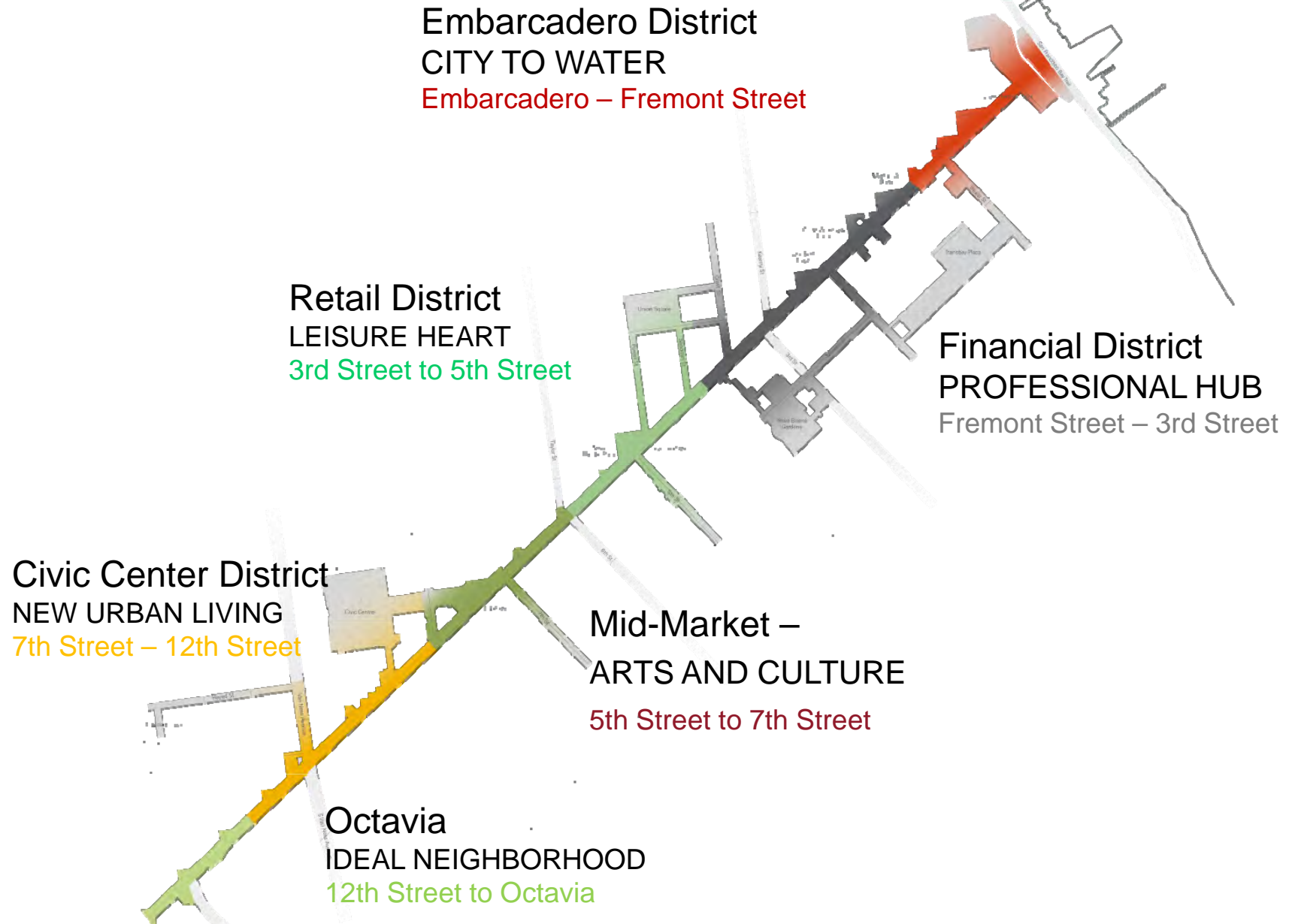
- Safety → Vision Zero
 - Zero traffic fatalities within 10 years
- Transit Capacity → Muni Forward & Transportation 2030
 - Proposed 2014 General Obligation Bond & 2016 Vehicle License Fee for streets and transportation funding sources (\$1.5 billion)
 - Building Core Capacity of Muni's "super-trunk-line" to support planned housing and job growth in San Francisco
- Bicycle Capacity → SFMTA Bicycle Strategy
 - 8-10% mode share by 2018; currently 3.5%
- Street Life → Market Street
 - Revamp 1970s streetscape into premier civic and commercial corridor for San Francisco
 - Bring activity and energy to sidewalks and plazas



Better Market Street District Identities

Simon Bertrang

One Street - Six Districts



Market Street – Six Districts

Octavia District

Civic Center District

Mid-Market District

Retail District

Financial District

Embarcadero District



Octavia District
Van Ness - Octavia

Civic Center District
7th Street - Van Ness

Mid-Market District
5th Street - 7th Street

Retail District
3rd Street - 5th Street

Financial District
Fremont Street - 3rd street

Embarcadero District
Embarcadero - Fremont Street

Octavia

Van Ness

7th St

5th St

3rd St

Fremont St

Embarcadero

BMS Round 3 Public Workshop

Six Districts Exercise

- Survey question asked for response to the district concept:

What do you like about the “One Street – Six District” approach to Market Street?

Are there aspects of any of the Districts that you want to see emphasized?
- Exercise gathered feedback on the essential identities of each of the six districts.



BMS Round 3 Public Workshop

Six Districts Findings

- General support for the Six Districts approach
 - Diverse district identities expressed through urban design elements and Market's Streetlife Zone
 - Activation of Market Street
- Counter point: Market Street has one identity
- Word diagrams came out of the six districts exercise
 - Participants do perceive the districts as have distinctly different characters

Embarcadero District
(Embarcadero - Fremont)

Fountain **Activities**
Gateway
Connected
Tourist **Waterfront**

Financial District (Fremont - 3rd Street)

A word cloud featuring the following terms: **Busy** (yellow), **Cosmopolitan** (dark purple), **Emerging** (dark red), **Pedestrian** (dark green), **Corporate** (olive green), **Towering** (orange), and **Streetlife** (dark green). The word 'Towering' is the largest and most prominent.

Busy Emerging
Cosmopolitan
Pedestrian Corporate
Towering
Streetlife

Retail District (3rd Street - 5th Street)

Urban Hub

Transportation Hub

Streetlife

BUSY

Tourism
Fashion

Mid-Market District (5th St - 7th St)

Arts and Culture
Potential

Walkable Plaza
Nightlife
History
Social
Diversity
Urban Lifestyle

Civic Center District (7th St - Van Ness)

A word cloud centered on the page with the main title 'Activation and Engagement' in large, bold, dark red font. Surrounding this central text are several smaller words in various colors (dark red, brown, and gold) and orientations. The words include: 'Food' (small, dark red, below 'Activation'), 'Arts and Culture' (medium, dark red, below 'Activation'), 'Historic Pride' (medium, gold, below 'Arts and Culture'), 'Pedestrian' (small, dark red, above 'Arts and Culture'), 'Multicultural' (small, dark red, above 'Engagement'), 'Beautify Civic Center' (medium, gold, above 'Engagement'), and 'Civic Institutions' (medium, dark red, below 'Engagement').

Activation and Engagement

Food
Arts and Culture
Historic Pride
Pedestrian
Multicultural
Beautify Civic Center
Civic Institutions

Octavia District (Van Ness - Octavia)

Transitioning and Developing
Activated **Narrow Sidewalks and wide street** **Crossroads** **Inbetween**

Residential Neighborhood

Recent Activation Projects

Mechanics Plaza (before)



Mechanics Plaza (after)



Yerba Buena Lane Living Innovation Zones (LIZ)



UN Plaza Friday Night Market



UN Plaza Friday Night Market



Mavelous/Little Griddle Sidewalk Seating





MARKET STREET

PROTOTYPING FESTIVAL

APRIL 9TH-11TH 2015

pro•to•type

noun \ 'prō-tē- tīp\

: an original model from which others are developed

: a first example that is used as a model for later

: your opportunity to change the face of Market Street

Civic Center

Central Market

Retail Heart

Financial District

Embarcadero



Festival Districts

MARKET STREET

Streetscape Elements

- **Through Zone**
- **Frontage Zone**
- **Streetlife Zone**
- **Streetlife Hub**
- **Transit Islands**
- **Plazas**

UN Plaza



Hallidie Plaza













Design Features

Nicholas Perry

EXISTING UNIFYING DESIGN FEATURES



Path of Gold Street Lights



Brick Sidewalk Pavers



Tinted Concrete Crosswalk Paving*

*Replaced original design's brick crosswalks





Granite Curbs

**Bronze Sidewalk
Street Signage**

Circular Roadway Street Signage



BART/Muni Portal Design & Signage





Circular Tree Well



London Plane Street Trees

Image Source: Flickr Creative Commons, torbackhopper

“Off the Shelf” Additions



Newspaper Racks



Kiosks



Public Toilets



Trash Bins

Recent Additions



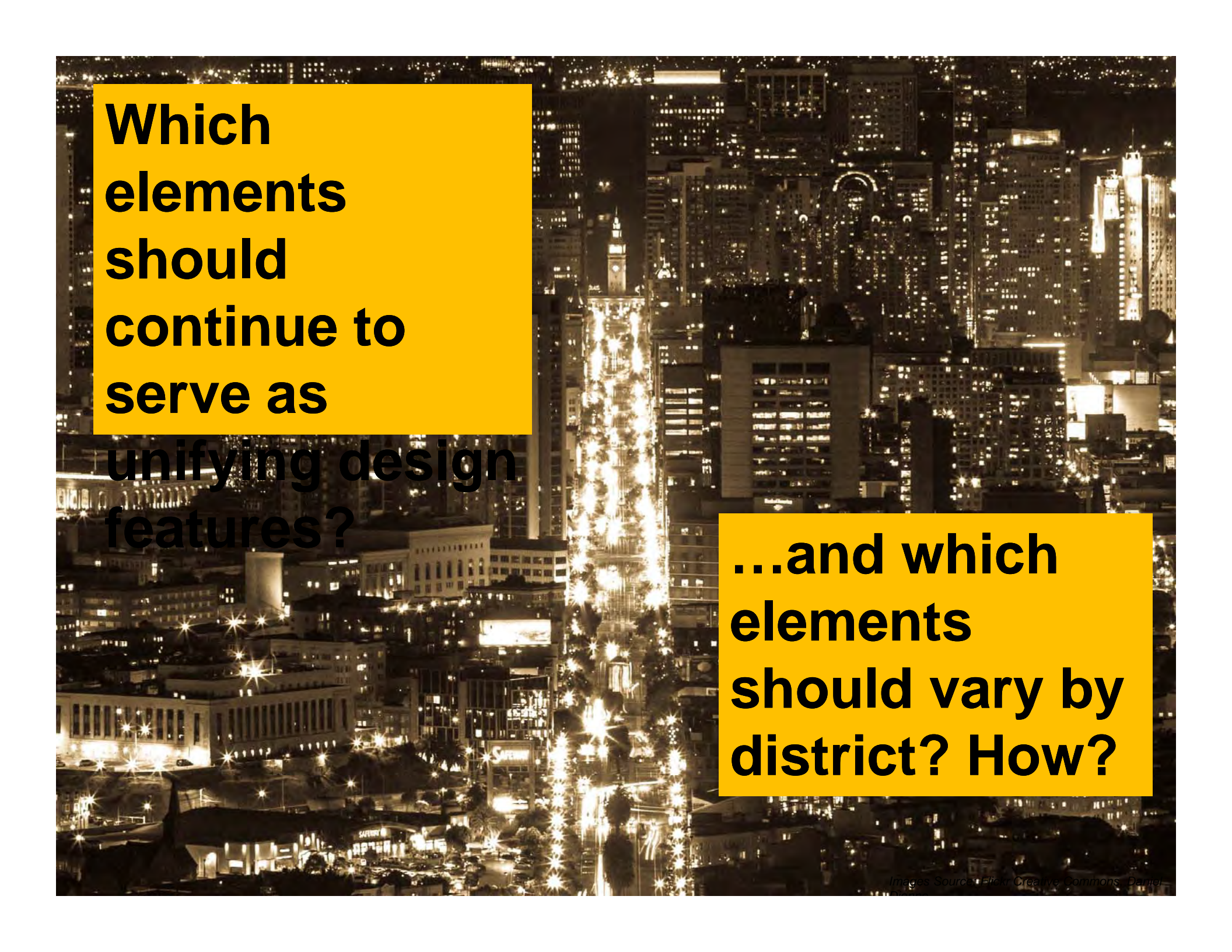
“Seismic Wave” Muni Shelter



Metal Bike Racks



Advertisement Panels



**Which
elements
should
continue to
serve as
unifying design
features?**

**...and which
elements
should vary by
district? How?**

A Precedent: Upper Market Street





Shared with Lower Market

- Path of Gold street lights
- Use of brick in sidewalk
- London Plane trees
- Circular tree wells
- Kiosks, transit shelters, etc.

Unique to Upper Market

- Median with palm trees
- Brick banding along curb
- Concrete sidewalks
- Muni portal design

Initial Thoughts on Shared vs. District-Specific Elements

SHARED

- Path of Gold street lights
- Primary street tree species
- Sidewalk “throughway” paving
- Curb paving
- Crosswalk paving
- Transit shelters
- Roadway/traffic signage
- Bronze sidewalk signage

DISTRICT-SPECIFIC

- Streetlife Zone (& Hubs)
- “Accent” street tree species
- Tree grates
- Sidewalk landscaping
- Sidewalk accent paving
- Kiosks
- Public Art
- Street furnishings
 - Seating
 - Bike racks
 - Trash bins
- Way-finding signage

Public Comment Period

Al Williams

Next Steps & Other Announcements

Simon Bertrang