BETTER MARKET STREET

Public Life Public Space Survey

April 25, 2011
Consultant: Gehl Architects - Urban Quality Consultants

Project Manager: Oliver Schulze, Director

Project Coordinator: Jeff Risom, Architect MSc

Project Architect: Anna Modin, Urban Designer, SAR/MSA

Survey Manager: Eric Scharnhorst, Urban Designer, PhD Fellow

Neil Hrushowy at the San Francisco Planning Department was instrumental in coordinating the 2011 Market Street Public Life and Public Space survey. We are grateful to Neil and the excellent surveyors that he provided.
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### Appendix A: Pedestrian and cyclist data

### Appendix B: Stationary activity data
PUBLIC LIFE SURVEYS

1. Pedestrian and cyclist survey
2. Stationary activity survey

How are public spaces used?
The purpose of the Public Life Survey is to examine how public spaces are used. It provides information on where people walk and stay either as part of their daily activities or for recreational purposes. This can form the basis for future decisions, about how the streets and spaces should be upgraded. How to make them easy and pleasant places to visit, not simply traffic conduits.

People walking and cycling
A large number of pedestrians walking and cycling in the city does not necessarily indicate a high level of quality. However, a high number of people choosing to spend time in the city indicates a lively city with strong urban quality.

Stationary activities
The study also provides information on how many people sit, stand, or engage in other stationary activities in the city, and where they do it. These stationary activities are good indicators of the quality of the urban spaces.
People

Age and gender

A comfortable street often has a good blend of stationary users: even ratios of men and women, and a balance of people of all ages.

The figures on the right represent data collected at multiple sites along Market Street during all hours of the day throughout the summer of 2009 by the San Francisco Planning Department.


Significantly fewer women were recorded along Market Street than men, along with an under representation of children and people over 65 years old.
Cyclists

Age and gender

A good thermometer for measuring how safe a street feels to cycle in is the mixture of people who actually ride bikes on a street. A safe street for cycling is inviting for people of all ages, and there is an equal mixture of men and women cycling.

At three sites along Market Street (Market at Van-Ness, Market at 7th St, and Market at Spear St), surveyors recorded the apparent age and gender of hundreds of cyclists passing by. The figures to the left represent the average of these recordings.

From this information, we see that Market Street’s cycle mixture is out-of-balance, with 99% of cyclists between the ages of 15 and 65, and under 30% of the cyclists are women. This indicates that Market Street feels unsafe for cycling.
PUBLIC LIFE SURVEY

Pedestrians
Thursday, March 10, 2011

Weather: Mix of rain and sunshine, windy, high in the low 50's

Cyclists
Thursday, March 10, 2011

Map arrows represent the sum of pedestrians between 8:00 AM and 6:00 PM

Map arrows represent the sum of cyclists between 8:00 AM and 6:00 PM and have been scaled 1:10 that of the pedestrian arrows
Comfort and Safety

In general, there were significant declines in pedestrian activity after dark, especially in the business district where we saw 70 - 81% declines in pedestrian volume (Appendix A).
PUBLIC LIFE SURVEY

Pedestrians
Saturday, April 2, 2011

Weather: Clearing to mostly sunny in the afternoon, windy, high in the low 60’s

Cyclists
Saturday, April 2, 2011

The Saturday survey extent extended to 10th St

Map arrows represent the sum of pedestrians between 8:00 AM and 6:00 PM

Map arrows represent the sum of cyclists between 8:00 AM and 6:00 PM and have been scaled 1:10 that of the pedestrian arrows
Evening Activity

Decline in hourly pedestrian volumes after 7 pm

Comfort and Safety

There were significant declines in pedestrian activity after dark, even during the weekend (Appendix A).
STATIONARY ACTIVITY: Locations

Survey Method
A method for evaluating the number of people participating in stationary activities, or "staying," has been developed in previous Public Life Surveys by Gehl Architects in other cities around the world. This method was used here. Every hour, surveyors recorded the stationary activities taking place at certain locations within and around Market Street. The activities that were recorded every hour—on a fresh map—were then tallied and are compared to other survey sites here.
Sunken Plazas

Human preference

Plaza activity analysis along Market Street has revealed that in San Francisco, most people prefer to be above ground. The San Francisco Planning Department recorded the position of people in plazas (at-grade or sunken) during the summer of 2009. Very few people were observed in the sunken plazas, and a great number of people were seen spending time above ground. As revealed in the figures to the left, this was the case even when the amount of sunken land was comparable to the amount of land at-grade.

(www.bettermarketstreetsf.org/docs/MarketStreetReport.pdf)
STATIONARY ACTIVITY:

Weekday, urban DNA

Although standing and waiting for transportation are by far the most popular activities all along Market Street, there is a great deal of variation in the volume of people using different spaces in the study area, and at different times of the day. Generally, the central portion of the study area has the greatest volume of activities.

After dark, stationary activity sharply declines.

<1% of people are lying down

75% of all activity is waiting for transport and standing
People will sit even if it means inventing a seat

bar height represents the average number of people

- 12 pm - 4 pm
- 8 am - 12 pm
- 4 pm - 7 pm

physical activities
- children playing
- culturally active (performing)

advertising / cleaning / security guard

commercially active (selling)

- lying down
- sitting

- waiting for Powell St cable car
- waiting for transport
- standing

Symbology

people in sunken portion of plaza

UN Plaza

Hallidie Plaza

Linear Plaza

One Post Plaza

Crown Zellerbach Plaza & 575 Market

Mechanic's Plaza & 455 Market Street

Embarcadero Station Plaza
STATIONARY ACTIVITY:

Weekend, urban DNA

Although the volume of activity increases during the weekend, the mixture of activities remains very much the same -- most people are standing or waiting for transport.

<1% of people are lying down

75% of all activity is waiting for transport and standing

hourly average between noon & 4pm:
number of stationary people

ratio of stationary activities

UN Plaza  Hallidie Plaza  Linear Plaza  One Post Plaza  Crown Zellerbach Plaza & 575 Market Street  Mechanic’s Plaza & 455 Market Street  Embarcadero Station Plaza

Symbology

physical activities
children playing
culturally active (performing)
advertising / cleaning / security guard
commercially active (selling)
lying down
sitting
waiting for Powell St cable car
waiting for transport
standing

Saturday total (all sites)
People will sit down even when there is nowhere to sit.

Bar height represents the average number of people.
### PUBLIC SPACE

#### 12 Quality criteria

<table>
<thead>
<tr>
<th>Protection against Traffic &amp; Accidents</th>
<th>2. Protection against crime &amp; violence (feeling of safety)</th>
<th>3. Protection against unpleasant sense experiences</th>
</tr>
</thead>
<tbody>
<tr>
<td>- traffic accidents</td>
<td>- lived in / used</td>
<td>- wind / draft</td>
</tr>
<tr>
<td>- fear of traffic</td>
<td>- streetlife</td>
<td>- rain / draft</td>
</tr>
<tr>
<td>- other accidents</td>
<td>- streetwatchers</td>
<td>- cold / heat</td>
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<tr>
<td></td>
<td>- overlapping functions - in space &amp; time</td>
<td>- pollution</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- dust, glare, noise</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Possibilities for Walking</th>
<th>Possibilities for Standing / Staying</th>
<th>Possibilities for Sitting</th>
</tr>
</thead>
<tbody>
<tr>
<td>- room for walking</td>
<td>- attractive edges</td>
<td>- zones for sitting</td>
</tr>
<tr>
<td>- untiering layout of streets</td>
<td>- »Edgeeffect«</td>
<td>- maximizing advantages</td>
</tr>
<tr>
<td>- interesting facades</td>
<td>- defined spots for staying</td>
<td>- primary and secondary sitting possibilities</td>
</tr>
<tr>
<td>- no obstacles</td>
<td>- supports for staying</td>
<td>- benches for resting</td>
</tr>
<tr>
<td>- good surfaces</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Possibilities to See</th>
<th>Possibilities for Hearing / Talking</th>
<th>Possibilities for Play / Unfolding / Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>- seeing-distances</td>
<td>- low noise level</td>
<td>- invitation to physical activities, play, unfolding &amp;</td>
</tr>
<tr>
<td>- unhindered views</td>
<td>- bench arrangements</td>
<td>entertainment - day &amp; night and summer &amp; winter</td>
</tr>
<tr>
<td>- interesting views</td>
<td>- »talkscapes«</td>
<td></td>
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<tr>
<td>- lighting (when dark)</td>
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</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Scale</th>
<th>Possibilities for enjoying positive aspects of climate</th>
<th>Aesthetics quality / positive sense-experiences</th>
</tr>
</thead>
<tbody>
<tr>
<td>- dimensioning of buildings &amp; spaces in</td>
<td>- sun / shade</td>
<td>- good design &amp; good detailing</td>
</tr>
<tr>
<td>observable of the important</td>
<td>- warmth / coolness</td>
<td>- views / vistas</td>
</tr>
<tr>
<td>human dimensions related to senses,</td>
<td>- breeze / ventilation</td>
<td>- trees, plants, water</td>
</tr>
<tr>
<td>movements, size &amp; behaviour</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Map of Public Spaces

- **Civic Center**
- **Hallidie Plaza**
- **Powell & Market**
- **Fox Plaza**
- **Hyde Bart Plaza**
- **Mid Market**

- **Green**: Yes
- **Yellow**: In-between
- **Red**: No
APPENDIX A

1. Market St SW of Steuart St

5000/hr

Pedestrians

2. Market St SW of Fremont St

5000/hr

Cyclists

3. Market St NW of Annie St

5000/hr

4. Market St NE of Powell St

5000/hr

Evening decline

MOVEMENT: Weekday
5. Market St, between 6th St & McAllister St

5000/hr

Pedestrians

6. Market St, between 8th St and 9th St

5000/hr

7. Market St, between Franklin St & Van Ness Ave

5000/hr

8. Market St, between Octavia Blvd & Valencia St

5000/hr

MOVEMENT: Weekday

Market Street, SW

Better Market Street | Gehl Architects
5. Market St, between 6th St & McAllister St

5000/hr

Pedestrians

6. Market St, between 8th St and 9th St

5000/hr

Pedestrians

MARKETING: Weekend
### 9. Fremont St, E of Market

- **5000/hr**
- **45% evening decline**

<table>
<thead>
<tr>
<th>Time</th>
<th>Pedestrians</th>
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</thead>
<tbody>
<tr>
<td>8-9 am</td>
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<td>9-10 pm</td>
<td>18</td>
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<td>10-11 pm</td>
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<td>2-3 pm</td>
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<td>3-4 pm</td>
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<td>7-8 pm</td>
<td>1</td>
</tr>
<tr>
<td>8-9 pm</td>
<td>1</td>
</tr>
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</table>

### 11. Bush St, W of Montgomery St

- **5000/hr**
- **26% evening decline**

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<th>Time</th>
<th>Pedestrians</th>
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<tr>
<td>8-9 am</td>
<td>36</td>
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<td>6</td>
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<tr>
<td>8-9 pm</td>
<td>6</td>
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### 12. Montgomery St, N of Post St

- **5000/hr**
- **24% evening decline**

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<th>Time</th>
<th>Pedestrians</th>
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<td>8-9 pm</td>
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### 13. 2nd St, SE of Stevenson St

- **5000/hr**
- **35% evening decline**

<table>
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<tbody>
<tr>
<td>8-9 am</td>
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<td>6</td>
</tr>
<tr>
<td>8-9 pm</td>
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**Cyclists**

<table>
<thead>
<tr>
<th>Time</th>
<th>Cyclists</th>
</tr>
</thead>
<tbody>
<tr>
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<td>7-8 pm</td>
<td>1</td>
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<tr>
<td>8-9 pm</td>
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</tbody>
</table>

**MOVEMENT: Weekend**

- **Side Streets, NE**
- **Union Square, Civic Center, Mid-Market, Financial District**
- **North of Market, South of Market**
14. Geary St, E of Kearny St
5000/hr

Pedestrians

15. Grant Ave, N of Market St
5000/hr

Cyclists

16. 4th St, between Stevenson St & Jessie E
5000/hr

17. Stockton St, N of Market St
5000/hr

18. Powell St between Ellis & O’Farrel St
5000/hr

19. 5th St, between Stevenson St & Mint Plaza
5000/hr

MOVEMENT: Weekend
20. 7th St, between Stevenson St & Mission St

21. UN Plaza, E of Hyde St Mission St

22. 8th St, between Stevenson St & Mission St

23. Valencia St, between McCoppin St & Market St

**SIDE STREETS: Weekday**

**Pedestrians**

- Surveyors finished at 7 p.m.

**Cyclists**

- Surveyors finished at 7 p.m.
20. 7th St, between Stevenson St & Mission St

500/ hr

500/ hr

Pedestrians

21. UN Plaza, E of Hyde St Mission St

500/ hr

500/ hr

Cyclists

22. 8th St, between Stevenson St & Mission St

500/ hr

500/ hr

73% evening decline

surveys finished at 2 pm

surveys finished at 7 pm

MOVEMENT: Weekend

Side Streets, SW
APPENDIX B

1. Embarcadero Station Plaza

2. Mechanic’s Plaza & 455 Market Street

3. Crown Zellerbach Plaza & 575 Market Street

4. One Post Plaza

5. Linear Plaza

6. Hallidie Plaza

7. UN Plaza

STATIONARY ACTIVITY: Weekday