

## Users and Mode Share

Built in the late 1800s, Market Street was designed to be San Francisco’s grand boulevard. Its diagonal design made it a unique and central city connector for moving people and goods. Today, more than a quarter of a million people travel along Market Street to and from their destinations. While still San Francisco’s iconic street, the 1970s design for Market Street has become dated and no longer meets the placemaking or transportation needs of the city.

The planned re-paving of Market Street from Van Ness Avenue to Steuart Street in 2016 presents a special opportunity to envision a new Market Street that responds to its evolving civic, transportation and economic role in the city. The Better Market Street (BMS) Project engages both City agencies and a broad spectrum of the community to reach a better understanding of what improvements will contribute to the success of the street.

The BMS Project is expected to result in a major revitalization effort based on a number of placemaking and sustainable transportation investments. These will support increased promenading opportunities and an enlivened sidewalk life; reliable, fast and comfortable transit service; and a safe, comfortable and appealing bicycle facility along its entire length. Finally, the economic and community development efforts along the corridor would be further strengthened by the public realm and transportation improvements.



## The Project Team

The Better Market Street Project complements existing citywide plans including the Better Streets Plan, the San Francisco Countywide Transportation Plan, the Muni Transit Effectiveness Project, and the San Francisco Bicycle Plan. The current Better Market Street visioning and planning process is funded through a Safe Routes to Transit Grant, Caltrans Planning Grant, Prop K Transportation Sales Tax Grant, Station Area Planning Grant, and the General Fund.

### City Agencies

 <b>SAN FRANCISCO PLANNING DEPARTMENT</b>  Planning Department	 Department of Public Works	 <b>SAN FRANCISCO</b> <small>Office of Economic and Workforce Development</small>  Mayor’s Office of Workforce and Economic Development	 San Francisco County Transportation Authority	 <b>SFMTA</b>   Municipal Transportation Agency  Municipal Transportation Agency
---	--------------------------------	---	---	---

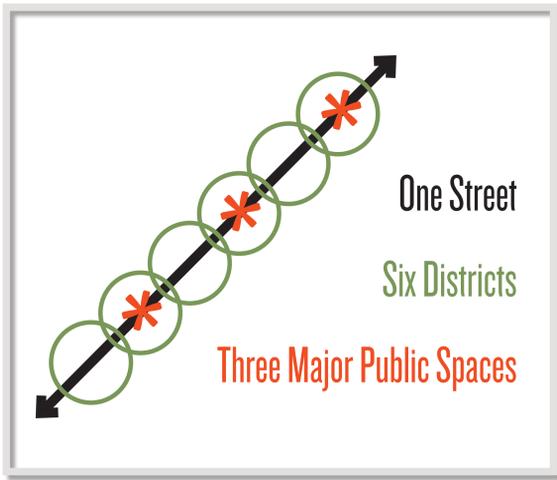
### Consultant Team

<b>Design Team</b>  Gehl Architects - Design Team and Project Lead Perkins + Will - Project Management CMG Landscape Architecture - Streetscape Design	<b>Transportation Team</b>  Parisi Associates - Transportation Planning Lead Nelson\Nygaard - Transit Planning Fehr & Peers - Bicycle and Vehicular Planning	<b>Specialists</b>  CirclePoint – Community Outreach Kate Keating Associates – Wayfinding CHS Consulting Group – Transit Planning Urban Design Consulting Engineers – Civil Engineering Environmental Science Associates (ESA) – Environmental Planning
--	--	---



## Project goals and ambitions

The goal of the Better Market Street (BMS) project is to revitalize Market Street from Octavia Boulevard to The Embarcadero and reestablish the street as the premier cultural, civic, transportation and economic center of San Francisco and the Bay Area. The design aims to achieve a simplicity of place and movement through three levels of detail and specific actions pertaining to placemaking and transportation:



### Placemaking

- Create one strong identity
- Introduce a Streetlife zone
- Introduce a public space hierarchy
- Further develop the public space network
- Revitalize the major public spaces
- Enhance district characters

### Transportation

- Enhance the continuous bicycle facility
- Improve transit efficiency
- Reconfigure awkward intersections
- Reduce conflicts between road users

## Public Outreach Round I - What are your top goals for Market Street?

Public Outreach has engaged the public to envision a revitalized Market Street—a place of vibrant public life, fast and reliable public transit and thriving commerce—and then to realize a physical plan for those improvements.

The first round was completed in May 2011. During these outreach efforts, the public responded with their top priorities for a better Market Street. The list below represents the top vote-getting categories.

### 1. placemaking

Receiving the highest number of votes, both workshop and online participants felt that the character of Market Street and the quality of its spaces needed to be enhanced.

### 2. walking

The safety and enjoyment of the pedestrian realm is a key priority and participants would prefer a more attractive and interesting pedestrian experience.

### 3. bicycling

Workshop participants want a street where biking is prioritized, safe, and convenient.

### 4. economic vitality

Participants indicated preference for the project to support the economic vitality of businesses, particularly ground floor uses, along the Market Street corridor.

### 5. public transit

Reliable public transit is key to the success of Market Street. Outreach participants indicated that public transit offers many advantages, such as its convenience and the fact that it is faster than walking.

### 6. civic

Participants indicated that some great civic amenities like Civic Center are beautiful but lack diverse activity and are compromised by criminal activity.

### 7. connecting neighborhoods

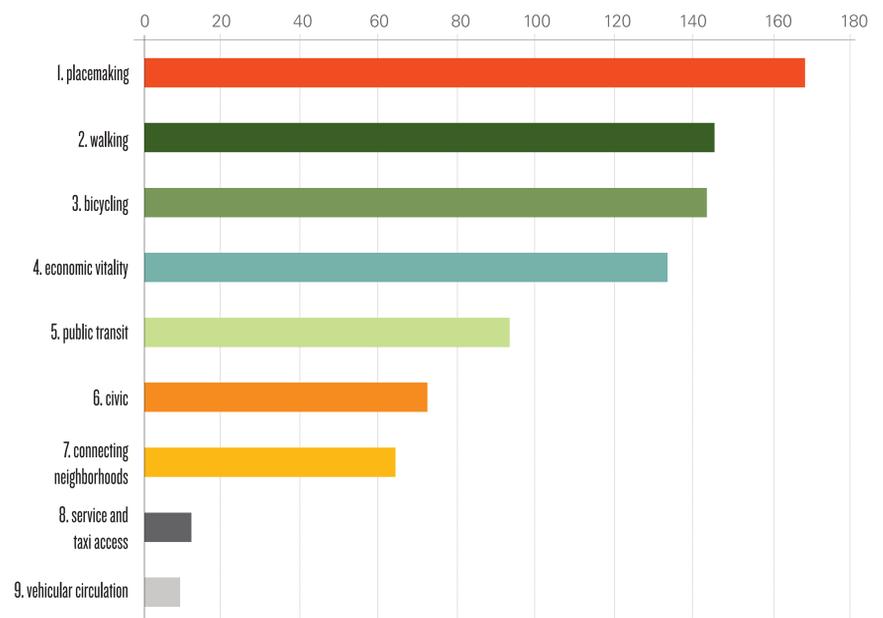
Participants indicated that Market Street's role as a connector of many diverse neighborhoods and the fact that it passes through the heart of the city could be accentuated.

### 8. service and taxi access

Participants indicated difficulty finding a taxi on Market at any hour, via taxi loading area other than at hotels.

### 9. vehicular circulation

Participants raised several concerns about how vehicles dominate the Market Street environment, and indicated a need to reduce conflicts with other modes.



total amount of votes in outreach workshop and online

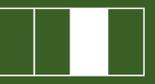
## Project phases - focus for this community workshop

**ROUND 1**  
**VISIONING**  
**COMMUNITY WORKSHOP MAY 2011**

**ROUND 2**  
**INITIAL DESIGN AND TRADE-OFFS**  
**COMMUNITY WORKSHOP JULY 2012**

**ROUND 3**  
**DESIGN CONCEPT ALTERNATIVES**  
**COMMUNITY WORKSHOP FALL 2012**

Utilizing feedback from Round 1 workshops, Existing Conditions & Best Practices research, Round 2 presents design drivers, corridor-wide concepts and trade-offs to achieve the Better Market Street goals.



## Key Design Drivers from existing conditions and best practice analysis

### *integrate actions: form, streets & functions*

Public space, modes of travel, civic identity, safety, and pedestrian experience require coordinated action. Consequently, we have investigated the most promising of best practices from elsewhere in the city, region, and globe, in considering what might be unique solutions for Market Street.

Form, streets and functions along Market Street are integrated by:

- An intuitive design that places pedestrians closest to the building and the fastest modes (transit) in the center of the street.
- Recognizing the opportunity to integrate movement and meeting into one design.

### *enhance access*



- Access to and along Market Street is enhanced by:
- Improving comfort and security of transit boarding areas.
  - Balancing private auto circulation with operational and safety needs of other modes.
  - Accommodating taxis and paratransit.
  - Strengthening pedestrian connections to adjacent destinations.

### *improve mobility*



- Mobility along Market Street is improved by:
- Improving safety and comfort of bicycling facility to encourage use by people 8 years old to 80.
  - Improving transit speed, reliability and system capacity.
  - Improving pedestrian mobility and safety.
  - Introducing clear and simple way-finding and simplicity of place and movement.

### *spotlight unique identity*



- The unique identity of Market Street is spotlighted by:
- Maintaining a One Street identity, while strengthening identity of districts.
  - Emphasizing locations of special urban form.
  - Introducing designs unique to Market Street, using existing success to focus future improvements.

### *enhance public realm experience*

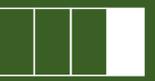


- The public realm experience along Market Street is enhanced by:
- Increasing diversity of activities in public realm.
  - Enhancing character of district identities.
  - Improving key public plazas.
  - Improving quality of green infrastructure.

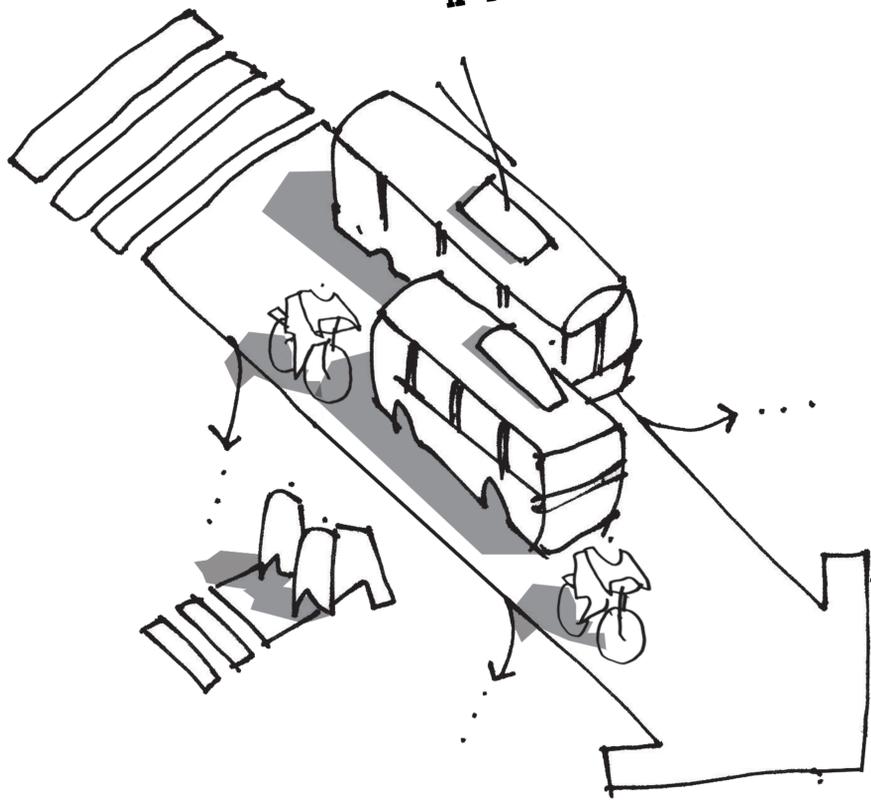
### *reduce conflict and friction*



- Conflicts and friction along Market Street are reduced by:
- Increasing diversity of groups and activities.
  - Improving the comfort and security of pedestrians.
  - Re-imagining the concept of boarding islands.
  - Simplifying and re-configuring street intersections.
  - Providing a separated bicycle facility.



**A TRANSPORTATION WORKHORSE**



**A PLACE UNTO ITSELF**



A new Market Street synergy will be derived through the blending of a unique Transportation Corridor and an Urban Environment that has endless opportunities to become a place unto itself.

As an Urban Environment, Market Street will be a distinctly developed urban destination. Market Street will be a place where a kaleidoscope of activities will invite people to come and promenade.

As a Transportation Corridor, Market Street moves a substantial number of people daily. Whether it is by transit, cycling or walking, it needs to function efficiently and effectively. Redesign considerations will certainly enhance the overall viability of Market Street.

The overall success of this blending of use and need, will be measured by how well we achieve both of these interrelated identities, ideally, through synergistic designs.

**A NEW SYNERGY**



Concept Vision Sketch - For Illustrative Purposes Only