One Street: Public Space

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 placemaking focus on Market Street aims to re-imagine a unified and unique Market Street character that will help re-establish the street as the premier street of San Francisco. As a layer on top of this consistent design expression, 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
- Link to the Castro and other classic San Francisco neighborhoods, but challenged by a high volume of private vehicles dividing the neighborhood. Provides the opportunity for active living with proximity to diverse attractions.

Embarcadero District
- The waterfront terminus 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.

Mid-Market District
- MidMarket is re-established as the cultural heart of the city. From edge clubs to more mainstream theaters, MidMarket offers a chance for entertainment for all. The former “lights and grit” spirit of the area is re-imagined for the 21st century with many opportunities for the virtual, digital and physical worlds to intersect.

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

Civic Center District
- Capitalize on new residential and workplace development in the near future to introduce new and diverse opportunities for public life.

Retail District
- Commercial and retail center connected to downtown’s biggest destinations. A unique combination of shopping, culture, technology, advertising and leisure at a human scale.

Octavia District
- Link to the Castro and other classic San Francisco neighborhoods, but challenged by a high volume of private vehicles dividing the neighborhood. Provides the opportunity for active living with proximity to diverse attractions.

One Post Plaza
- Hallidie Plaza
- New Hallidie Plaza
- Did you know?
- Over 90% of the people in Hallidie 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?
The Importance of a Public Space Hierarchy

**City Plaza**
The public spaces at a city scale highlight city identity and act as reference points for the entire city.

Often characterized as a “heart” or a center, they cater especially to larger 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.

In terms of everyday life, they serve as landmarks, and cater to broad and diverse user-groups through seasonal and special event-based activities.

**Public Space Network and Hierarchy**

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

- **city scale plaza**
- **district scale plaza**

**Embarcadero**
Can this vibrant hot-spot invite locals as well as visitors to experience authentic San Francisco culture and lifestyle?

Envisioned as an arrival space that can host larger special events while still allowing for temporary markets and lunch meetings.

**Hallidie Plaza**
Can this beating heart serve as a dynamic, flexible and appealing transition from the city to the waterfront?

Envisioned as an arrival space that can host larger special events while still allowing for temporary markets and lunch meetings.

**Mechanic’s Plaza**
Can this prime corner location’s appeal be strengthened to invite for use throughout the day, week and season?

Envisioned as a place to sit and watch, eat food and enjoy performances.

**Crown Zellerbach Plaza**
Can this protected refuge serve as a lush yet urban oasis for private contemplation or quiet meetings?

Envisioned as a quiet oasis for pausing.

**Turn-Around**
Can these small squares act as future community meeting points?

Envisioned as an inviting space for everyday life, pauses, meeting and relaxing.

**One Post Plaza**
Can this transit hub also become a people hub where diverse city-goers choose to spend time even when not accessing transit?

Envisioned as a daytime space to hang out, dependent on sun access and proximity to pedestrians.

**UN Plaza**
Can this space serve as a dynamic, flexible and appealing transition from the city to the waterfront?

Envisioned as an arrival space that can host larger special events while still allowing for temporary markets and lunch meetings.

**New Concept, See Streetlife Station**
Sit n’ watch

Envisioned as a place to sit and watch, eat food and enjoy performances.

**New District Plazas**
Can these small squares act as future community meeting points?

Envisioned as an inviting space for everyday life, pauses, meeting and relaxing.

**Cable Car**
Can this transit hub also become a people hub where diverse city-goers choose to spend time even when not accessing transit?

Envisioned as a daytime space to hang out, dependent on sun access and proximity to pedestrians.

**San Francisco Bay Trail**
Can this protected refuge serve as a lush yet urban oasis for private contemplation or quiet meetings?

Envisioned as a quiet oasis for pausing.

**Stockton St**
Can these small squares act as future community meeting points?

Envisioned as an inviting space for everyday life, pauses, meeting and relaxing.
ONE STREET: PUBLIC SPACE

UN Plaza

Exposed Fountain
The sunken fountain is exposed and windswept. All seating is inward facing.
• New tree planting around the fountain and new seating nearby could help define the space and create a more inviting atmosphere.

Axis with City Hall
This expansive public space is removed from the life of the street and sidewalk.
• Space is well used during markets. More programming of this space and additional seating could help connect the plaza to the street.

Seating Edge
The seating edge is pulled away from the sidewalk and creates a dead zone.
• Seating is critical to providing a sense of place to the plaza, but seating placement needs to be strategically situated to activate the main circulation routes.

Transit Portal
Transit portal does not have a strong visual and spatial connection to the plaza.
• Ports to transit should be easily identifiable from all parts of the plaza, creating a strong tie to transit options. Using the transit node to create a hub for activity and new program is appropriate.

Inactive Space
These spaces are larger and inactive. They suffer from a lack of places to gather and sit.
• New seating opportunities and podiums for impromptu or organized performances could help frame the space and create lively edges.

Hallidie Plaza

Dead Space
Space is pinched between building facade and sunken plaza and is separated from street and sidewalk.
• This portion of the plaza temporarily has the best sun exposure and could be used for lounging and cafe seating.

Missing Middle
The lower part of this plaza is inactive and removed from street level activity. The sunken area creates a visual and physical barrier between sidewalk and plaza.
• Cafes could work well at street level if the sunken area were to be filled. Bringing the plaza up to street level would create a large new civic space for San Francisco.

Street Life
No opportunities to sit and stay.
• Sidewalk and street edge is dynamic and active in this location. Retail and Cable Car turn-around help activate the space. More seating would allow for rest and staying as well.

Separated Sidewalk
Sidewalk is separated from the rest of the plaza.
• Filling the sunken area would allow for the opportunity to link the sidewalk to the rest of the plaza.

Embarcadero

Active Market
The market brings life to the plaza but obscures the pedestrian connection to the waterfront.
• A more legible pathway from Market Street to The Embarcadero would reduce confusion and strengthen the connection between the Ferry Building and Market Street.

Missing Link to the Embarcadero
The east end of Market could be better connected to the plazas that form the terminus of Market Street.
• Market stalls and vendor activities could be formalized and incorporated in new streetscape design.