SENSE OF URBANITY - PEDESTRIAN ACTIVITY HAS A VITAL IMPACT ON STREET LIFE

Based on hourly pedestrian traffic counts, level or urbanity varies by district

1. Low Intensity - Mid-Market
   a. Under utilized sidewalks
   b. No crowding at any time
   c. Foot traffic never reaches levels expected in urban areas,

2. Active - Commercial Center
   d. Space and use are more commensurate
   e. Daytime footfall indicating leisure use
   f. Much more activity but sidewalks aren’t consistently crowded
   g. Bottlenecks can occur around BART stations

3. Variable - Financial District
   h. Daytime footfall standard for office environment
   i. Utilitarian use, getting to and from work
   j. Under utilized sidewalk
   k. Feels urban most of the day
   l. Sidewalks never “crowded”

ACTIVATING THE STREET EDGE

Lack of gathering spaces & edges that activate the street

- Gathering spaces correlate to a close proximity and visibility to the street edge
- Low-usage of lingering activities
- 75% of all stationary usage is standing – disproportionate in comparison to other important city streets
- A significant percentage of the frontages do not contribute to activating the street

Great streets provide an active street edge

- Gathering spaces correlate to a close proximity and visibility to the street edge
- Low-usage of lingering activities
- 75% of all stationary usage is standing – disproportionate in comparison to other important city streets
- A significant percentage of the frontages do not contribute to activating the street

SAN FRANCISCO PLANNING DEPARTMENT

Municipal Transportation Agency
Open Space Destinations

- Open space destinations help activate Market Street
- Open space and plazas lack differentiation from the street
- The edges of open spaces should activate the street daily

Embarcadero

- Active on Weekend
- Ferry Building & waterfront destination axis

Crown Zellerbach

- Inactive most of the time
- Active event space
- Protected from wind
- Little visibility to street edge

Halldie Plaza

- High weekend activity
- Active weekday destination
- Disproportional activity around cable car

UN Plaza

- Large civic space
- Farmers market
- Civic & theater destinations
- Opportunity for seating are often separated from the street edge

Notes: Bus figures are from Sept-Oct 2010; F is from Mar 2009;

Average level of activity, noon - 4pm, Spring 2011

Sunken plazas used differently

Visual links to the street at key destination plazas

In-Active Edges

Secondary Open Space Destinations

Inner Richmond 

In-Active Edges

Optional Activities

Children Playing

Standing

Sitting

Culturally active (performing)

Waiting for transit

In-Active Edges

Necessary and optional activities at Halldie Plaza

Necessary Activities

Advertising

Necessary and optional activities on Halldie Plaza

Necessary Activities

Advertising

Necessary and optional activities at Crown Zellerbach

Necessary Activities

Advertising

Necessary and optional activities at Embarcadero

Necessary Activities

Advertising

Open Space Destinations

- Open space destinations help activate Market Street
- Open space and plazas lack differentiation from the street
- The edges of open spaces should activate the street daily

Sunken plazas used differently

Visual links to the street at key destination plazas

Invitations accepted compared to other streets

There is an untapped potential to invite more pedestrians to spend time in the spaces along Market Street

Some Plazas on Market Street often have a visual and physical barrier to the majority of the occupiable space

The street edges are not activated by perimeter of major civic plazas

People linger in the lower level far less than at grade level

Invitations accepted compared to other streets

There is an untapped potential to invite more pedestrians to spend time in the spaces along Market Street

Some Plazas on Market Street often have a visual and physical barrier to the majority of the occupiable space

The street edges are not activated by perimeter of major civic plazas

People linger in the lower level far less than at grade level

Visually links to the street at key destination plazas

UN Plaza - Distance from the street to opportunities for lingering are often too great

Halldie Plaza - Visual barriers to the sunken portions of the plaza are too great to activate adjacent space

Crown-Zellerbach - Visual barriers on the street edge

TRANSPORT ACTIVITY

A majority of all lingering activities on the street is standing / waiting for transport

The very high volume of transit riders offers a design opportunity to activate the street and public plazas

Transit Noise - Street car noise sometimes conflicts with desire to linger near transit

Surface Transit

Subsurface Transit

Lack of available seating

Narrow boarding islands

THE BETTER MARKET STREET PROJECT IS MADE POSSIBLE WITH PARTICIPATION OF THE FOLLOWING CITY AGENCIES:

SAN FRANCISCO PLANNING DEPARTMENT

SAN FRANCISCO MUNICIPAL TRANSPORTATION AGENCY

Municipal Transportation Agency
The Better Market Street Project is made possible with participation of the following City Agencies:

- Mechanics Plaza & Larkin Plaza
- Station 3
- Station Plaza
- Hallidie Plaza
- Tiffany Plaza
- Civic Center Plaza

**Influence of Micro-climate**

Sun-shade at Hallidie Plaza

Optimize micro-climate
- Successful gathering spaces on Market Street are physically comfortable with orientation to SUNLIGHT and protection from WIND
- The solar influence appears to outweigh the wind influence in the climate of San Francisco

**Activity Throughout the Day, Week, and Seasons**

Day - Weekend

Night - Weekday decline in hourly pedestrian volumes after 7pm

Weekday vs weekend stationary activities

There is a large drop in activity after 7pm
- Larger drop in pedestrian activity after 7pm in weekdays compared to weekends
  - 33% decline on weekend night
  - 40% decline on weekday night
- The Financial district experiences a particularly large drop in activity in the weekdays
  - 70% decline on weekday
  - 50% decline on weekend

On average, Market Street is busiest on summer weekdays

All locations but Market Street SW of Fremont experience an increase in summer weekdays. Mid-Market experiences the largest increase.
- Yet there is a 33% decline on weekday evenings and a 45% decline on weekday evenings

The highest level of pedestrian activity surveyed is between 4th and 5th on a spring weekend
- 64,200 pedestrians (8 am - 10 pm)
Q: Which plaza(s) or sidewalk area(s) on Market Street do you most enjoy visiting and why?

Q: Which plaza(s) or sidewalk areas on Market Street do you least enjoy visiting and why?

Q: How could Market Street be changed to make it a more appealing place for you to spend time? Select your top 3.

<table>
<thead>
<tr>
<th>Outdoor Cafe Seating</th>
<th>Less Noise</th>
<th>Fewer Cars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Seating</td>
<td>Performances (dance, music)</td>
<td>Designs that Vary by Neighborhood Character</td>
</tr>
<tr>
<td>Lighting at Night</td>
<td>Comfortable Bicycle Lane/Track</td>
<td>More Attractive Architecture</td>
</tr>
<tr>
<td>Quicker Transit</td>
<td>Landscaping</td>
<td>Cleaner</td>
</tr>
<tr>
<td>Public Art</td>
<td>Different Sidewalk Materials</td>
<td>Other (please specify)</td>
</tr>
</tbody>
</table>