



BETTER  
MARKET  
STREET



## Better Market Street

Transbay Joint Powers Authority  
Citizens Advisory Committee presentation

March 12, 2013



SAN FRANCISCO  
PLANNING DEPARTMENT



SFMTA | Municipal Transportation Agency





## Better Market Street

## City Project Team



### Department of Public Works

Peg Divine– Interim Project Manager  
Kelli Rudnick – Assistant Project Manager  
Frank Filice – Federal & State Environmental  
Miguel Hernandez – Project Engineer  
Mindy Linetzky – Communication & Public Affairs



### Planning Department

Neil Hrushowy – Urban Design Lead  
David Alumbaugh – Urban Design



### Municipal Transportation Agency

Andrew Lee – Transportation Lead  
Mari Hunter - Transportation  
Tim Papandreou – Transportation  
Lulu Feliciano - Communication & Public Affairs



### San Francisco Public Utilities Commission

John Scarpula – Stormwater Lead



### Office of Economic and Workforce Development

Ellyn Parker – Economic Revitalization Lead



### County Transportation Authority

Michael Schwartz – Transportation Planning  
Tilly Chang – Transportation Planning



## Better Market Street

## Consultant Team

P E R K I N S  
+ W I L L

G E H L  
C M G

Parisi ASSOCIATES  
transportation consulting

fp

FEHR & PEERS  
TRANSPORTATION CONSULTANTS

**Nelson|Nygaard**  
consulting associates

 circlepoint®

### Design Team

Gehl Architects – Prime, Urban Design Lead  
Perkins+Will – Project Management  
CMG Landscape Architects – Streetscape Design

### Transportation Team

Parisi Associates – Transportation Planning  
Nelson\Nygaard – Transit Planning  
Fehr & Peers – Bicycle and Vehicular Planning

### Specialists

CirclePoint – Community Outreach  
Kate Keating Associates – Wayfinding  
CHS Consulting Group – Transit Planning  
Urban Design Consulting Engineers – Civil Engineering  
Environmental Science Associates (ESA) – Environmental Planning

### Stormwater Management Study

Nevue Ngan – Lead Design  
Wilsey Ham – Engineering



### Project Goal:

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.

Place

Mobility

Economic Development





Better Market Street

What makes a great street?





## *improve mobility*





## *enhance public realm experience*





## *enhance access*







## *spotlight unique identity*





## *reduce conflict and friction*





**All modes:**

1. Improve wayfinding system to be clear and simple

**Pedestrian improvements:**

1. Improve pedestrian mobility and safety
2. Increase levels and diversity of pedestrian activity
3. Improve comfort and security of pedestrians
4. Improve public space network/connectivity
5. Increase diversity of groups and activities

**Bicycle improvements:**

1. Improve comfort and safety of bicyclists
2. Connect cycling to public life/sidewalk



**Transit improvements:**

1. Improve transit speed, reliability
2. Improve comfort & security of transit riders at boarding areas
3. Integrate waiting and lingering activities

**Private auto improvements:**

1. Reduce private vehicle conflicts

**Other vehicle improvement:**

1. Accommodate taxis, delivery vehicles and paratransit

**Additional considerations:**

1. Capital cost; operations and maintenance; duration and intensity of construction



## Better Market Street

## Three options

**Market Street Shared Lane**

**Market Street Bikeway**

**Market Street Transit Corridor & Mission Bikeway**

- Consistent in all options (on Market Street):

- Bicycles on Market Street
- Potential increased auto restrictions
- Streetlife Zones
- Transit stop consolidation
- Transit service changes
- Muni boarding island upgrade
- Landscaping and street trees
- Four vehicular travel lanes
- Lighting upgrades
- Intersection & traffic-signal improvements

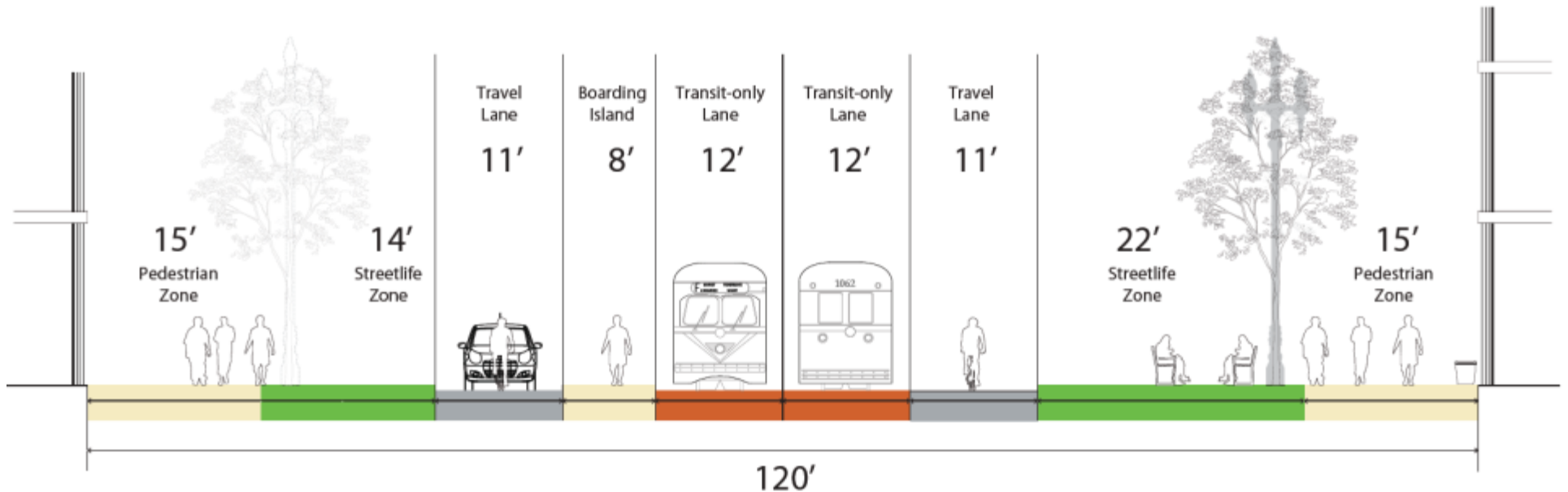


Copyright: San Francisco Bike Coalition



# Better Market Street

# Market Street Shared Lane

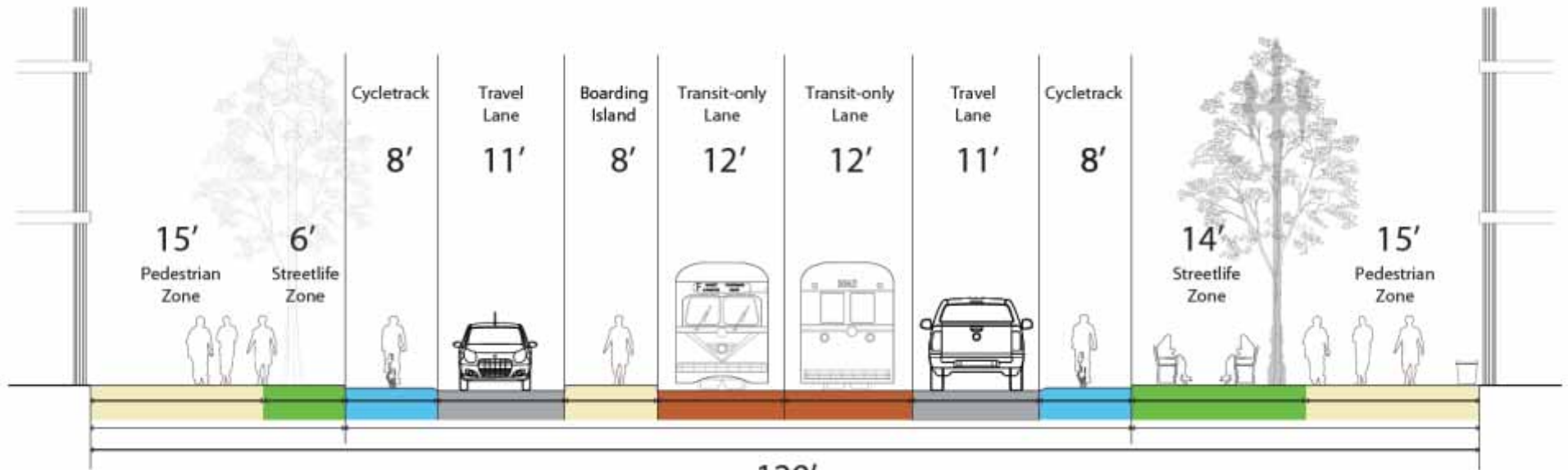


Blogs.citypages.com



# Better Market Street

## Market Street Bikeway



120'





# Better Market Street

## Market Street Design Challenges







## Better Market Street

## Mission Street Existing Conditions



- @ 4th



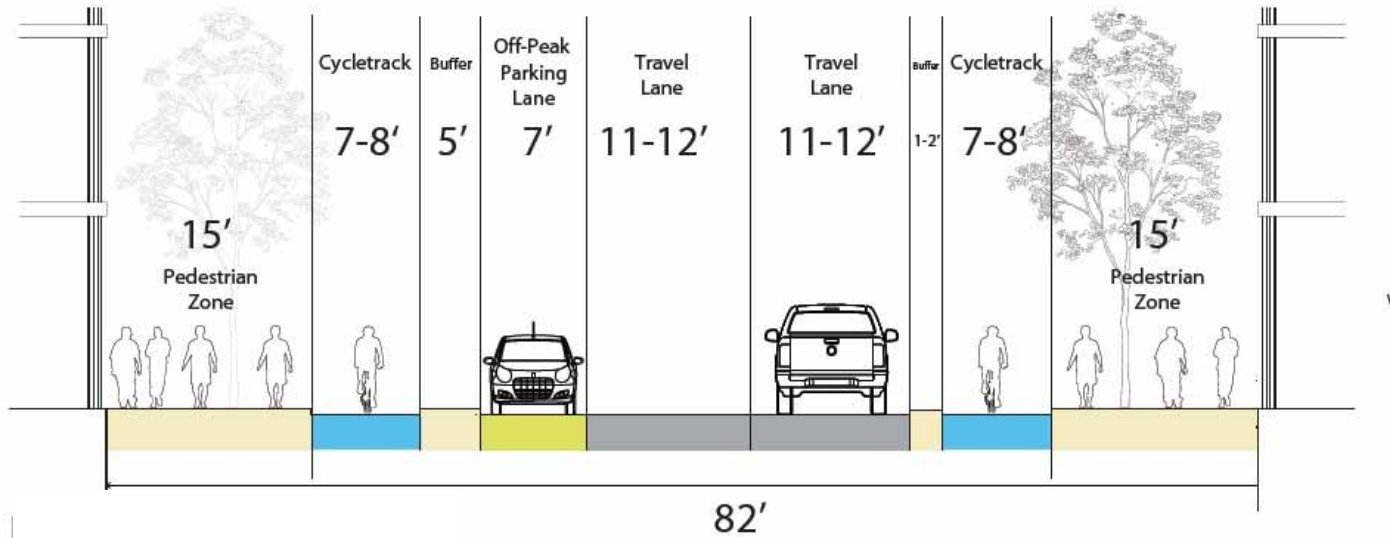
- @ 6/7th



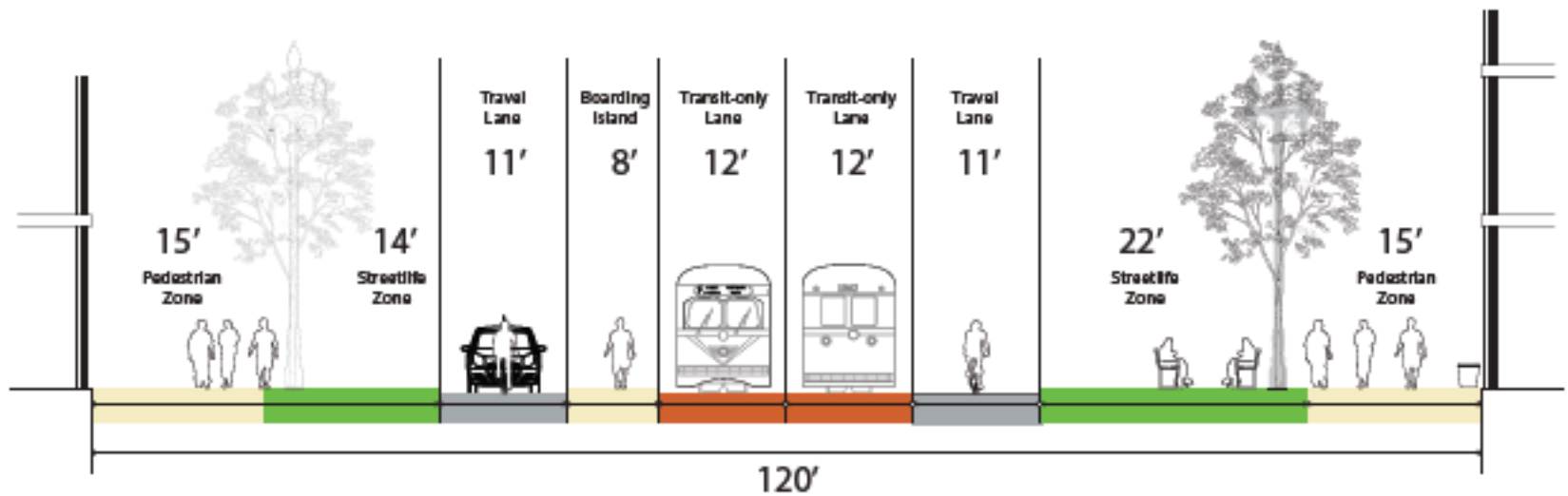
# Better Market Street

# Market Street Transit Corridor & Mission Street Bikeway

Mission Street



Market Street





**Description:** a new multi-use zone, within the existing sidewalk width, that will invite diverse public life to advance a welcoming environment, create continuity along Market Street, and promote the integration of walking, biking and public transit. Narrower sections of the zone (5- to 14-foot wide) improve the pedestrian experience by enhancing the sidewalk area with street trees, plantings, site furnishings, and stormwater treatments. Wider sections (14- to 20-foot wide) provide space to activate Market Street with art, performances, seating, sidewalk cafes, parklets and other social activities.



**Description:** Public plazas and spaces vary by size and function. The Better Market Street project proposes to transform them to invite more public life, enhance their character, better connect them with Market Street and integrate them into the surrounding neighborhoods. Illustrated here are preliminary ideas and concepts which are being studied further.

## Hallidie Plaza



**Connecting to Market Street**  
This portion of the plaza consistently has the best sun exposure and could be used for lounging and cafe seating.



**Street Life**  
No opportunities to sit and stay. More seating would allow for rest and hanging out.

## U.N. Plaza



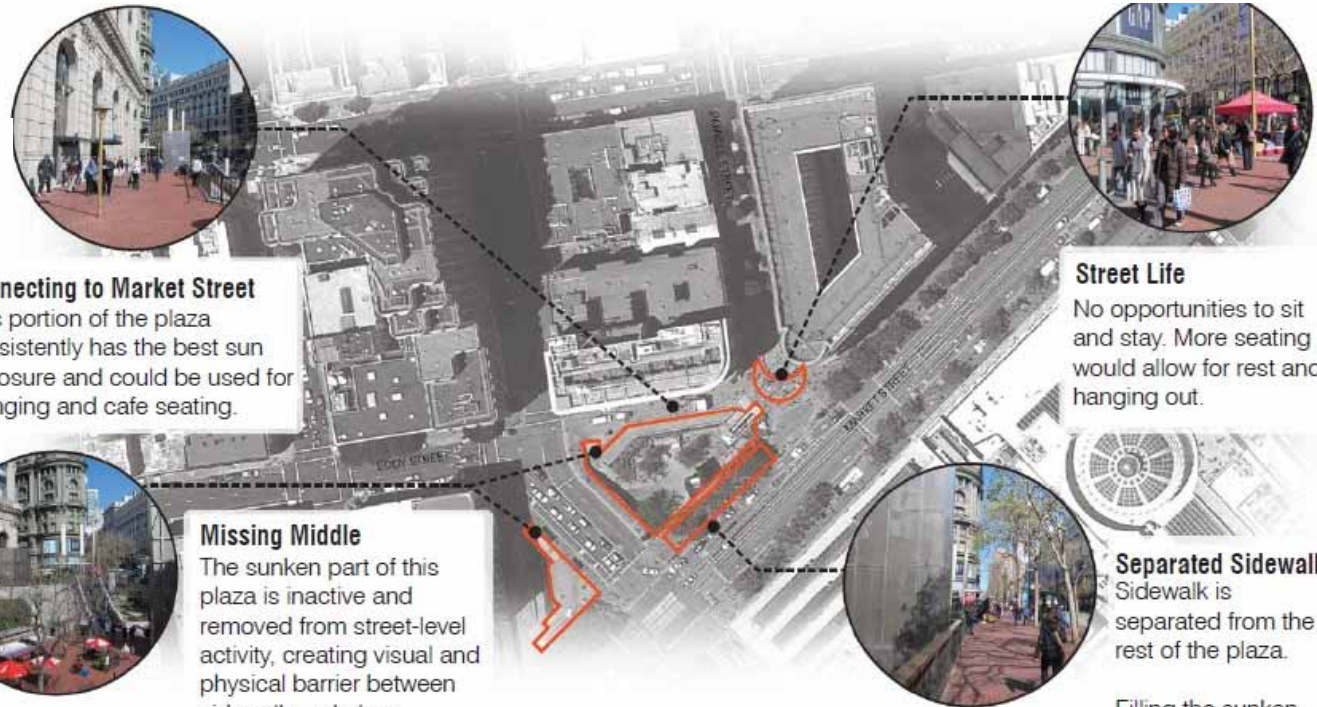
**Missing Middle**  
The sunken part of this plaza is inactive and removed from street-level activity, creating visual and physical barrier between sidewalk and plaza.  
Cafes could work well at street level if the sunken area were to be filled. Bringing the plaza up to street level would create a large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



**Separated Sidewalk**  
Sidewalk is separated from the rest of the plaza.

Filling the sunken area would allow for the opportunity to link this sidewalk to the rest of the plaza.

## The Embarcadero





Better Market Street

## Coordination

### Coordination with other efforts

- Central Market Economic Development Study
- ENTRIPS
- TEP
- Core Circulation Study
- 2<sup>nd</sup> Street
- Central Corridor
- Central Subway
- Transbay Transit Center District Plan
- Other



### Phase I

**Incorporating Mission Street option & contract amendment: scope, budget, schedule**

Jan-March 2013

**Existing conditions research – Mission Street**

Feb-April 2013

**Concept development**

Feb – June 2013

**Public outreach Round 3**

July 2013

**Finalize Phase I reports, begin environmental**

Aug-Sept 2013

### Project

**Visioning, planning, concept design**

2011-2013

**Environmental review & pilots**

2013 - 2016

**Design**

2016 - 2017

**Construction**

2017



Better Market Street

[www.bettermarketstreetsf.org](http://www.bettermarketstreetsf.org)





Better Market Street

**Market / Mission Bike Connections**





# Better Market Street

## Market and Mission Study Blocks

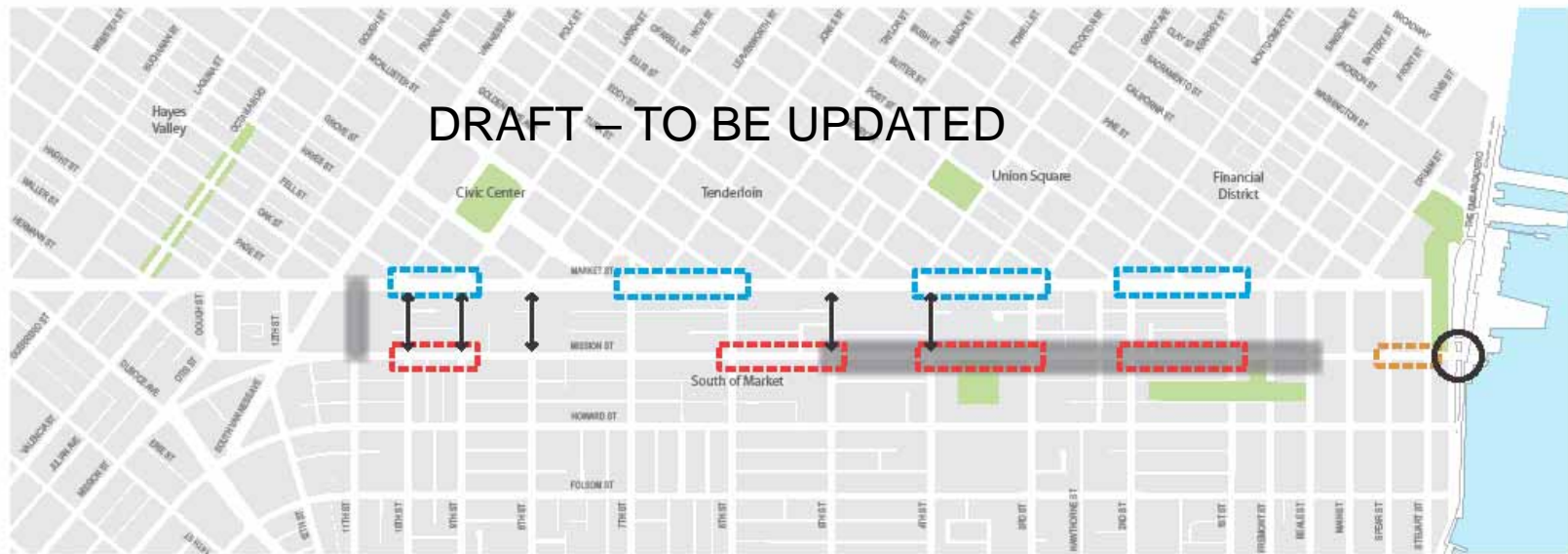
**Block 5: 9th and 10th**  
Pedestrian counts: Mission + 9th + 10th  
Stationary counts: N/A

**Block 4: 5th and 6th**  
Pedestrian counts: Mission + 6th  
Stationary counts: Mint Plaza

**Block 3: 3rd and 4th**  
Ped counts: Mission + Yerba Buena Lane  
Stationary counts: Jewish Museum Plaza

**Block 2: 1st and 2nd**  
Ped counts: Mission + 1st  
Stationary counts: 560 Mission plaza

**Block 1: Steuart and Spear**  
Ped counts: Mission + Spear + Steuart  
Stationary counts: Plaza at One Market



Source: San Francisco GIS Data - <http://gispub02.sfgov.org/website/efshare/Index2.asp>

Drawings on Market Street

Blocks to study and draw on Mission Street

Blocks to study on Mission Street

Conceptual Traffic Layout

Connectors

Intersection Diagram



### Better Market Street Study Blocks

January 2013



## Better Market Street

### 5 and 25 Year Vision

#### 5 Year

- Repave Market Street
- 15% transit travel time savings + reliability improvements
- Upgrade boarding islands
- Provide a continuous bicycle facility
- Pedestrian improvements: intersection, wayfinding, walkability
- Improve plazas

#### 25 Year

- Innovative pedestrian connections – north / south
- Mix of land uses – high density, residential, access to services
- Increased underground transit capacity (e.g., Second BART tube, underground Muni). Street level more pedestrian & cyclist oriented
- Auto policy changes: parking, congestion pricing, increased taxi and rideshare
- Balance of residential and business on Market Street