



BETTER
MARKET
STREET



Better Market Street Project Update

Board of Supervisors Land Use Committee
June 17, 2013



SAN FRANCISCO
PLANNING DEPARTMENT



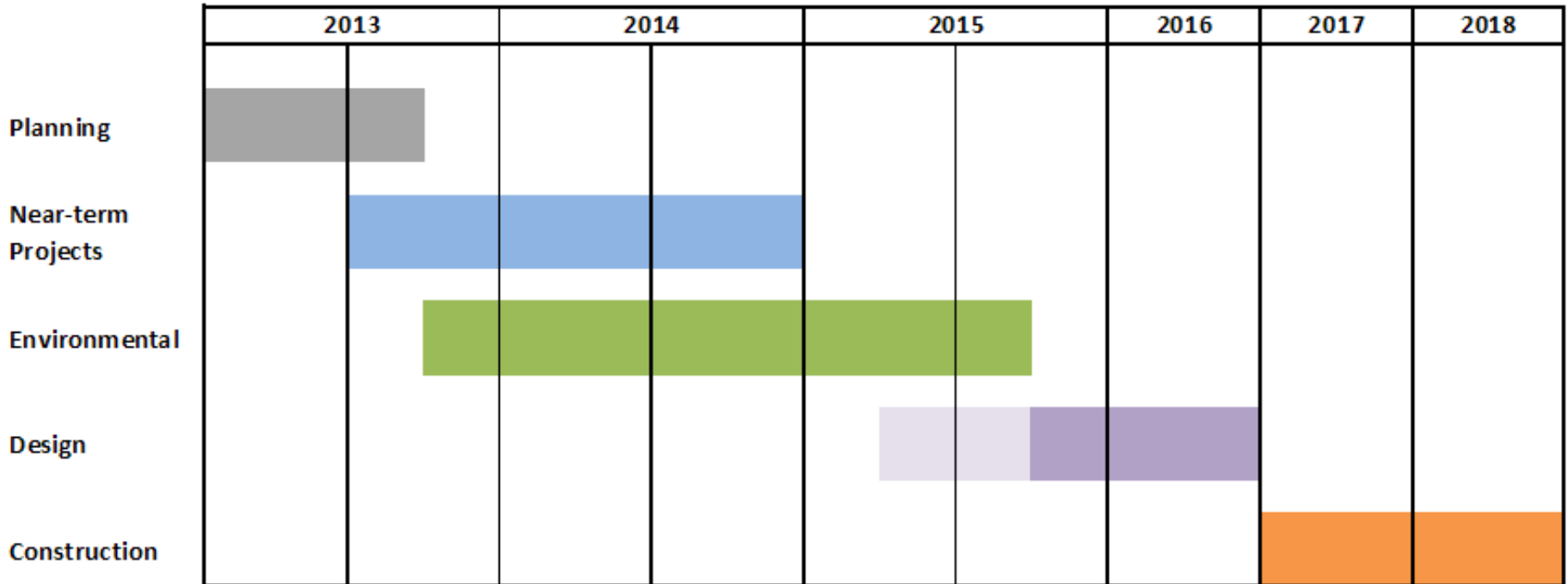
SFMTA | Municipal Transportation Agency



Phase I - Planning



Project Schedule



Three Design Options

Consistent in all 3 options (on Market Street):

- Public space and pedestrian realm improvements
- Pedestrian crossing & traffic-signal improvements
- Planting and street trees
- Transit service and stop improvements
- ADA compliant design throughout
- Auto restrictions
- Four vehicular travel lanes



Goals – An enduring, flexible street for people



Prioritize pedestrians



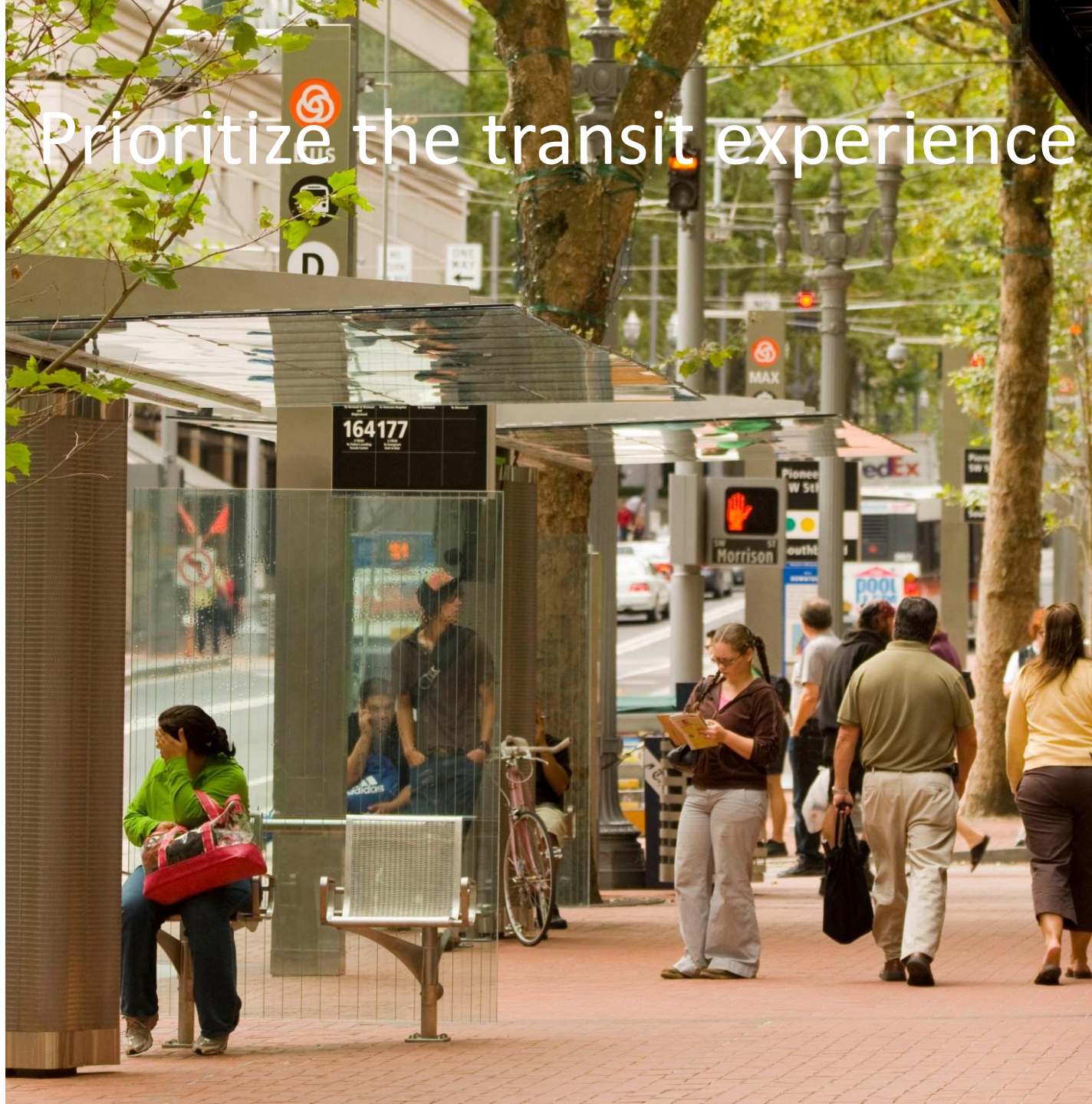
Bicyclists as part of public life



Create a high quality public realm



Prioritize the transit experience



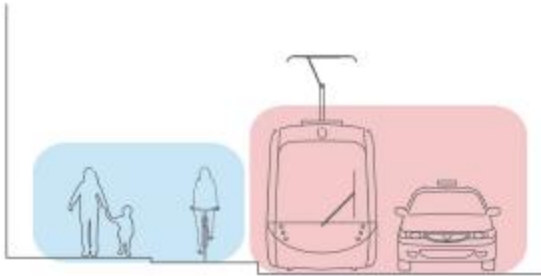
The street as a destination



Principles

Guiding Principles

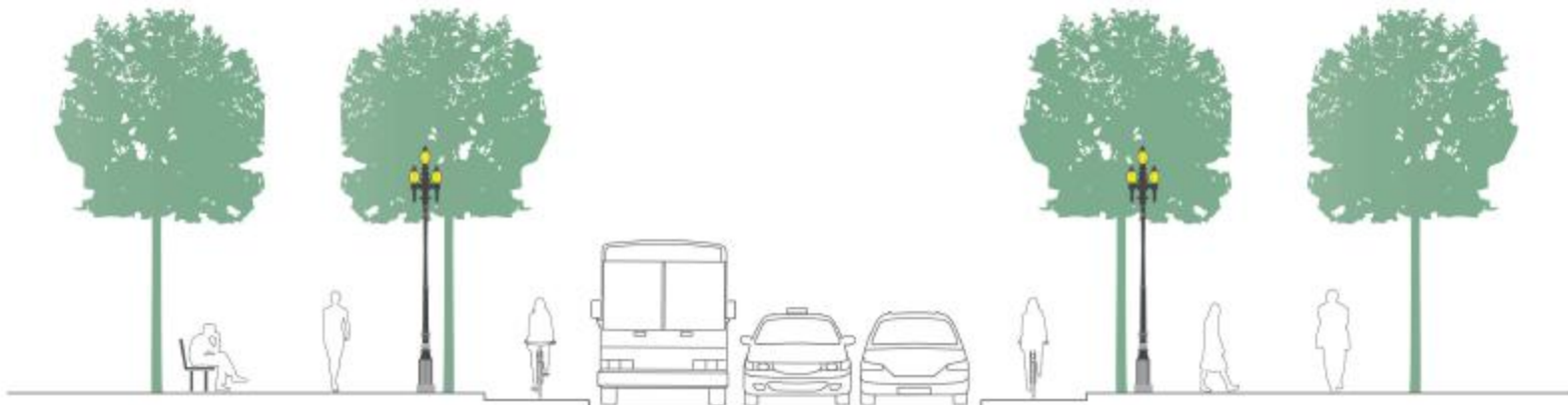
1 Street User Families Pedestrians & Cyclists / Cars & Public Transit



2 Transit Experience Comfortable and Convenient Waiting Experience



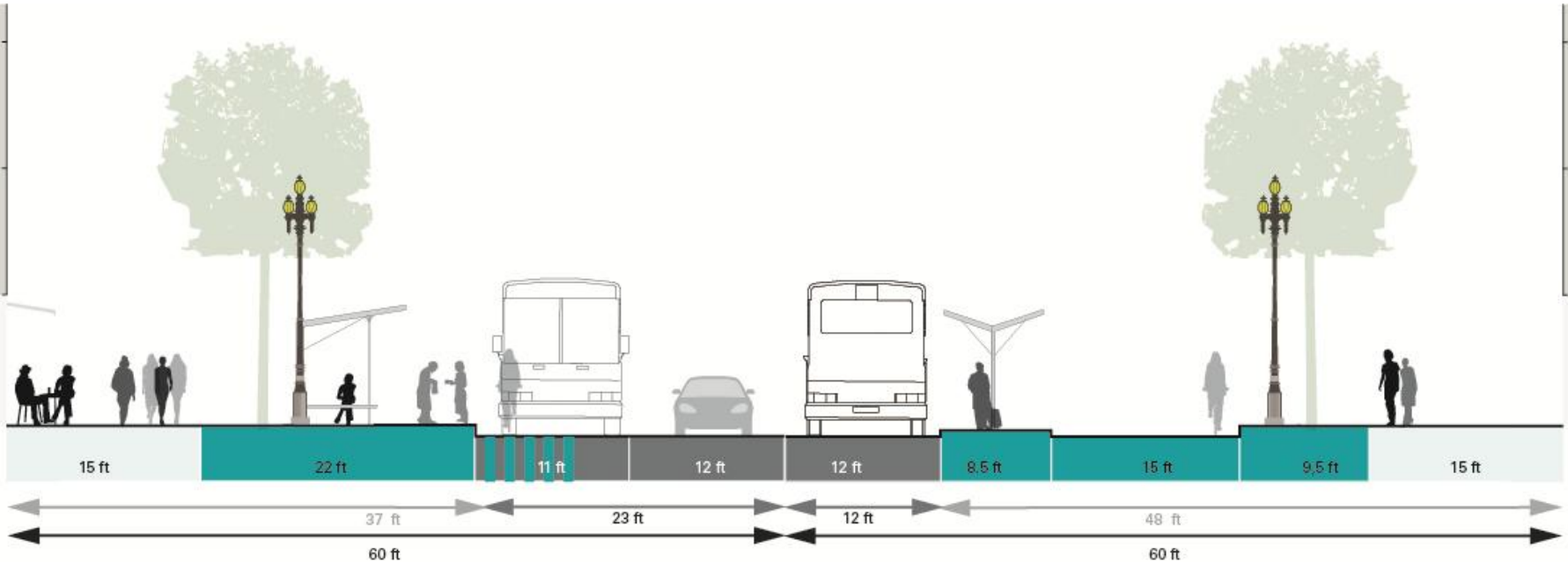
3 Urban Boulevard Slow Speeds for a Leisurely Promenade





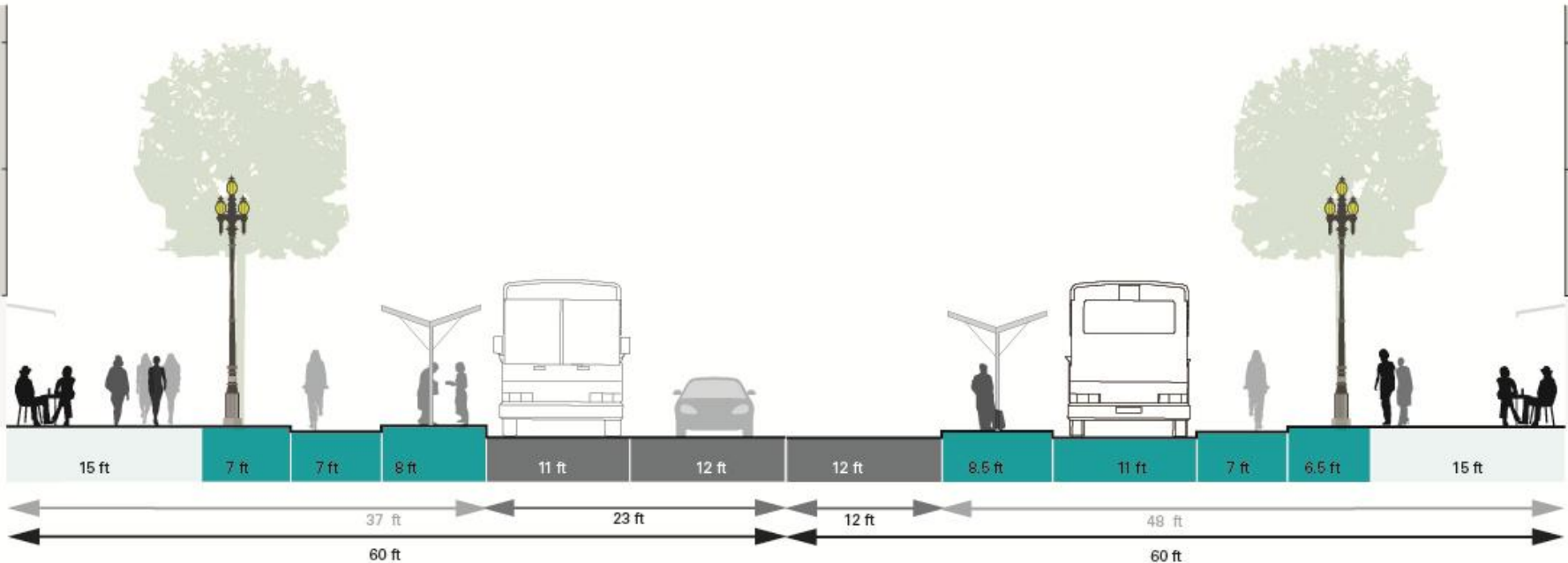
3 DESIGN OPTIONS

Option 1- Market St



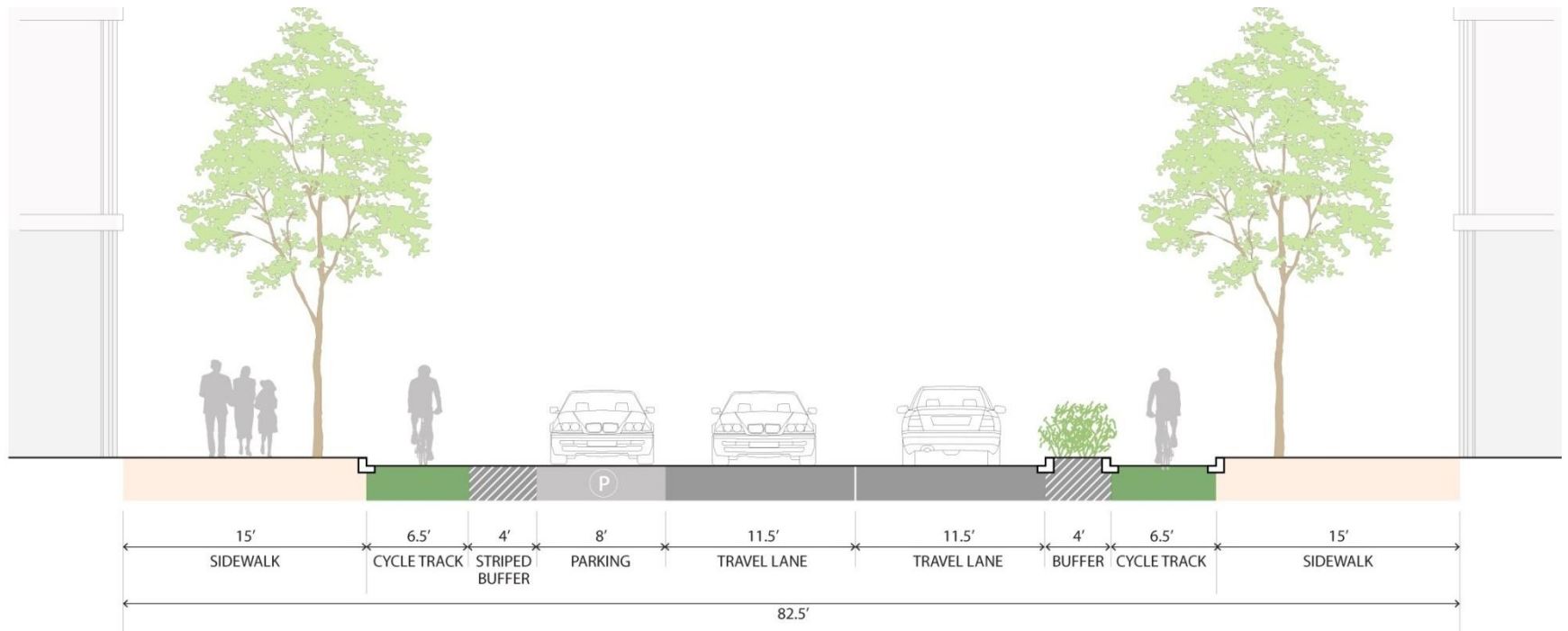
- Minimal curb changes
- Provides most flexibility for Streetlife Zones
- Existing cycletrack on Market St to 8th Street

Option 2- Market St



- Dedicated cycletrack on Market St with shared lane from 5th to Grant
- Minimizes bike and transit conflict
- Bicyclists more a part of public life

Option 3 – Market St & Mission St



- Mission Street buses moved to Market Street
- Dedicated cycletrack with green wave along entire length of Mission Street
- Opportunity to allow dedicated right and left turns

Market St & Mission St 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/sfshare/index2.asp>


 Drawings on Market Street

 Blocks to study on Mission Street

 Connectors

 Blocks to study and draw on Mission Street

 Conceptual Traffic Layout

 Intersection Diagram



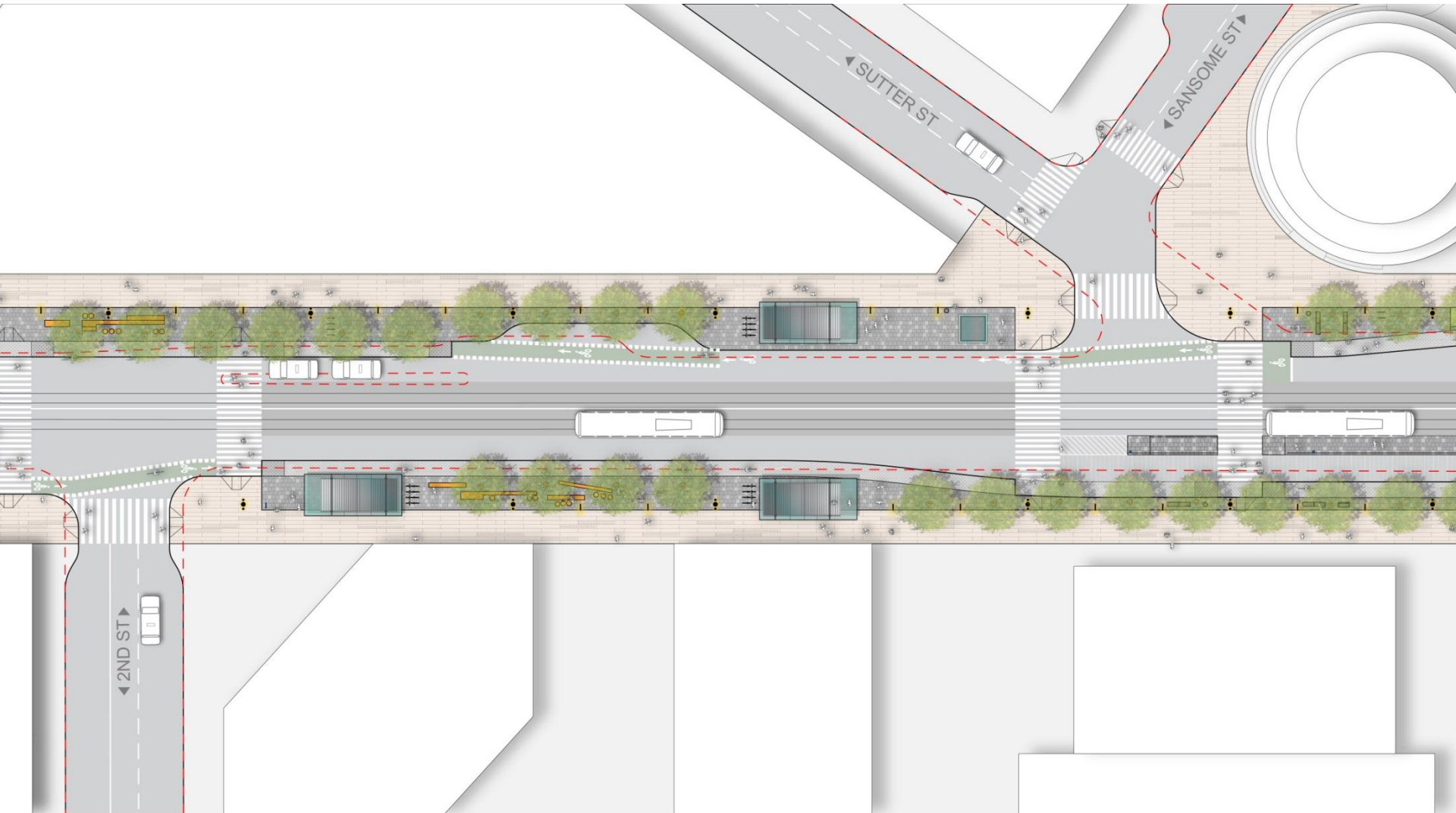
Better Market Street
Study Blocks

January 2013

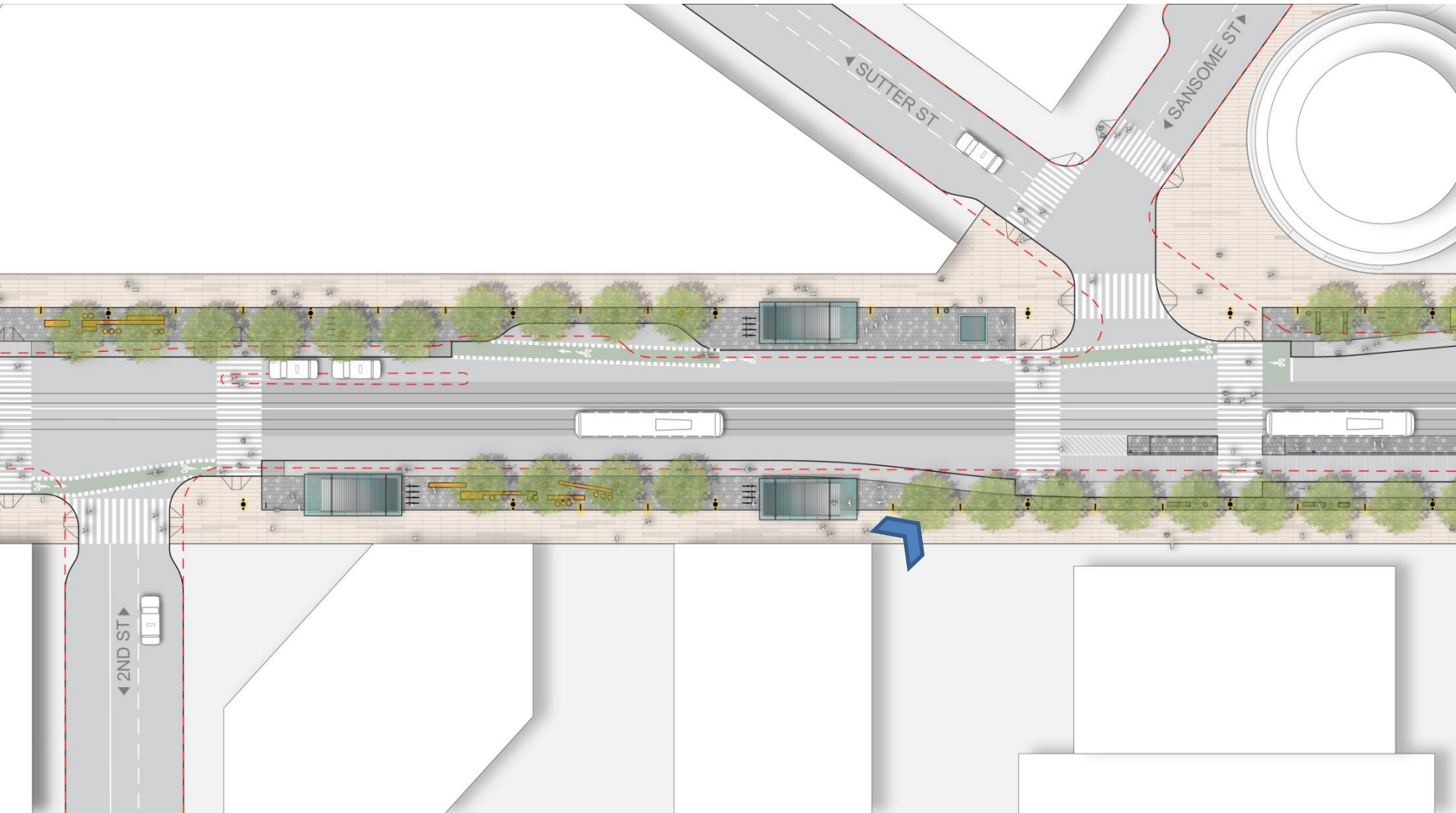
Market Street – 1st Street to 2nd Street – Options 1 & 2



Market Street – 1st Street to 2nd Street – Option 2

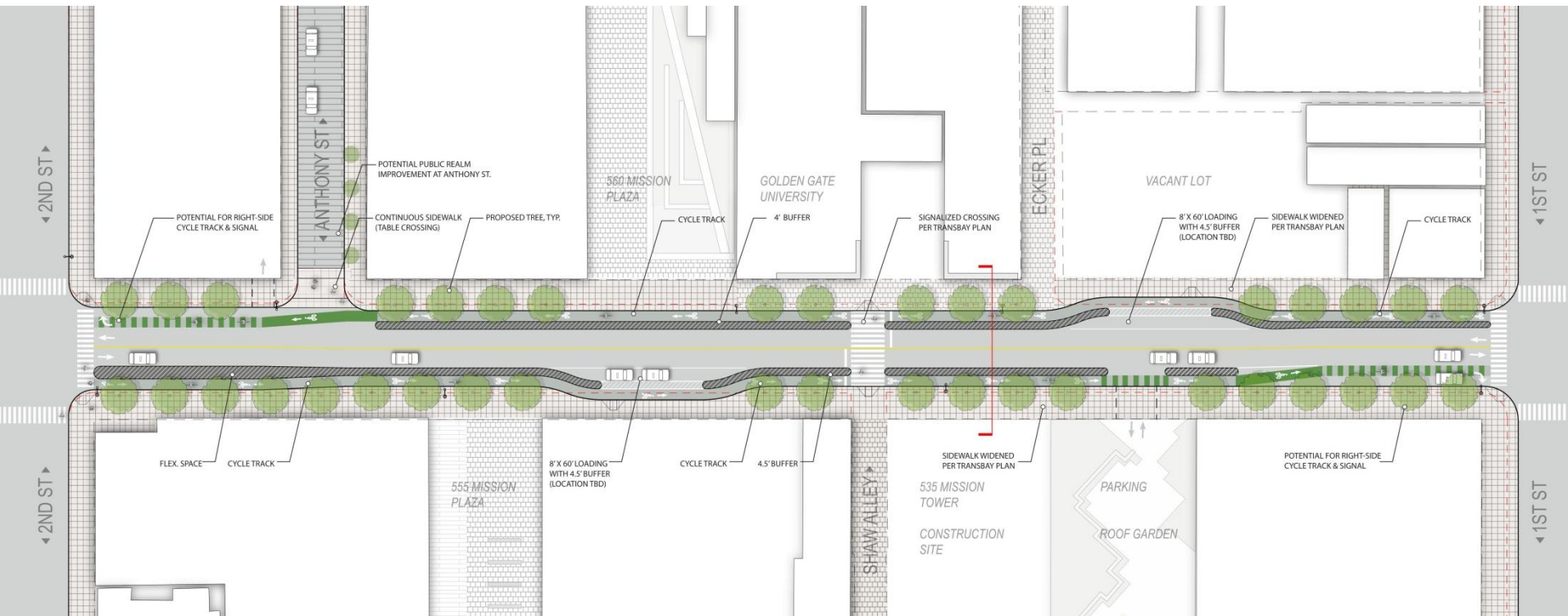


Market Street – 1st Street to 2nd Street – Option 2



Mission Street – 1st Street to 2nd Street – Option 3

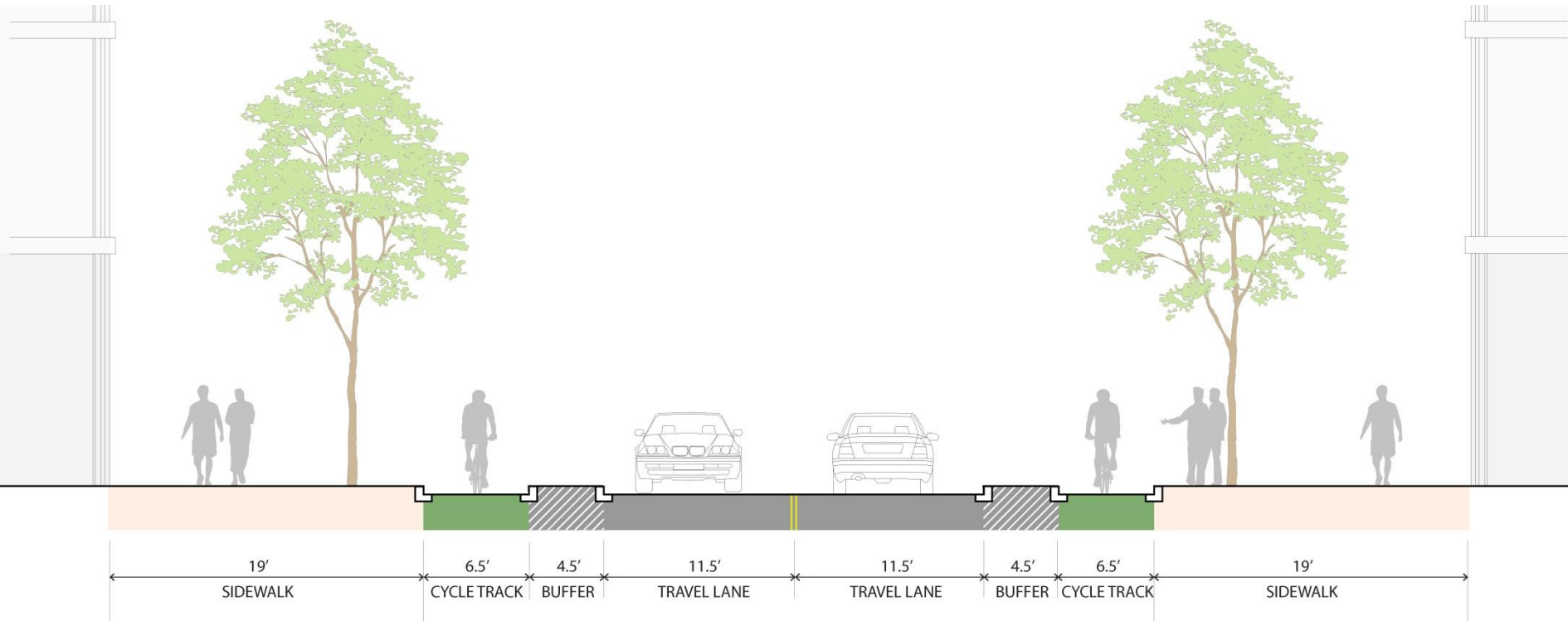
PLAN



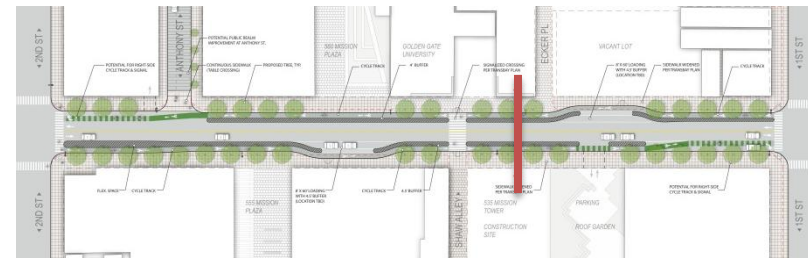
- Dedicated cycle track with wide buffer.
- No street parking – per Transbay plan.
- Widened sidewalk and pedestrianized Shaw Alley - in Transbay plan.
- Location of loading areas TBD.
- New street trees.
- Potential continuous sidewalk across Anthony at Mission (table crossing).
- Potential to improve Anthony Street as a shared space/public amenity.

Mission Street – 1st Street to 2nd Street – Option 3

SECTION



- Flexibility within buffer/cycle track/lane widths



Market Street, Mid-Market





TRANSPORTATION

Key findings: Peak hour modal comparison



49%
WALKING



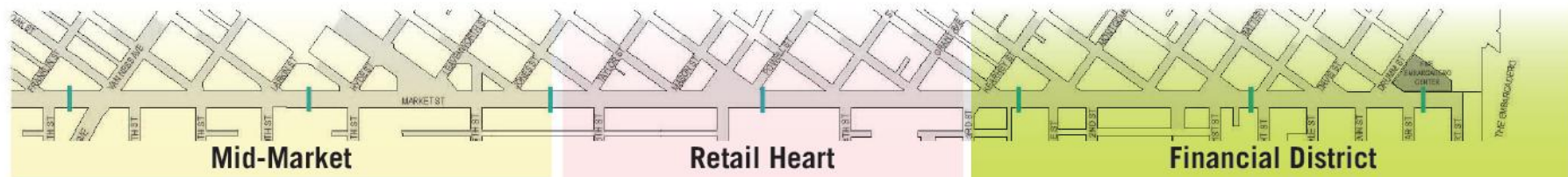
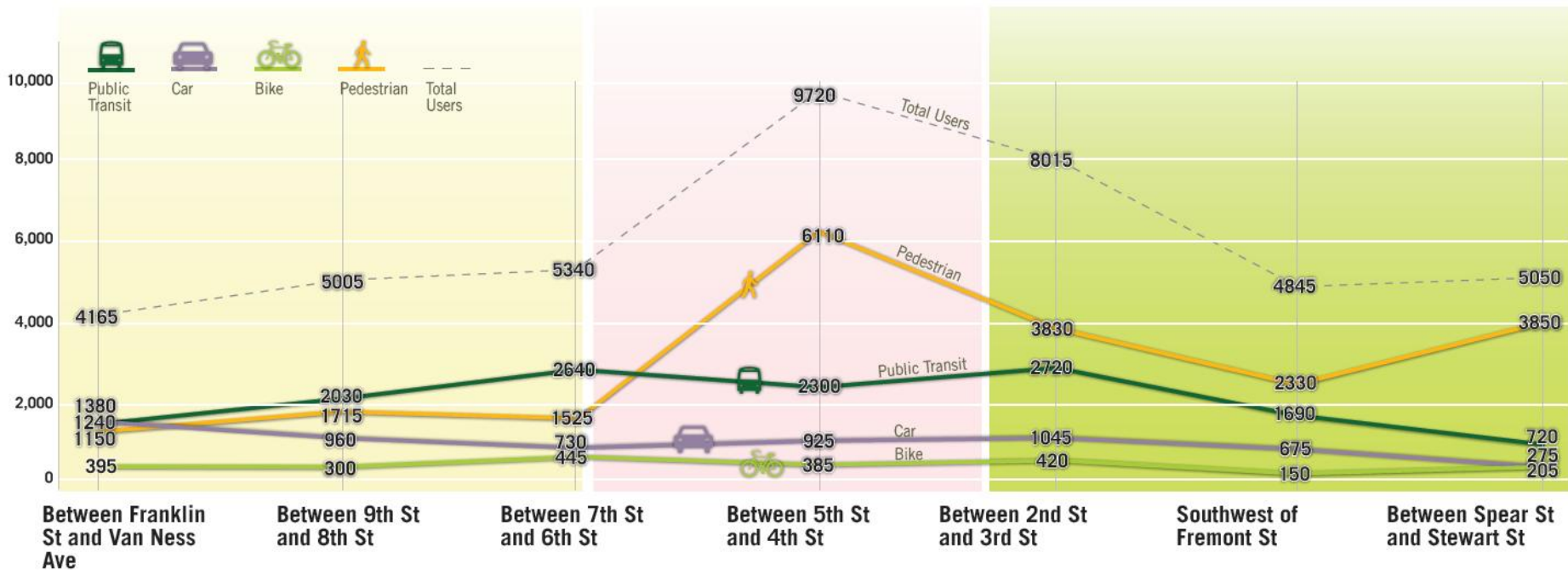
32%
PUBLIC TRANSIT



14%
CARS

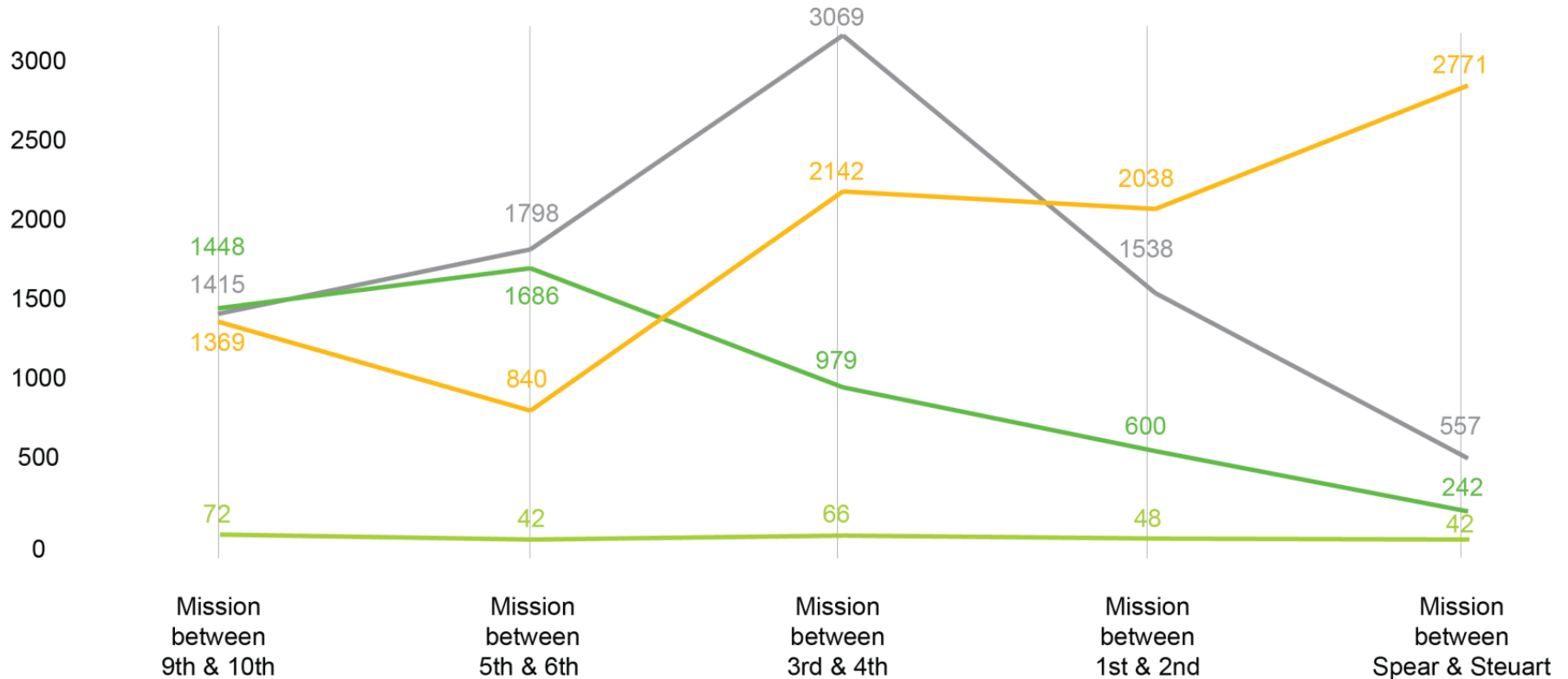


5%
BIKE



Key findings: Peak hour modal comparison

Total people per location by mode at peak hour Mission Street



public transport



car



bike

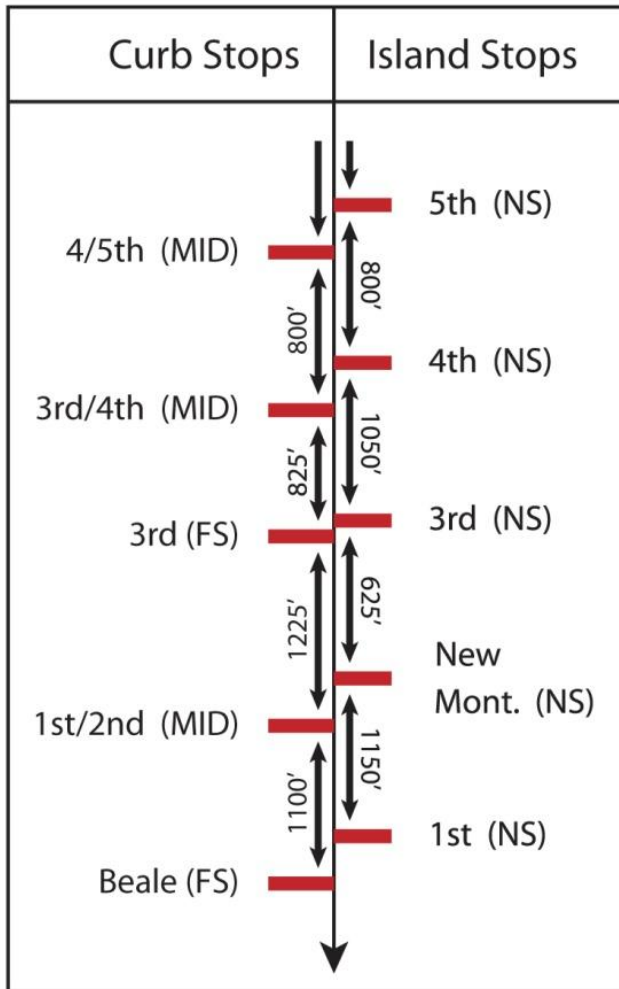


pedestrian

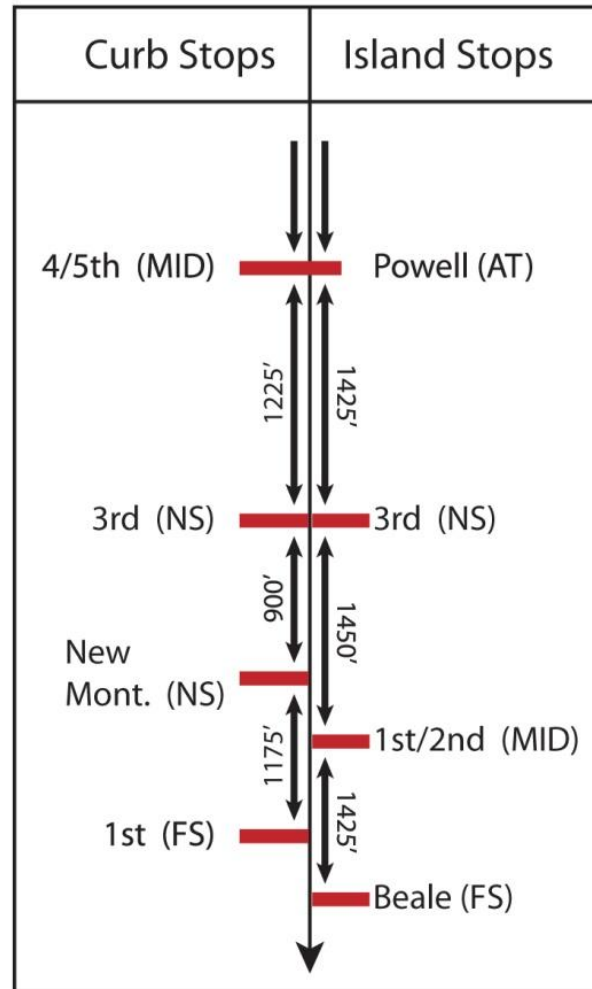
total

Transit backbone of the city

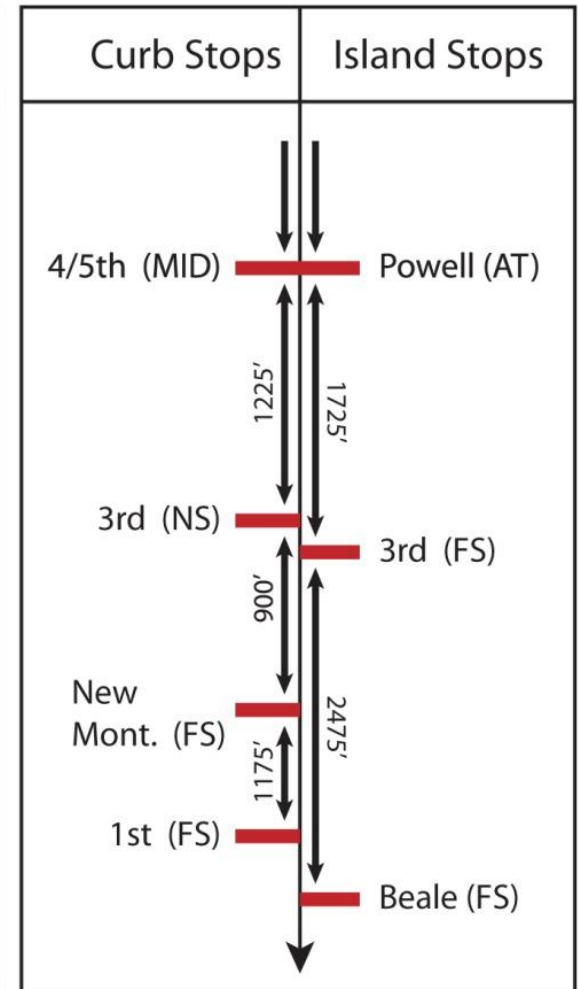
Existing Stop Spacing



Local Enhanced Concept



Rapid Concept



Multimodal transit solutions



- Key findings:
 - Bicycle facility + auto restrictions = faster transit
 - Complete car free + continuous cycle track + transit optimization = targeted transit improvement (15%)

Two different types of cycletrack

Market Street

Projected average speed, no green wave ~12mph



Mission Street

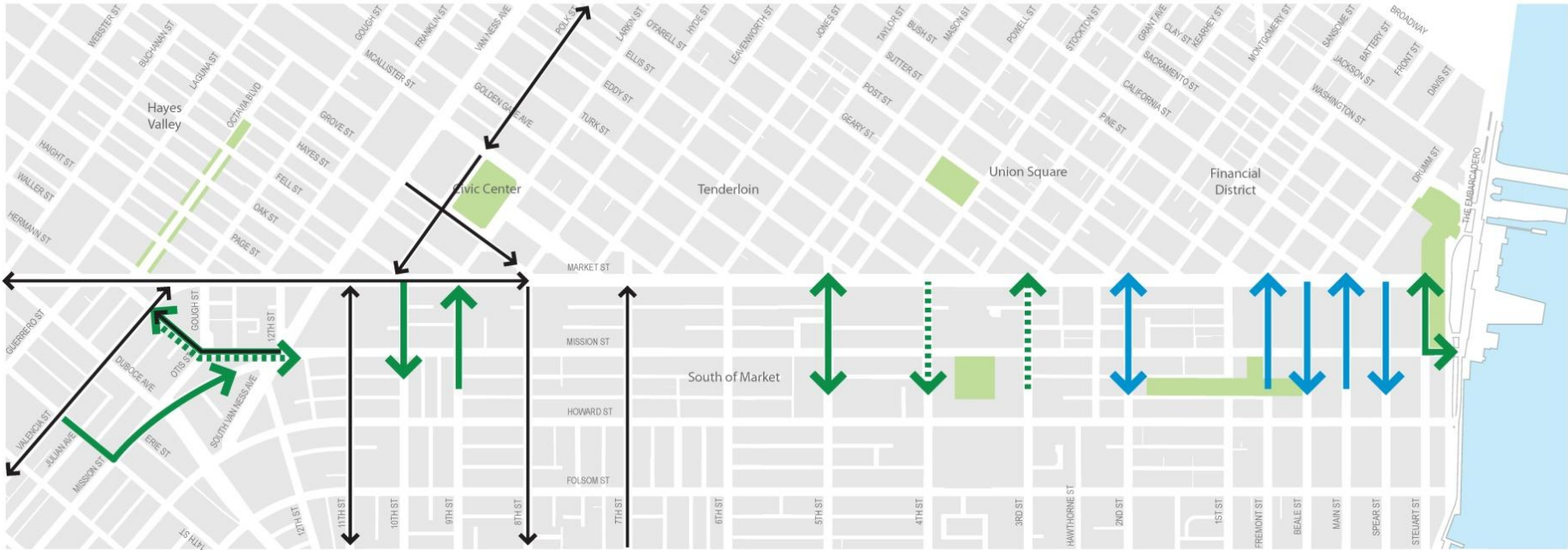
Projected average speed with green wave ~14mph



Market - Mission bicycle connections

Second Street
Separated Cycletracks
Second Street Improvement Project

Fremont, Beale, Main and Spear Streets
One-way Bike Lanes
Rincon Hill + TCDDP



Source: San Francisco GIS Data - <http://gispub02.sfgov.org/website/sfshare/index2.asp>

- Existing bike lane or cycletrack (may be improved)
- Planned Connector (In planning or part of existing plan)
- Potential Phase 1 Connector (BMS to study)
- Potential Phase 2 Connector

*All connectors on streets without existing facilities are potential and under study.



Better Market Street

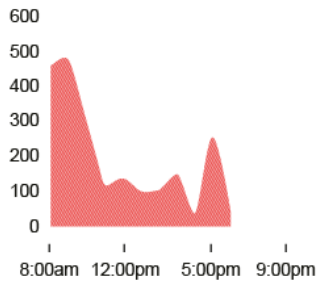
Potential Bicycle Connections to From Mission to Market and Valencia

Key findings: Bicyclist usage comparison

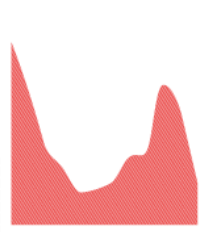
Bike Traffic



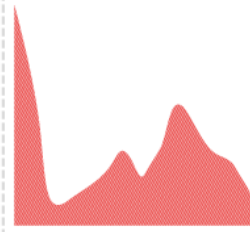
Mid-Market



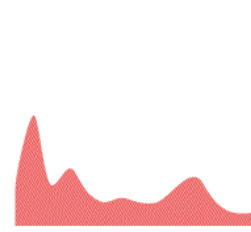
Tenderloin



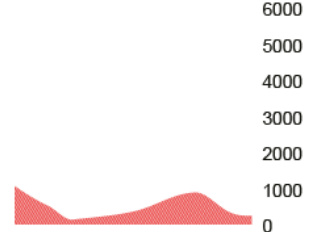
Retail



Transbay



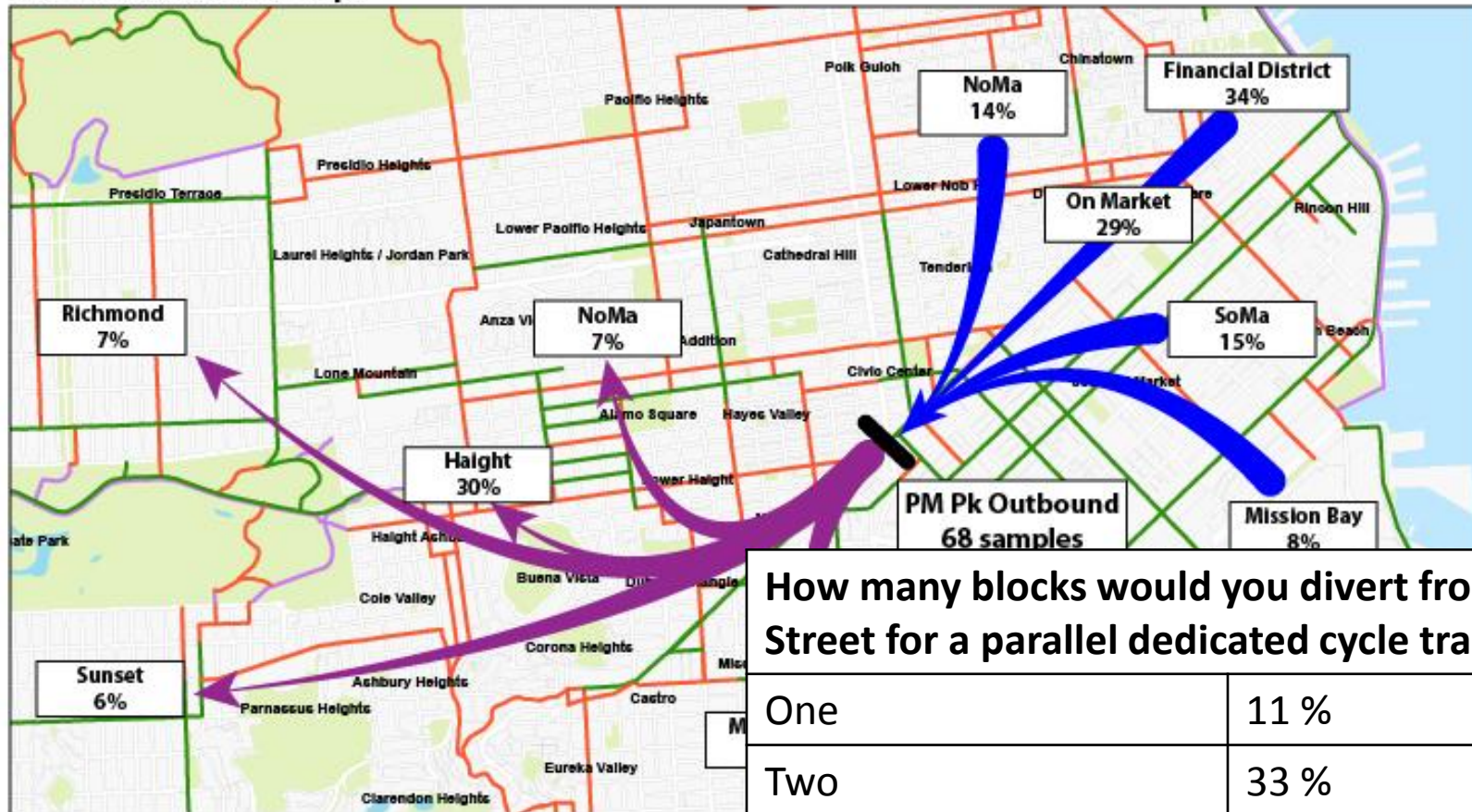
Financial



Existing volumes of bicyclists along Market are 3 to 7 times greater than Mission

Key findings: Bicyclist usage

Market Street Bicycle Origin-Destination Survey PM Peak Outbound Trips



How many blocks would you divert from Market Street for a parallel dedicated cycle track?

One	11 %
Two	33 %
Three	13 %
More than three	31%
None	12 %

Source: SFMTA intercept survey,
March 2013

Managing automobile hotspots

Existing PM Level of Service



Source: Better Market Street Existing Conditions Report, Dec. 2012

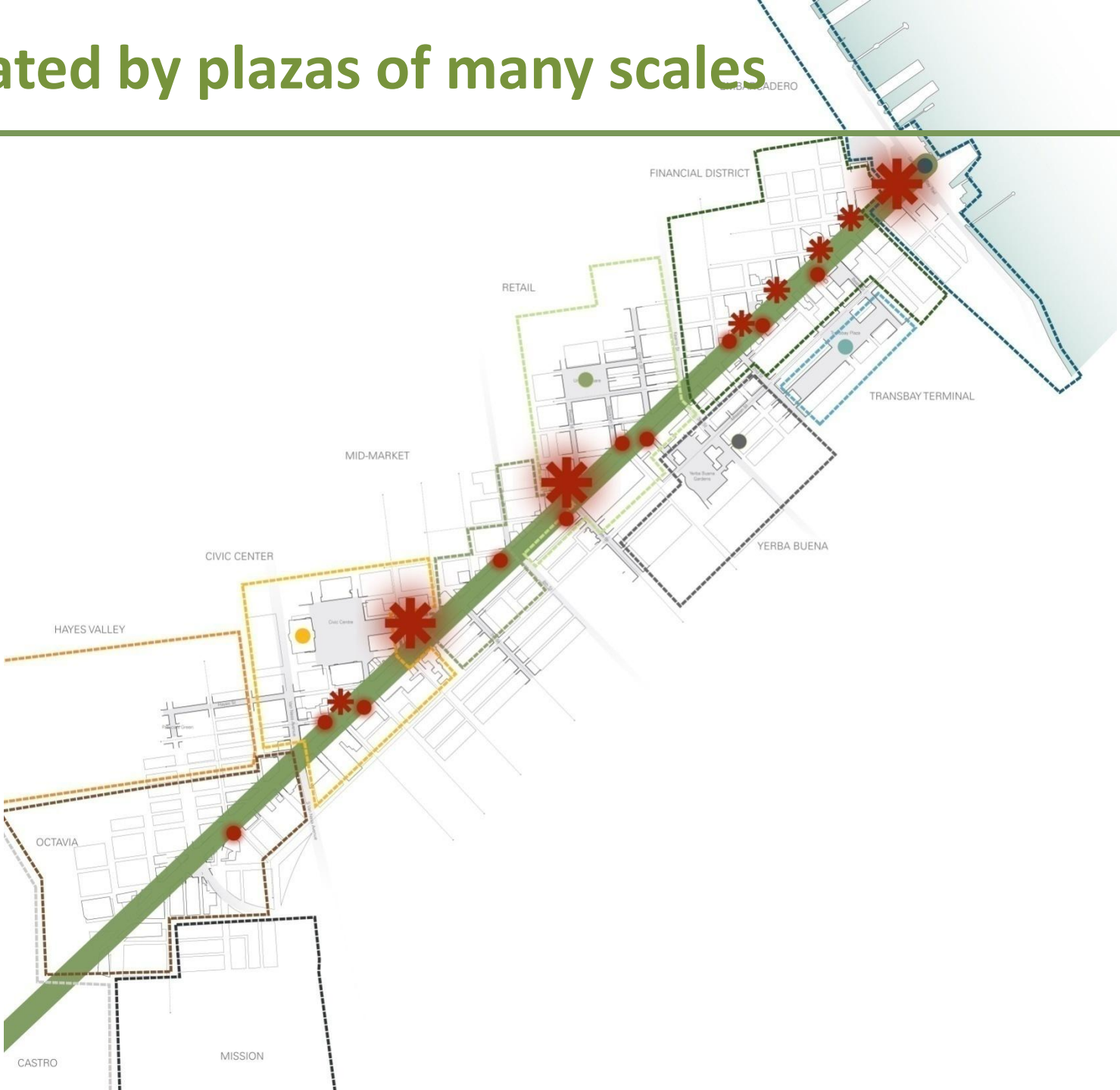


PLACE

Market as the iconic boulevard – ‘One Street’



Activated by plazas of many scales



One Street - Six Districts

Embarcadero District
CITY TO WATER
Embarcadero – Fremont Street

Retail District
LEISURE HEART
3rd Street to 5th Street

Financial District
PROFESSIONAL HUB
Fremont Street – 3rd Street

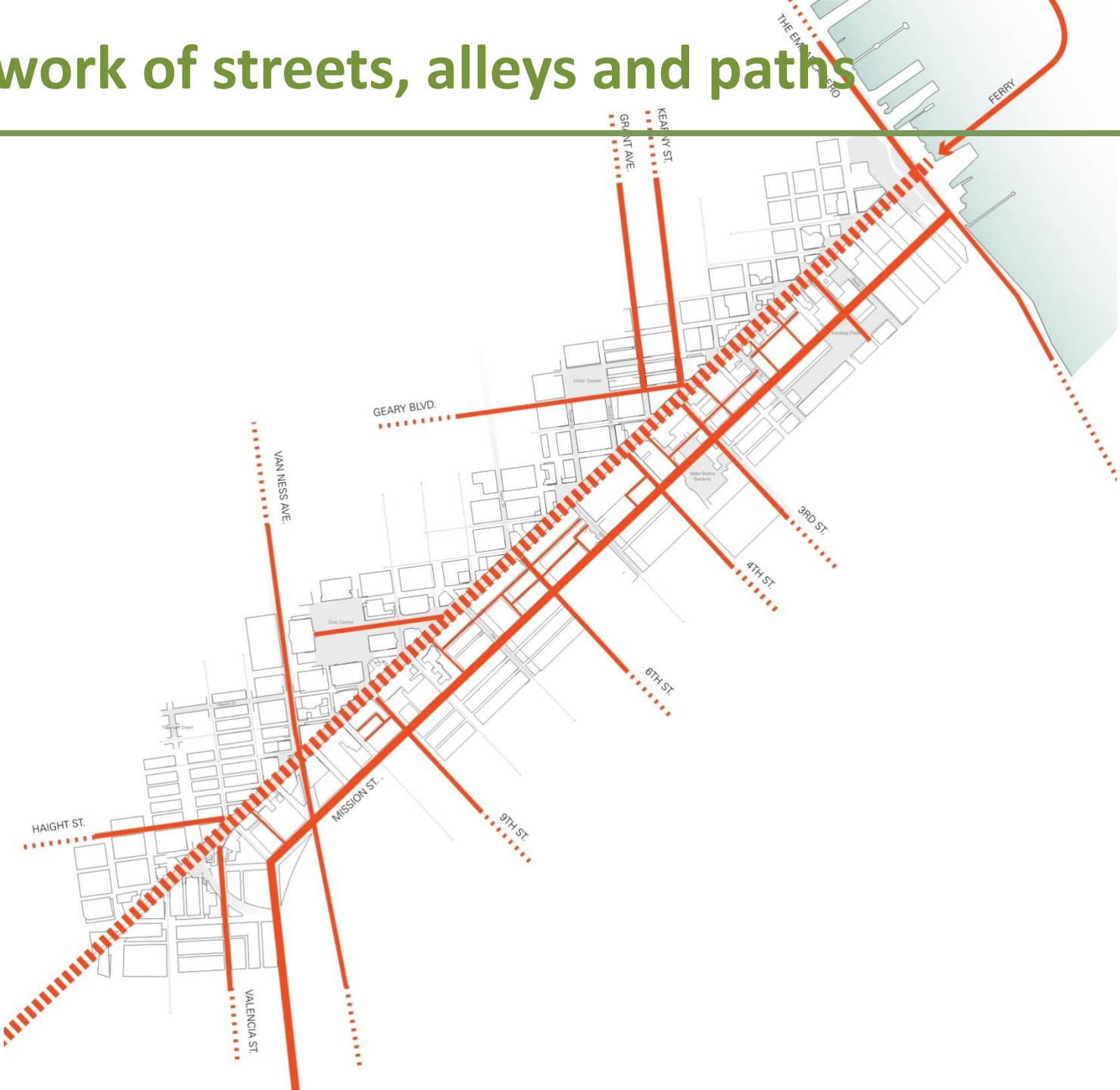
Civic Center District
NEW URBAN LIVING
7th Street – 12th Street

Mid-Market –
ARTS AND CULTURE
5th Street to 7th Street

Octavia
IDEAL NEIGHBORHOOD
12th Street to Octavia



A network of streets, alleys and paths



Network of pedestrian destinations



Public open space and major destinations generate civic and recreational activity

Enhanced public space network



Enhanced linkages that connect key public spaces and destinations

Key existing and future development



How will future development impact the quality and character of the Market & Mission District?

Criteria for future public open space

Protection

Protection against Vehicular Traffic

Protection against Crime & Violence

Protection against Unpleasant Sensory Experiences



Comfort

Invitations for Walking

Invitations for Stand- / Staying

Invitations for Sitting

Visual Contact

Day / Evening / Night Activity

Play, Recreation & Interaction

Audio & Verbal Contact

Varying Seasonal Activity

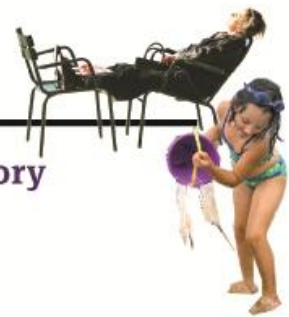


Delight

Dimensioned at Human Scale

Positive Aspects of Climate

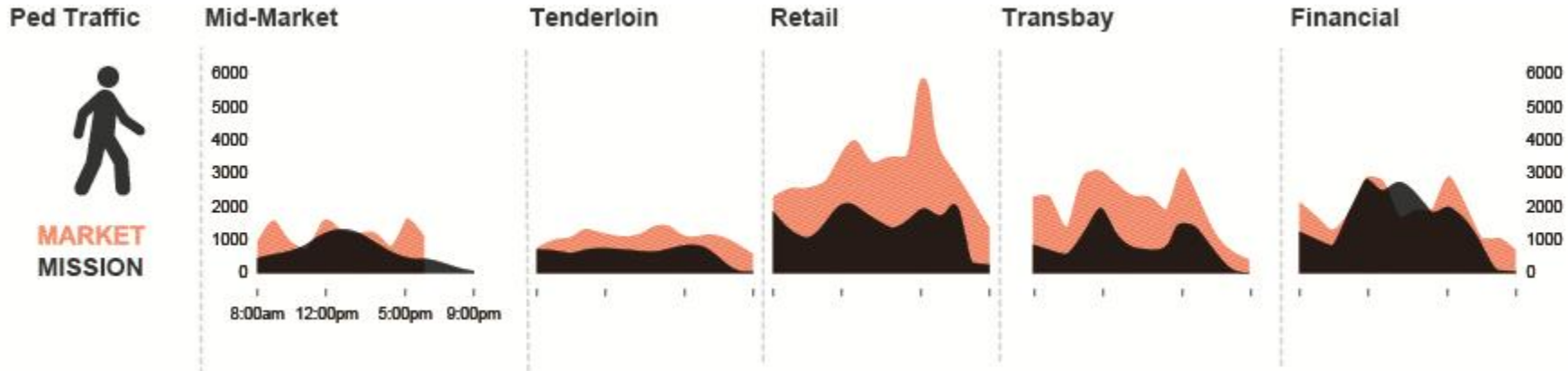
Aesthetic & Sensory



Pedestrian movement



Pedestrians on Market vs. Mission



Current pedestrian volume on Mission is considerably less as compared to Market despite similar land use pattern east of 5th Street

Improving pedestrian conditions



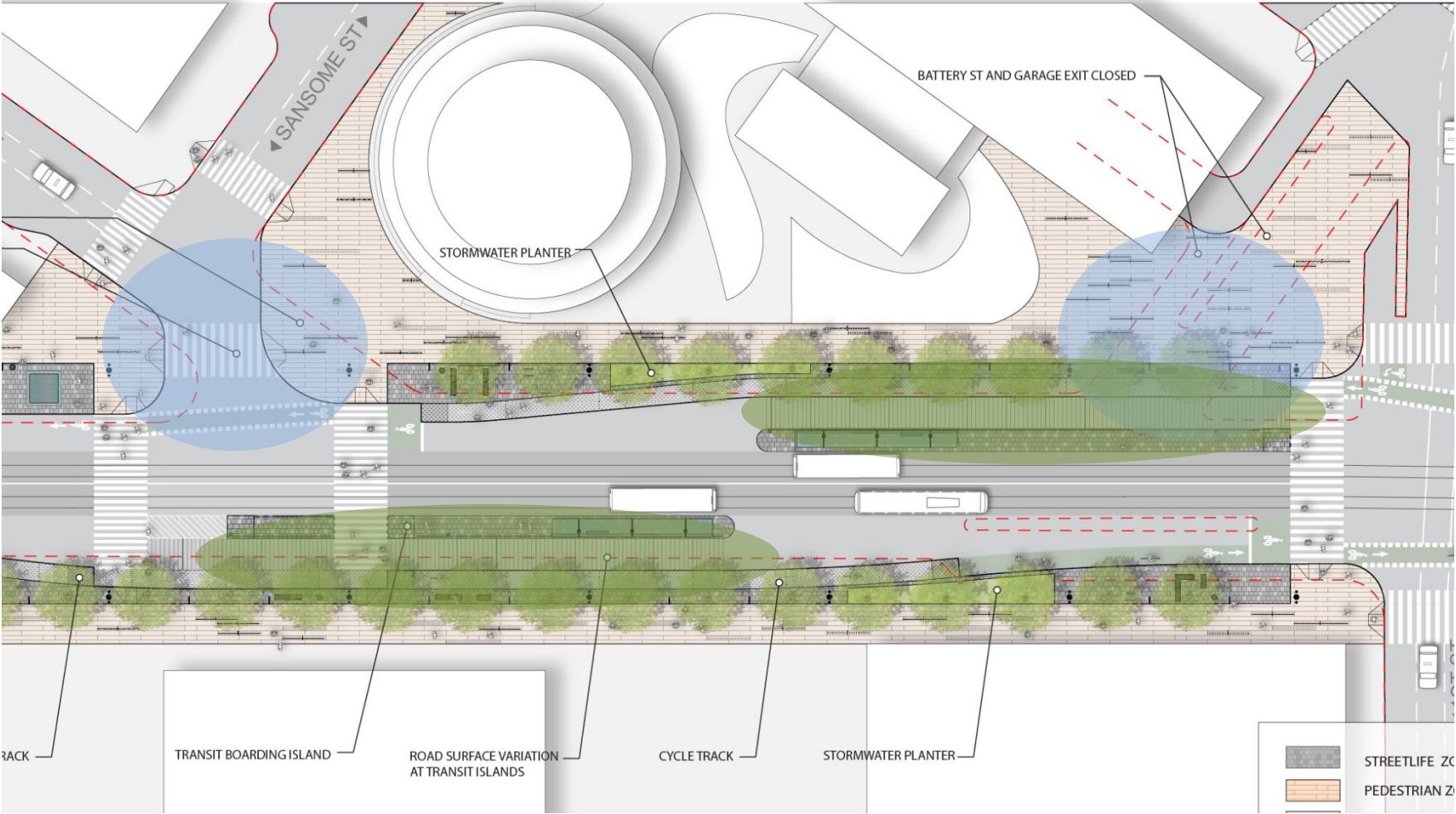
Creating attractive plazas with diverse activation



Maintaining strong identity, with district character



High quality pedestrian design



1st Street to 2nd Street – Option 2



1st Street to 2nd Street – Option 2



UN Plaza



UN Plaza



Hallidie Plaza



Hallidie Plaza





Join us to learn more and to discuss the opportunities and challenges to revitalizing Market Street to be a world-class, vibrant public space from Octavia Boulevard to the Embarcadero.

workshops

Wednesday, July 17

6-8:30pm

Parc 55 Hotel

55 Cyril Magnin Street

Saturday, July 20

10am-12:30pm

Main Library, Koret Auditorium

100 Larkin Street

webinar

Thursday, July 18

12-1:00pm

