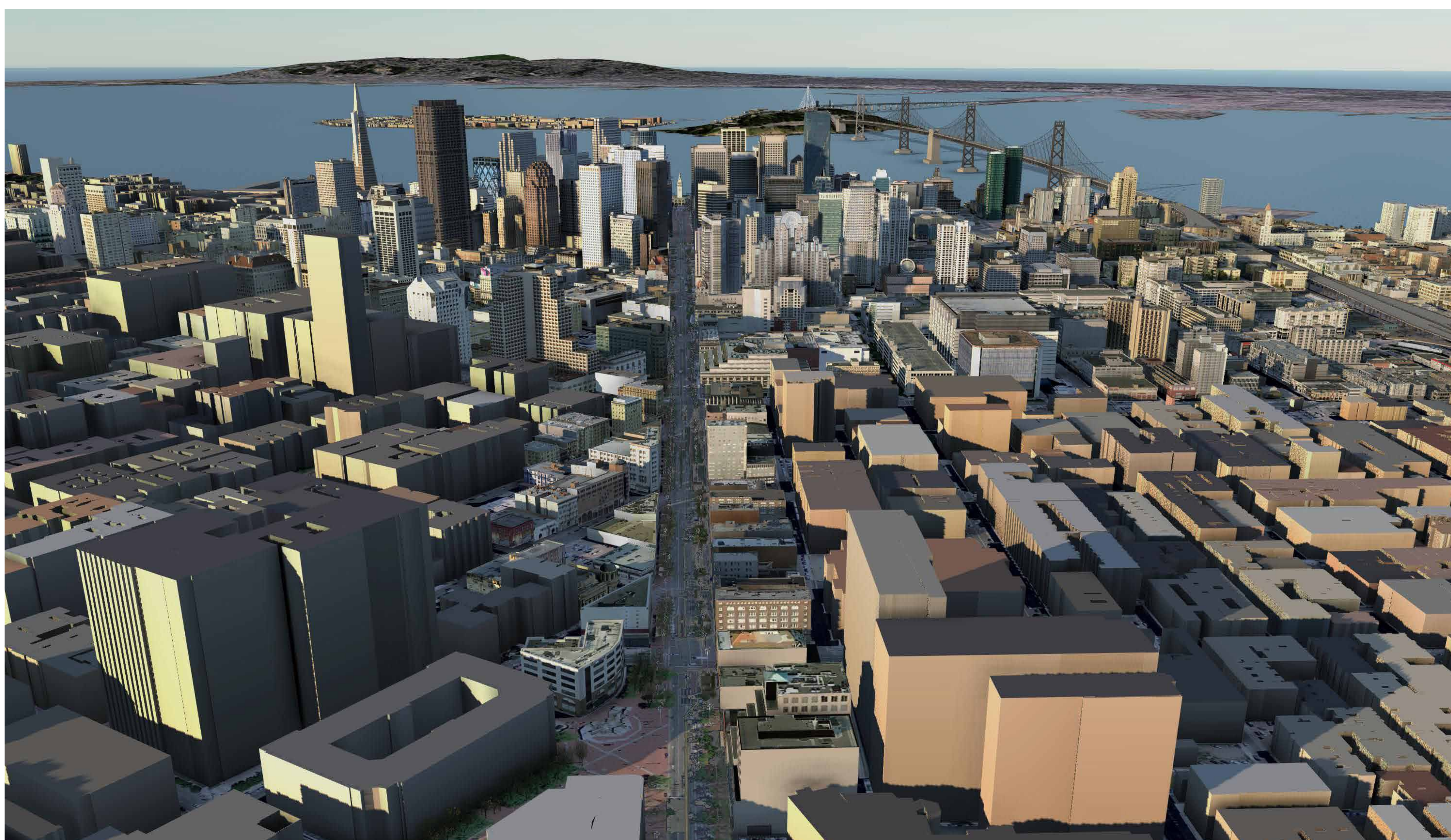


Market Street and more

The Better Market Street project would create a new synergy between transportation and placemaking along the City’s premiere boulevard. By including Mission Street in the scope of the project, the City recognizes a new downtown district emerging around the Market and Mission Street corridors. This approach considers both streets simultaneously and conceives of them working as complementary arteries of transport, city life, urban culture and civic society.

This expanded point of view provides an opportunity to leverage large scale public investment with private sector development. It allows for a networked approach, which is vital to promoting a high quality of life for the diverse, vibrant, multi-cultural and innovative people of San Francisco.

The emerging area includes a varied network of streets and spaces between the corridors and the destinations it connects, from Octavia and Valencia Streets to Yerba Buena Gardens and SF MOMA -- to the new Transbay Transit Center and Rincon Hill developments -- and everything in between.



City Team

SAN FRANCISCO PLANNING DEPARTMENT

Planning Department



Department of Public Works

SAN FRANCISCO
Office of Economic and Workforce Development

Mayor’s Office of Workforce and Economic Development



San Francisco County Transportation Authority



Public Utilities Commission



Municipal Transportation Agency

Consultant Team

Design

Gehl Architects - Design team and project lead
Perkins + Will - Project management
CMG Landscape Architecture - Streetscape design

Transportation

Parisi Associates - Transportation planning lead
Nelson\Nygaard - Transit planning
Fehr & Peers - Bicycle and vehicular planning

Specialists

Kate Keating Associates – Wayfinding
CirclePoint – Community outreach
CHS Consulting Group – Transit planning
Urban Design Consulting Engineers – Civil engineering

Coordination and Funding

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, Pedestrian Strategy 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 Capital Improvement Program.

More inviting



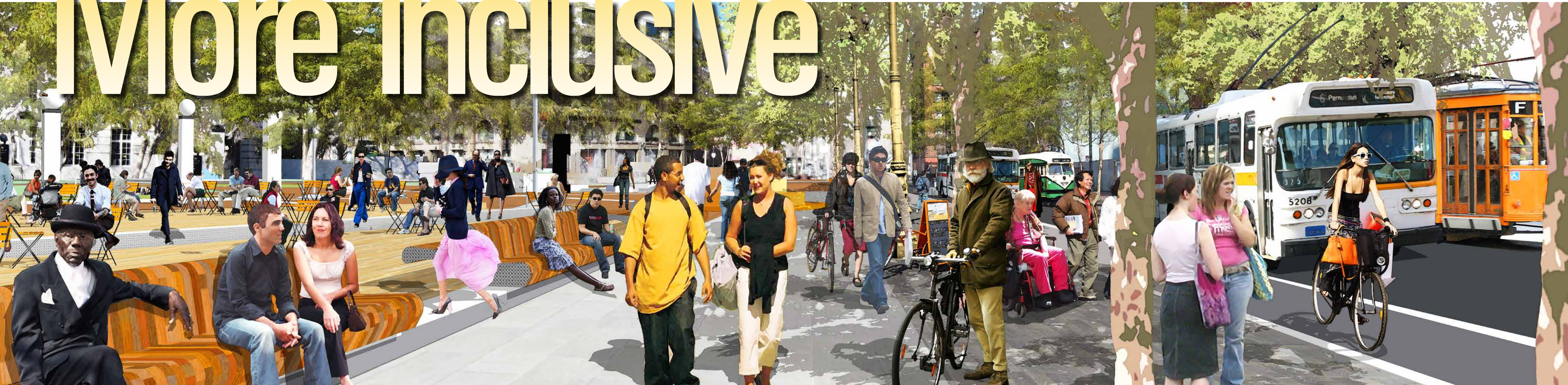
Market Street should attract people from all backgrounds, day and night, and invite them to move about on world-class transit, cycling and pedestrian systems. To achieve this, we will create safer, more engaging sidewalks and public spaces; provide faster, more reliable transit; build more appealing, safer cycling facilities; and support a dynamic retail experience.

More livable



Market Street should offer high-quality experiences that meet everyone's needs and strengthens their sense of connection to the street. To achieve this, we will create a more beautiful street; provide better access to Market Street; support a stronger sense of community; build a more resilient economy; celebrate our diverse cultural destinations and provide a more enjoyable experience.

More inclusive



Market Street should reflect San Francisco's diversity by providing spaces and destinations that appeal to everyone. To achieve this, we will prioritize affordable modes of transportation; support affordable housing; and create spaces that meet the needs of a greater diversity of people.

In 2011 and 2012, the Better Market Street team presented project information and gathered feedback from the public through workshops, popup events at street kiosks, public hearings, organization meetings, web comments and community group roundtables.



For our first round of workshops, we invited the public to envision a revitalized Market Street - a place of vibrant public life, fast and reliable public transit and thriving commerce – and share their ideas. Here's what they wanted:

Placemaking, walking, bicycling, economic vitality, public transit, great public plazas, neighborhood connectors, service and taxi access, and vehicular circulation.

At the second set of workshops, we asked participants for their input on key concepts to transform Market Street. Here are some of their responses:



80%

Public spaces



Over 80% agreed with the overall ideas presented for public spaces. The top three improvements they wished to see were the addition of **landscaping, outdoor cafes and seating.**

74%

Streetlife Zones

Over 74% responded positively to the Streetlife Zone, with many viewing it as a good strategy to **activate underused locations** on Market Street.



Bicycling

Over 80% of respondents favored a **separated cycletrack**, with over 70% indicating the importance of a **consistent design** along the corridor's entire length.

Transit

85% of respondents indicated they were willing to reduce the amount of bus and train stops to achieve **faster, more reliable transit** -- even if it meant they had to **walk farther.**

Auto restrictions

Almost 80% strongly supported **reducing private auto access** along Market Street, with others preferring a compromise between private vehicle usage and other modes.

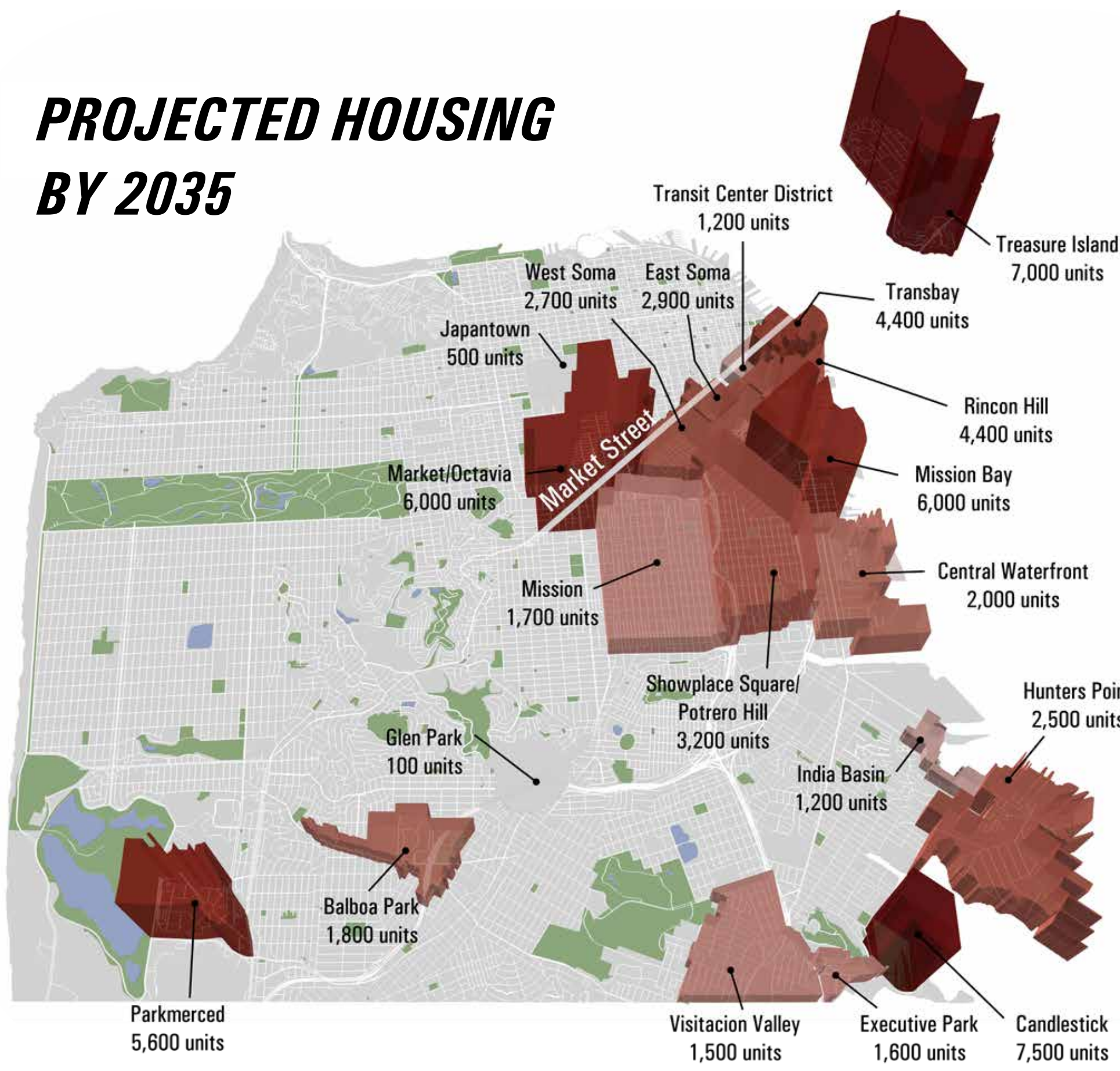


85%

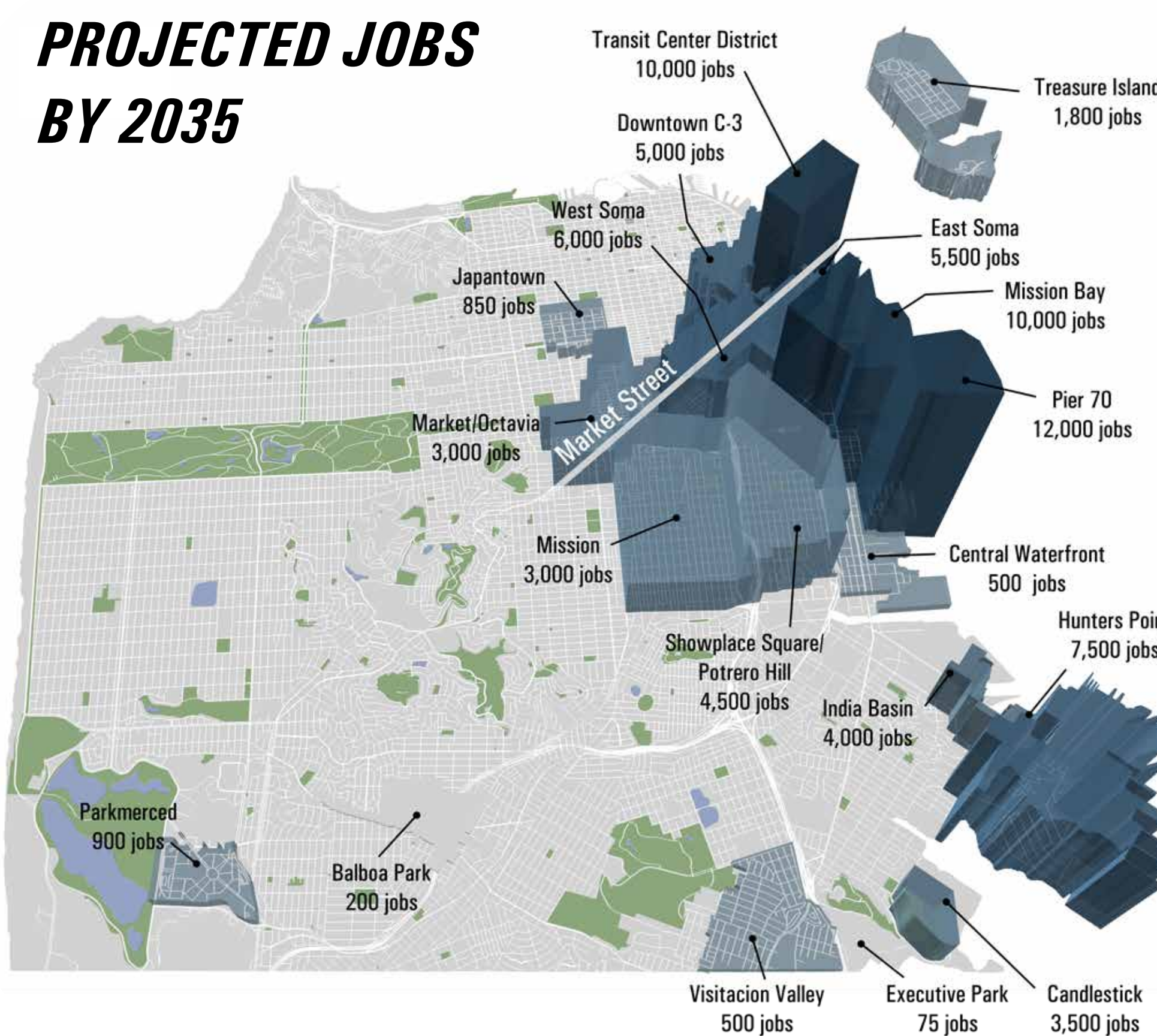


Neighborhoods, Today & Tomorrow

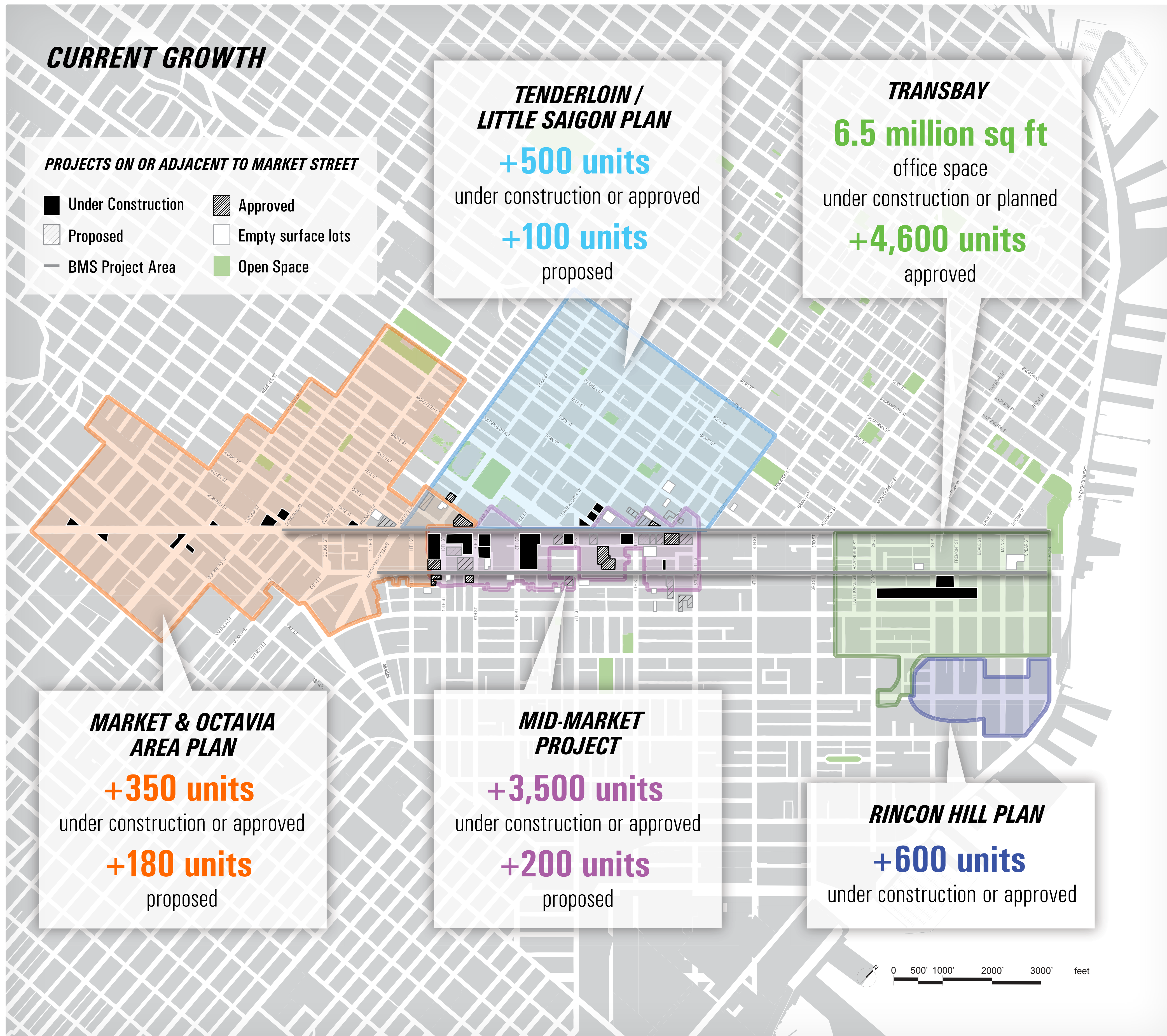
PROJECTED HOUSING BY 2035



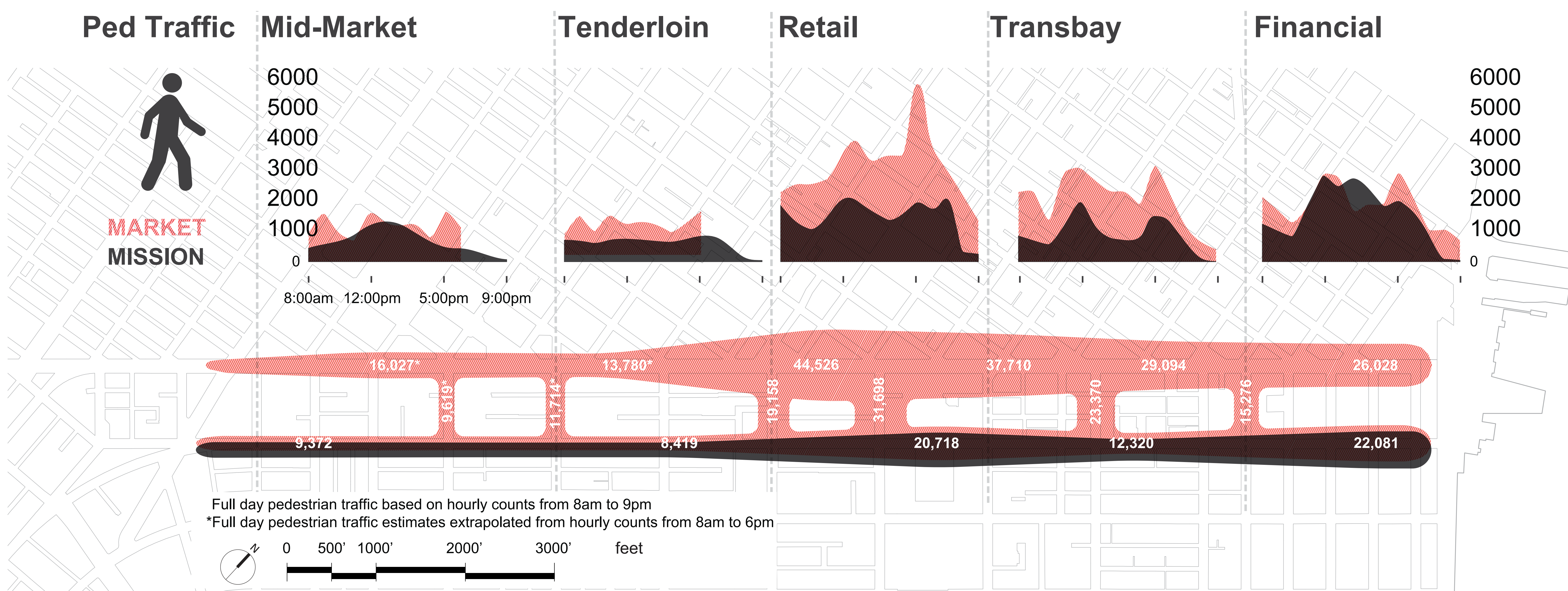
PROJECTED JOBS BY 2035



CURRENT GROWTH

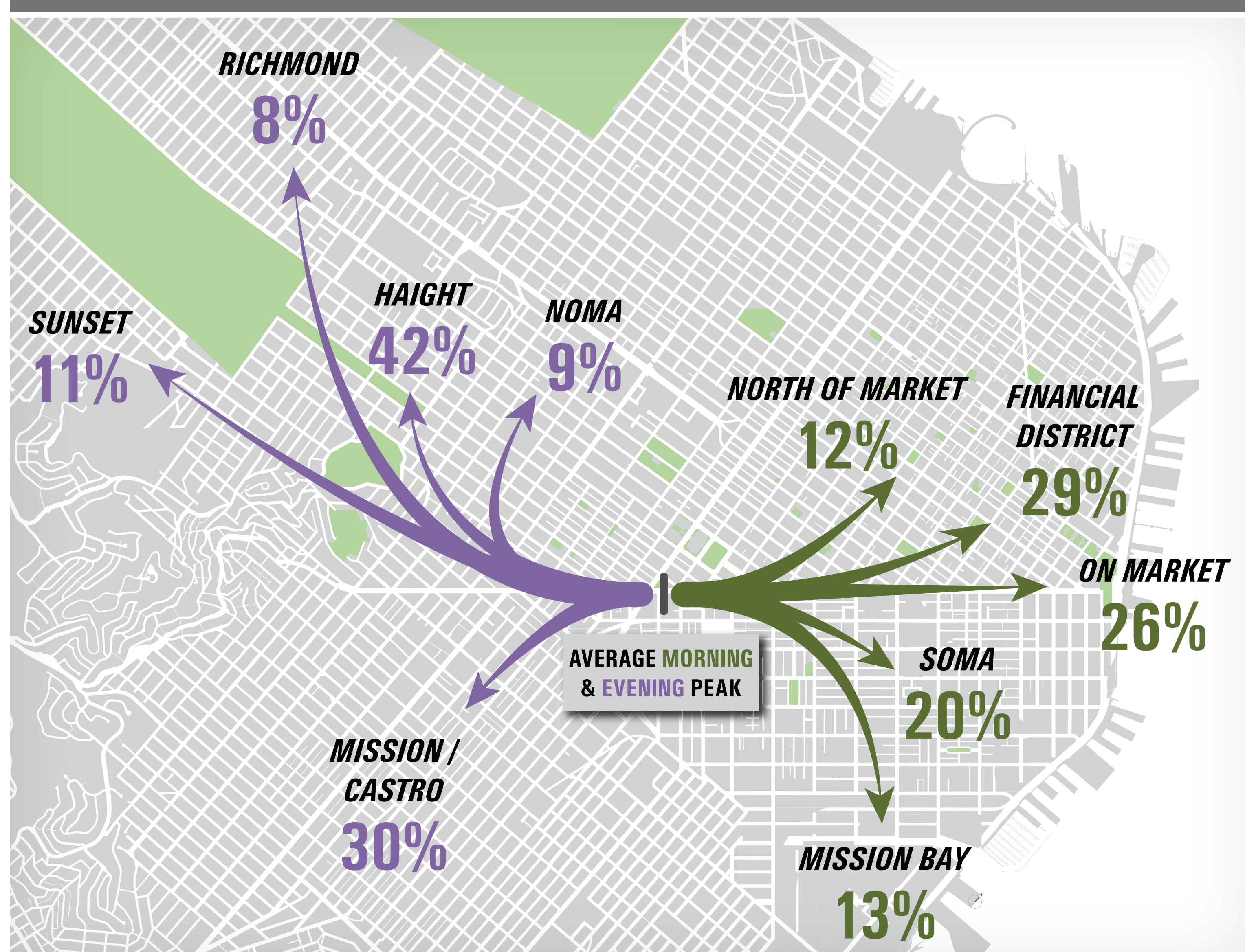


Pedestrians on Market and Mission Streets



Bicycles on Market Street

COMING & GOING



Transit on Market Street

BOARDING & ALIGHTING

