

# BETTER MARKET STREET

## Public Outreach — Round Three Workshop Findings



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San Francisco Planning Department  
San Francisco Municipal Transportation Agency  
San Francisco County Transportation Authority  
San Francisco Office of Economic and Workforce Development  
San Francisco Public Utilities Commission

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CirclePoint

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# Executive summary

In July 2013 the Better Market Street (BMS) project team held a third round of public workshops and a webinar, concluding the conceptual design phase of the project. Graphic and informational exhibits were available online and at the workshops. Public comments for the third round workshops were collected through a 12-question survey available online and at the workshops. The comment period for survey submission, including online surveys, was June 17 – August 17, 2013.

This report provides a detailed summary of the input collected through the surveys submitted at the workshops and online.

The BMS public workshops provided a forum for the project team to present conceptual design proposals and to receive feedback from workshop participants. The conceptual designs incorporated the input and priorities received in the first two rounds of public workshops and a variety of other public outreach activities, as well as the research and analysis conducted during first phase of the project. Out of this study the BMS project team packaged three conceptual design options for the redesign of Market Street from the Embarcadero to Octavia Boulevard, including one that proposes a buffered bicycle lane on Mission Street. These three conceptual designs were shared with the public through drawings for four representative blocks along Market and Mission streets. The designs encompassed pedestrian and public space improvements, proposals for bicycle facilities, and transit and vehicle operation proposals. These three conceptual design

proposals were presented at two public workshops and a webinar.

A 12-question survey was made available at the workshops and online. Feedback received through the survey is the focus of this report. The survey was designed to solicit qualitative feedback about proposed ideas around placemaking, cycling infrastructure, transit and auto operational proposals, redesigns of public plazas and the six districts approach to Market Street. The survey asked participants to make connections between the different ways of using Market and Mission streets and provide feedback on the relationship of perspectives.

For example, the survey asks for a response to the Market Street cycletrack proposal from the perspective of the pedestrian, to understand if respondents feel the cycletrack provides benefits to the public realm. In fact, 73% of respondents indicated that a cycletrack on Market Street would contribute to the quality of the pedestrian experience. Similarly, when asked what ideas presented were most likely to strengthen Market Street as a destination, 15% of respondents mentioned the cycletrack.

What was learned from analyzing the qualitative survey results goes beyond the popularity of design elements to include the reasons why the public held certain opinions about these design elements, providing a rich level of insight into how participants inhabit Market Street now and how they want to use it in the future. Feedback

generally clustered into a few key themes, explained below.

Unsurprisingly, proposed sidewalk and crosswalk improvements received the most mentions as appealing pedestrian improvements with the proposed Streetlife Zones a close second for pedestrians as the most significant improvement to placemaking. Many saw the cycletrack as providing safety improvements to the pedestrian and public realm by clearly marking separation of spaces and providing an attractive place to cycle other than the sidewalk. Supporters of the cycletrack also mentioned that decreasing the width of the sidewalk could create a greater density of people on the sidewalk, increasing the perceived level of activation on Market Street.

Respondents also called out auto restrictions as supporting pedestrian placemaking, too. Some respondents stated that fewer cars would make conditions less chaotic and safer for all users, but primarily for pedestrians. Respondents showed support for improving plazas, first by raising Hallidie Plaza to street level, and generally adding cafes, public seating, and other street amenities to the street and other public spaces.

One design decision to be made going forward on the BMS project is the selection of cycling infrastructure. The possible improvements are: a shared lane on Market Street, a cycletrack on Market Street, and a buffered lane on Mission Street.





Main Library, Saturday July 21, 2013

## Workshop structure

The exhibits mentioned below were available online and at the workshops. Workshop participants listened to a presentation and then visited the following stations to discuss design ideas.

### **Station 1 – Three options, transit alternatives and OWLs**

Proposals for three different design and transportation options shared through presentation boards and in a 3D viewfinder (OWL). Participants discussed the design elements packaged within the three options.

### **Station 2 – Market Street – Six districts**

Participants engaged in an exercise to define the unique identities of the six districts.

### **Stations 3-8 – Representative Market and Mission streets blocks & plazas**

Participants discussed conceptual design ideas for four representative blocks, two major plazas and a proposal for wayfinding:

- Station 3- 1st Street to 2nd Street
- Station 4- 3rd Street to 4th Street
- Station 5- Hallidie Plaza & wayfinding at Stockton Street and Market Street
- Station 6- 5th Street to 7th Street
- Station 7- United Nations Plaza & wayfinding at Larkin Street and Market Street
- Station 8- 9th Street to 10th Street

In their answers, respondents listed safety and ease of movement as key priorities for any cycling infrastructure. Respondents favor infrastructure that buffers cyclists from vehicles, separates cyclists from pedestrians, and provides timed signals at the speed of the cyclist, as with the “green wave” proposal on Mission Street. Respondents who were not in favor of any specific infrastructure also listed these priorities, indicating that survey participants were thinking along the same lines for improving safety and ease of movement.

Survey respondents were also keen to explain when their answers were qualified or partial. For example, in responding whether they would feel safe riding on an improved shared lane on Market Street, respondents were roughly equally split between being “comfortable, somewhat comfortable, and not comfortable at all.” Of those expressing their comfort with this option, some stated that it would be an improvement, but not ideal, that they already ride under similar conditions, or that they cannot imagine inexperienced cyclists feeling comfortable. Those who would not be comfortable at all also listed similar reasons, indicating that all survey respondents had similar priorities for improving safety as much as possible for all types of users.

In responding to a question about transit operation proposals, respondents similarly expressed their qualified response. In the Rapid transit proposal, the number of boarding islands would be reduced and there would be a greater distance between islands. The Rapid transit proposal enhances

speed and reliability, but proposes that the local and express buses stop at different locations, as far as one block apart.

Respondents showed overwhelming support for the Rapid transit option, but were adamant that they supported it only if clear and accurate information about the arrival of buses were available, requesting improvements to the NextMuni service. The message was clear that if a rider wants to leave the area on the next available bus, the NextMuni service would let them know which bus would arrive first, and where to wait.

The final survey question provided an opportunity for participants to share any additional feedback on the proposed conceptual design elements. Cycletrack and streetlife received the highest number of mentions followed closely by pedestrian improvements and Option 2. The responses to this final question echo the sentiments within responses to questions throughout the survey, with a focus on the quality of the public realm as it is expressed in the pedestrian experience and the bicycle facility.

As the Better Market Street project moves forward, the priorities expressed at the workshops, through the surveys and other feedback, will inform the design proposed for Market Street.

## Round three objectives

- Inspire discussion about the conceptual design proposals and continue to engage the public in the planning process.
- Highlight conceptual designs that came directly out of public feedback from Round Two public workshops.
- Present background on the inclusion of Mission Street in Option 3, and the design challenges on Market Street that were balanced by opportunities on Mission Street.
- Clearly highlight the trade-off decisions to be considered in the conceptual design.

## Desired input from the public

- Obtain feedback on the design elements contained in the three options, providing guidance as the BMS project moves into environmental review for all three options.
- Understand how well the conceptual design responds to public feedback.
- Obtain specific feedback on trade-off questions such as cycletrack vs. sidewalk width and transit stop options.
- Share concerns within each mode of travel.
- Help define the unique character of the six Market Street districts.

## Outreach and noticing

The team conducted the following outreach and noticing activities between Rounds Two and Three to promote the workshops and webinar as well as the overall project.

- Distributed promotional materials including postcards, flyers in multiple languages, posters and bus cards to promote the workshops and webinar.
- Created a public service announcement video to promote the workshops and webinar which was aired on SF Gov TV and was viewed 415 times on YouTube.
- Together with WalkSF, held 3 film showings of “This is Market Street” to over 200 people at a Main Library public showing, Zendesk, and SPUR luncheon presentation.
- Posted announcements and updates on the Better Market Street website at [www.bettermarketstreetsf.org](http://www.bettermarketstreetsf.org).
- Posted announcements, updates, and other Market Street related news to the Better Market Street twitter account (172 followers) at <https://twitter.com/bettermarketsf>



- Hand-distributed 1,000 postcards.
- Posted 25 multi-language bus posters in bus shelters along Market Street.
- Sent multiple Better Market Street email newsletter blasts to over 5,000 people and organizations.
- Sent 20 hand-written notes to property owners along Market Street inviting them to the workshops.
- Sent multiple email messages to over 80 organizations to inform them about the webinar and workshops.
- Collaborated with City and community partners to forward announcements to their personal and organization email lists including three blasts from OEWD to the Central Market Partnership list (880 people), the Invest in Neighborhoods Newsletter list (329 people), Yerba Buena Alliance newsletter, SF Bike Coalition newsletter, and many others.
- Sent numerous workshop announcements and updates through social media, including Facebook and Twitter, reaching over 200,000 people.

You told us what you wanted for a better Market Street. Now we want to know what you think about different options to transform the way we spend time and move along this important street and the surrounding districts.

Imagine Market Street as a world-class, vibrant public place from Octavia Boulevard all the way to the Embarcadero. Join the conversation.

### workshops

(no registration encouraged)

**Wednesday, July 17**  
6-8:30pm  
Pac 55 Hotel, Ballroom, 4th floor  
55 Cyril Magnin St @ 5th & Market

### webinar

**Saturday, July 20**  
10am-12:30pm  
Main Library, Kowat Auditorium  
100 Larkin Street

**Thursday, July 18**  
12-1:00pm  
Register at:  
[bettermarketstreetsf.org](http://bettermarketstreetsf.org)

**bettermarketstreetsf.org**

The meeting location is accessible to persons using wheelchairs and others with disabilities. Successive training devices, materials in alternative formats, American Sign Language interpreters and other accommodations can be made available upon request by calling (415) 554-4829 at least 72 hours in advance.





- Announced the workshops at public commission meetings including the Planning Commission, the Historic Preservation Commission and the San Francisco County Transportation Authority board meeting.
- Held two roundtable meetings with representatives from transportation, community benefit district organizations and other organizations to preview design options.
- Held a project workshop with representatives from 12 organizations to preview design concepts.
- Held a design charette with representatives from 15 organizations to discuss and work together on design challenges.
- Made 12 presentations about the project to multiple organizations to discuss design options and/or promote the upcoming workshops and webinar.
- Made five presentations to the Board of Supervisors and the San Francisco Transportation Authority Board about the overall project, design options, and/or upcoming workshops.
- Made two presentations before the Better Market Street Project Community Advisory Committee to gain their help and input regarding the design concepts and workshops.
- Held pop-ups in kiosks and a storefront along Market Street to gain input on the design concepts from merchants, neighbors, and passersby.
- Distributed press release – July 16, 2013.

## Public Workshops and Webinar

### Public Workshops

First public workshop was held on Wednesday, July 17, 2013, 6:00 p.m. to 8:30 p.m. at the Parc 55 Hotel, 55 Cyril Magnin Street.

- 202 people signed-in
- 102 Workshop Surveys were returned

Second public workshop was held on Saturday, July 20, 2013, 10:00 a.m. to 12:30 p.m. at the Main Library, 100 Larkin Street.

- 70 people signed-in
- 37 Workshop Surveys were returned

### Webinar

A webinar was held on Thursday, July 18, 2013 between 12:00 and 1:00 p.m.

- Approximately 85 webinar attendees participated



The OWL, Saturday July 22, 2013

### About the survey

There were 163 survey responses collected; 102 from Wednesday and 37 from Saturday workshops, and 23 online surveys. The survey was available on the BMS website from June 17 to August 17, 2013.

The BMS project team designed the survey to solicit qualitative responses, allowing participants to direct the content of feedback. Each open ended survey question inspired multiple mentions of issues or elements per respondent.

For questions where multiple answers were received, the percentages in the charts represent the number of times a particular issue or element was mentioned out of the total number of issues or elements mentioned by survey respondents. For example, if a respondent mentioned both the cycletrack and the plazas as appealing pedestrian improvements, both responses were tabulated into the total number of responses.

For questions asking for a positive or negative response to a particular design proposal, the percentages in the charts represent the number of respondents who gave a specific answer out of the total number of people who responded to that question.

Refer to Appendix B for the full range of survey responses.

Discussion at each station was also documented. See Appendix C.







# Introduction

1



The BMS team held two rounds of public workshops prior to the round three workshops in July 2013. The findings from those workshops guided the project team through the development of the conceptual designs presented in the round three workshops.

### Round One Workshop:

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.

### Round Two Workshop:

We asked participants for their input on key concepts to transform Market Street. Here are some of their responses:

#### 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.

#### 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.

### Why include Mission Street:

The BMS project team added Mission Street to the BMS project in the fall of 2012 in response to two circumstances: one, intensifying constraints on creating a world class boulevard for all users on Market Street; and two, suggestions from BMS public workshops that we consider Mission Street within the BMS project. Working within the given requirement of two lanes of traffic in both directions to improve transit performance and allow for operational flexibility, the remaining width of the street must accommodate cyclists, pedestrians, public space improvements and loading. During the design process for a Market Street cycletrack the BMS team discovered significant pinch points at BART portals and inadequate pedestrian space at high-traffic locations (e.g. Hallidie Plaza). Additionally, retaining the flexibility to accommodate future development on Market Street has become a key issue as the current development boom plays out. The Market Street option with a cycletrack could reduce the sidewalk width by as much as 13.5 feet. The BMS team listened to public comments and considered Mission Street as a complementary corridor allowing for three viable options that provide flexibility for the future and a range of costs.



Better Market Street outreach events, 2011-2012



### Option 1 - Market Street

The option improves Market Street's curb-to-curb lane using striping, signage and other enhancements. Bicycles, transit and vehicles share the curbside lanes, with transit only center lanes. The majority of the work remains in the existing location.

**Street Life:** The added space increases the amount of sidewalk area for landscaping, seating, lighting and other amenities. The transit lane is located in the center of the street, with a dedicated transit lane in the center of the street.

**Bicycle:** The existing bicycle lane is expanded to include a dedicated transit lane in the center of the street. The transit lane is located in the center of the street, with a dedicated transit lane in the center of the street.

**Transit:** The transit lane is located in the center of the street, with a dedicated transit lane in the center of the street. The transit lane is located in the center of the street, with a dedicated transit lane in the center of the street.

**Auto Restrictions:** The transit lane is located in the center of the street, with a dedicated transit lane in the center of the street. The transit lane is located in the center of the street, with a dedicated transit lane in the center of the street.

### Option 2 - Market Street

This option proposes a one-way cycletrack on Market Street in each direction from Stewart Street to Grant Street and 3th Street to Octavia Boulevard. Four lanes for transit and vehicles remain with transit only center lanes. The curb moves to accommodate the cycletrack, reducing the StreetLife Zone area.

**Street Life:** The current street configuration for vehicles is kept in place. The space is used to accommodate the cycletrack, reducing the StreetLife Zone area.

**Bicycle:** The current two-way cycletrack is replaced by a one-way cycletrack in each direction. The cycletrack is located in the center of the street, with a dedicated transit lane in the center of the street.

**Transit:** The transit lane is located in the center of the street, with a dedicated transit lane in the center of the street. The transit lane is located in the center of the street, with a dedicated transit lane in the center of the street.

**Auto Restrictions:** The transit lane is located in the center of the street, with a dedicated transit lane in the center of the street. The transit lane is located in the center of the street, with a dedicated transit lane in the center of the street.

### Option 3 - Mission Street + Market Street

#### Mission Street Improvements in combination with Option 1 - Market Street

This option proposes a one-way, buffered cycletrack on Mission Street in each direction. All transit travel from Mission Street to Market Street and two lanes of vehicular traffic remain on Mission Street. Pedestrians benefit from street life improvements at both Market and Mission Streets. For Market Street, see Option 1.

**Street Life:** The added space is used for landscaping, seating, lighting and other amenities. The transit lane is located in the center of the street, with a dedicated transit lane in the center of the street.

**Bicycle:** The added space is used for landscaping, seating, lighting and other amenities. The transit lane is located in the center of the street, with a dedicated transit lane in the center of the street.

**Transit:** The transit lane is located in the center of the street, with a dedicated transit lane in the center of the street. The transit lane is located in the center of the street, with a dedicated transit lane in the center of the street.

**Auto Restrictions:** The transit lane is located in the center of the street, with a dedicated transit lane in the center of the street. The transit lane is located in the center of the street, with a dedicated transit lane in the center of the street.



# Options

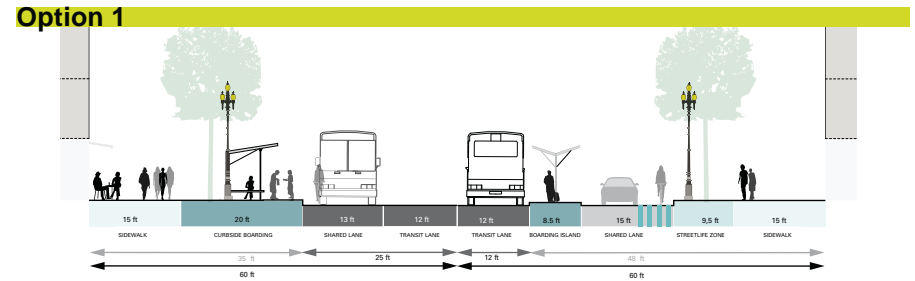
2



Conceptual design ideas were packaged into 3 options. Survey questions were intended to solicit feedback on the design elements within the options, not the options themselves.

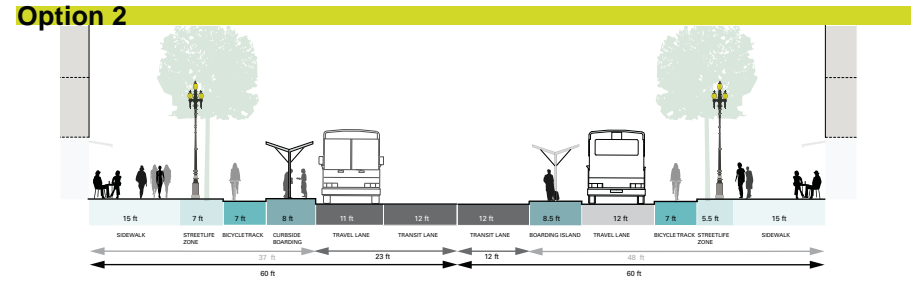
### ■ Option 1. Market Street

This option improves Market Street’s curbside shared lane using striping, sharrows and other enhancements. Bicycles, transit and vehicles share the outside lanes, with transit-only center lanes. The majority of the curb remains in the existing location.



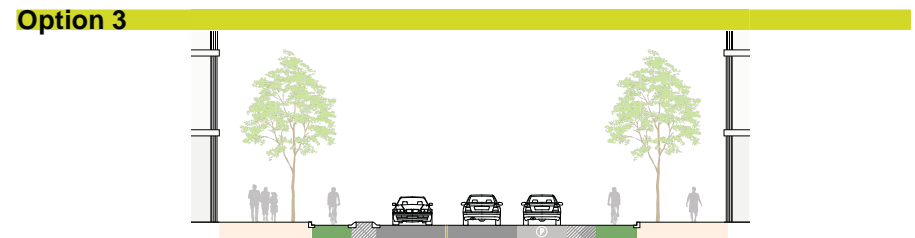
### ■ Option 2. Market Street

This option proposes a one-way cycletrack on Market Street in each direction from Steuart Street to Grant Street and 5th Street to Octavia Boulevard. Four lanes for transit and vehicles remain with transit-only center lanes. The curb moves to accommodate the cycletrack, reducing the Streetlife Zone area.



### ■ Option 3. Mission Street + Market Street

This option proposes a one-way, buffered cycletrack on Mission Street in each direction. All transit moves from Mission Street to Market Street and two lanes of vehicular traffic remain on Mission Street. Pedestrians benefit from street life improvements on both Market and Mission streets. (For Market Street elements see Option 1)



### Consistent in all options on Market Street

Four vehicular travel lanes, intersection and traffic-signal improvement, Muni boarding island upgrade, transit-stop consolidation and service changes, varying levels of auto restrictions, Streetlife Zones, plantings, street trees, pedestrian lighting and paving materials upgrades, and wayfinding signage.



## Option 1



Market Street: 3rd to 4th

## Option 2

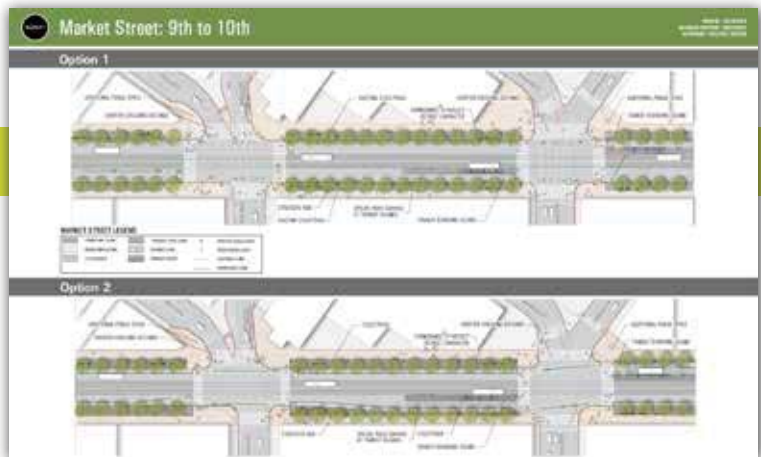


Market Street: 1st to 2nd

## Option 3



Mission Street: 3rd to 4th





# Placemaking

3





## Placemaking:

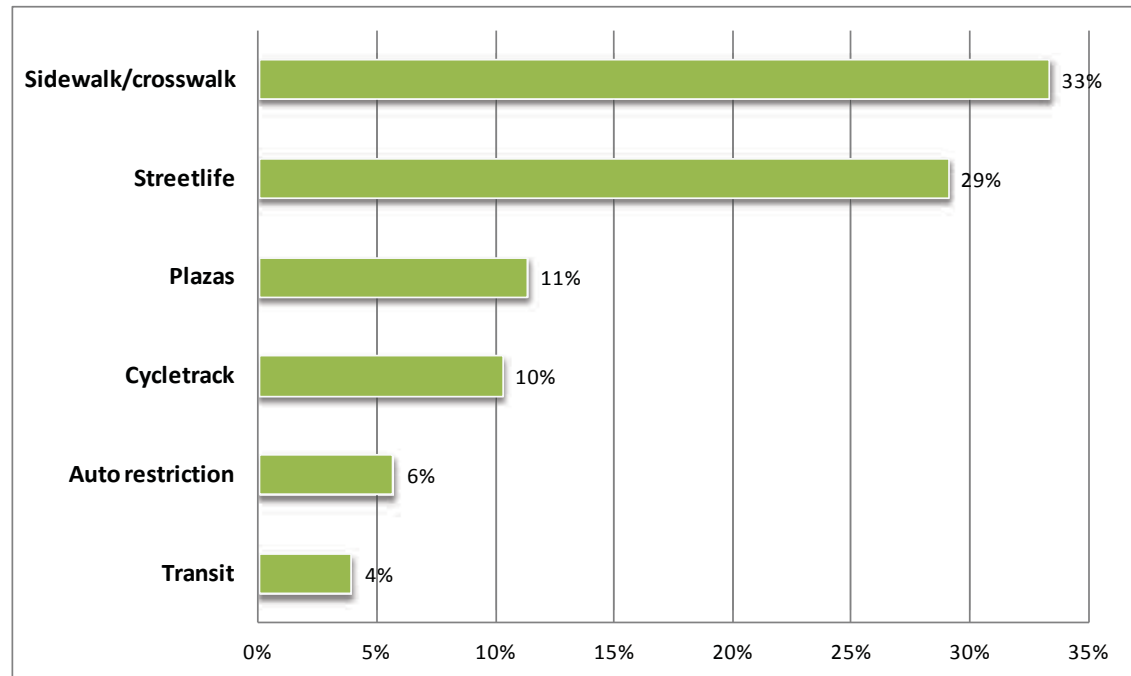
Survey questions for placemaking were intended to illicit responses from the pedestrian perspective about the proposed design elements. Feedback was sought to address the challenges of meeting the needs of all users within Market Street's limited street width.

## Findings

- Sidewalk and crosswalk improvements were listed as key elements for improving the pedestrian experience.
- Streetlife, plaza improvements and the cycletrack were important elements improving public spaces.
- Most survey respondents stated that they believe the cycletrack contributes greatly to the quality of the pedestrian experience.
- Respondents also stated that they are willing to give up sidewalk space for the cycletrack, with some stating that it would add to a sense of urbanity.

## Overall, what are the most appealing pedestrian improvements in the 3 options?

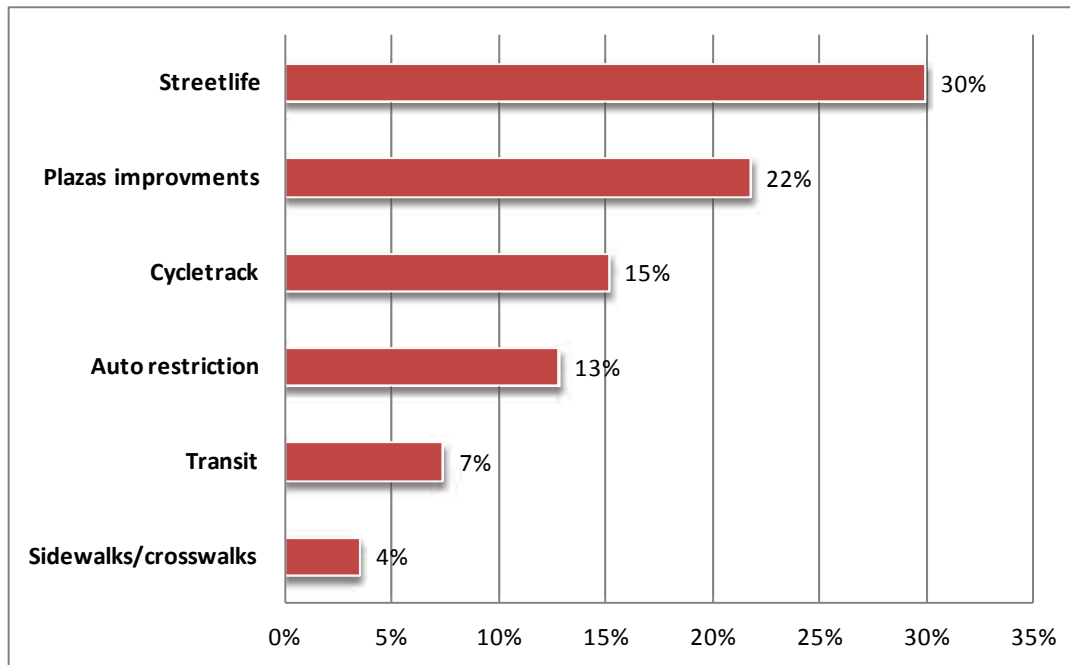
#1 Sidewalks/  
Crosswalks   #2 Streetlife   #3 Plazas   #4 Cycletrack



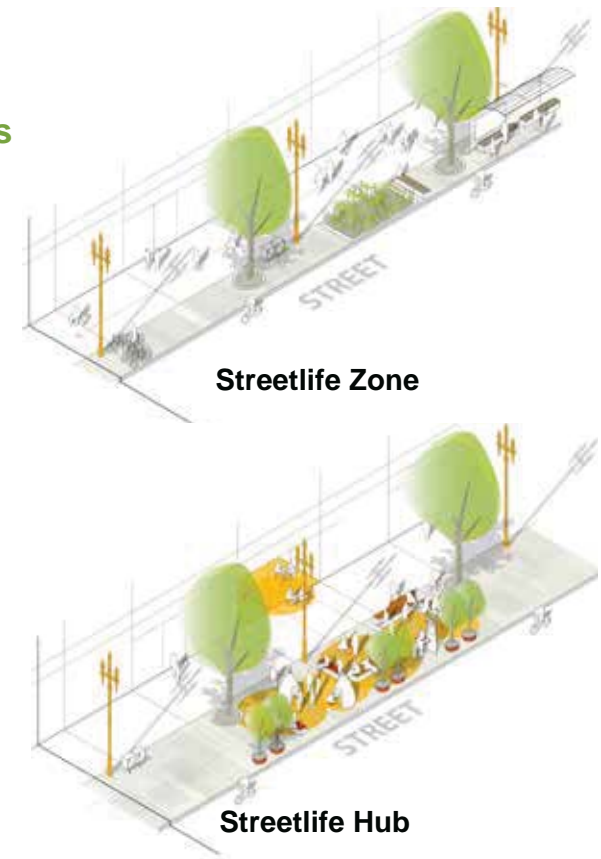
Not surprisingly, sidewalk and crosswalk improvements were the most mentioned elements that would improve the pedestrian experience. Streetlife was a close second in number mentions, reflecting the importance of public life to the quality of the pedestrian experience. In the second tier of responses, plazas and cycletracks received a nearly equal number of mentions as desirable pedestrian improvements. The popularity of plazas again calls out the connection between the pedestrian experience and more stationary activities. 88% of survey participants answered this question.

## What ideas presented at this workshop do you think are most likely to strengthen Market Street as a destination?

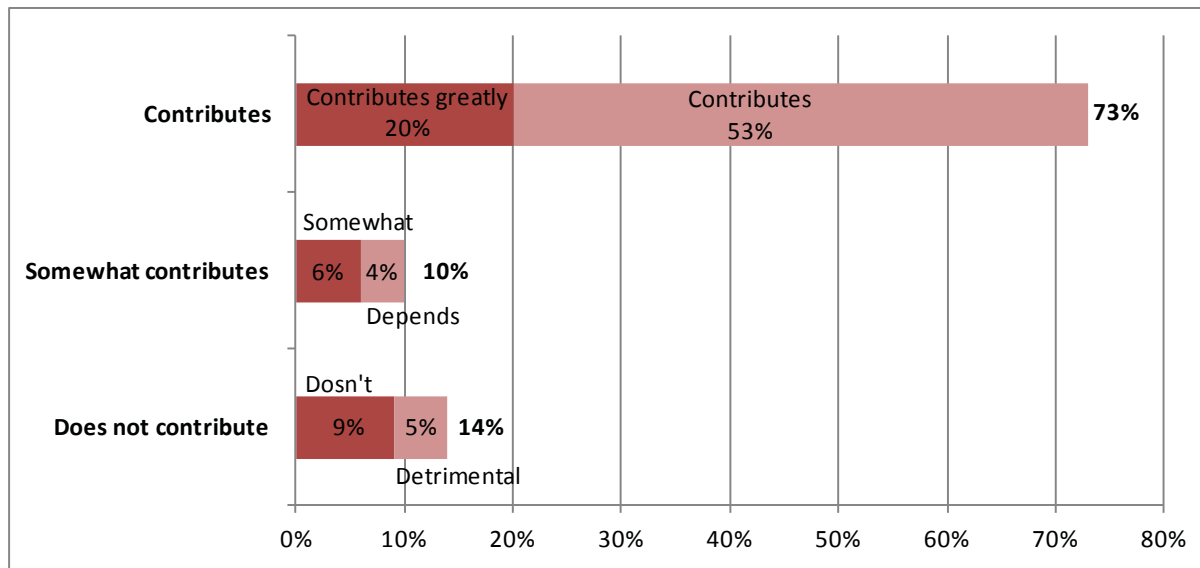
#1 Streetlife #2 Plaza improvements #3 Cycletrack #4 Auto restrictions



Streetlife was the most mentioned idea thought to strengthen Market Street as a destination. Plaza improvements followed close behind in number of mentions, indicating that the two placemaking concepts proposed have the greatest appeal to developing Market Street as a destination for the public. The second tier of ideas most mentioned were changes to transportation modes: the cycletrack and reducing private auto usage on Market Street, indicating that bicycles and fewer automobiles would make Market Street a desirable destination. 91% of survey participants answered this question.



## To what degree do you believe having a cycletrack on Market Street contributes to the quality of the pedestrian experience?



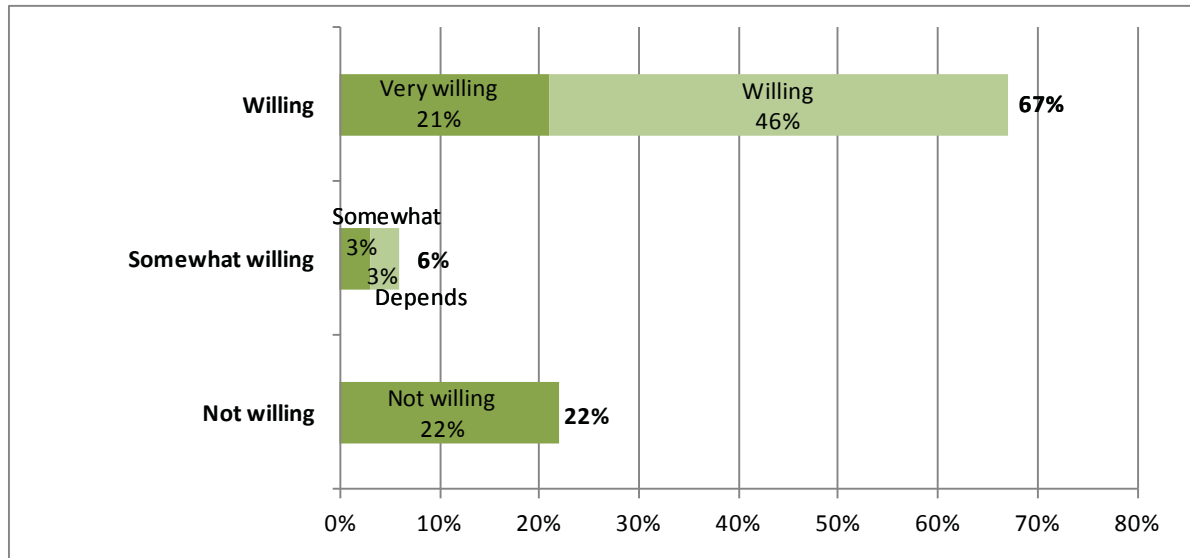
The majority of survey respondents (73%) felt that a cycletrack on Market Street would make a significant contribution to the quality of the pedestrian experience. Increased safety was the contribution most mentioned due to the creation of a buffer, clarity of the facility and the organization of modes allowing everyone to better understand their space and their rules. Additionally, respondents wrote the cycletrack would increase safety because cyclists would be more inclined to use the dedicated cycletrack instead of riding on the sidewalk.

In light of the new Bay Area Bike Share program, a few respondents mentioned the cycletrack would positively impact the safety and comfort of pedestrians interacting with new cyclists.

Many respondents said they would prefer to walk beside a cycletrack rather than a vehicular lane because the air quality is better, it is quieter, calmer and they simply enjoy watching cyclists ride by. Respondents also mentioned the positive contribution of the cyclist to more easily stop and participate in the street life when using a cycletrack.

For those who felt the cycletrack would not contribute to the quality of the pedestrian experience, safety was again the most important factor. Some respondents felt the cycletrack would increase pedestrian / cyclist conflicts, specifically when crossing the cycletrack to transit loading areas. Many respondents who were concerned about pedestrian safety when crossing emphasized the need for bike signals and enforcement. 97% of survey participants answered this question.

## How willing are you to have less sidewalk space for Streetlife Zones to activate the sidewalk if it means including a cycletrack on Market Street?



pedestrian experience with more street furnishings, planting and other activities that would attract businesses. 95% of survey participants answered this question.



Market Street: 1st to 2nd

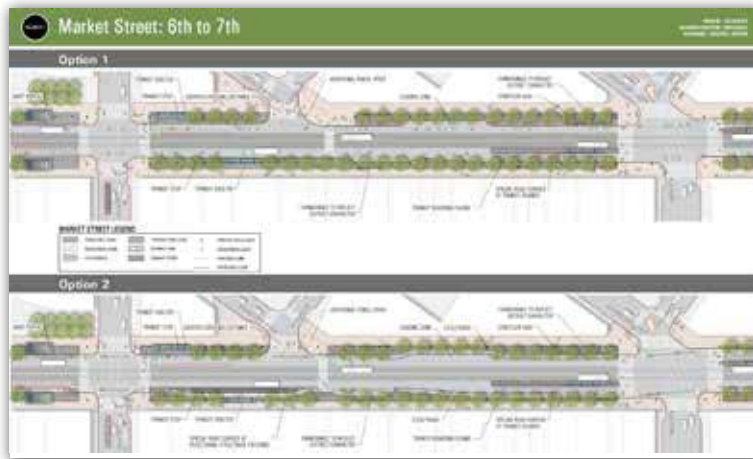
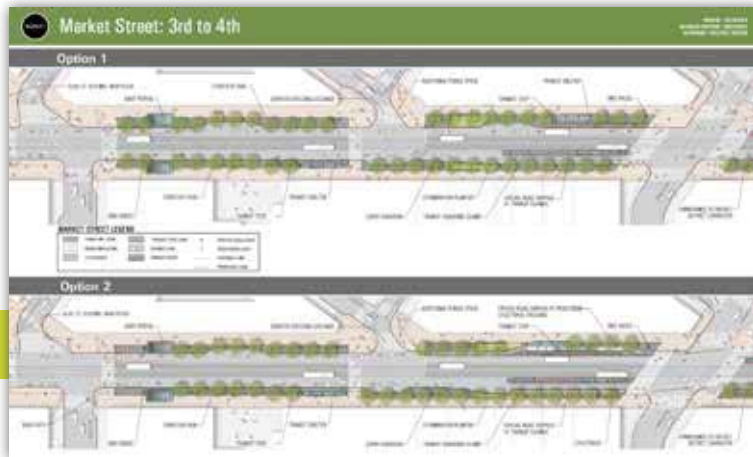


Market Street: 9th to 10th

The majority of respondents (67%) said that they were willing to have less sidewalk space for Streetlife Zones in order to include a cycletrack on Market Street. Many responded that most areas on Market Street have ample sidewalk width now and many others encouraged the BMS team to look at Market Street block-by-block, to be selective about where the sidewalk is narrowed, and to pay special attention to Hallidie and UN Plazas. Some participants felt that a more crowded sidewalk would increase the sense of an urban place.

Those who were not willing to give up sidewalk space saw pedestrians as the majority user and believed they should be prioritized over cyclists. Of these people, many said they were not willing to lose pedestrian space and believed the Streetlife Zone would improve the







## **Bicycle Facility**

4



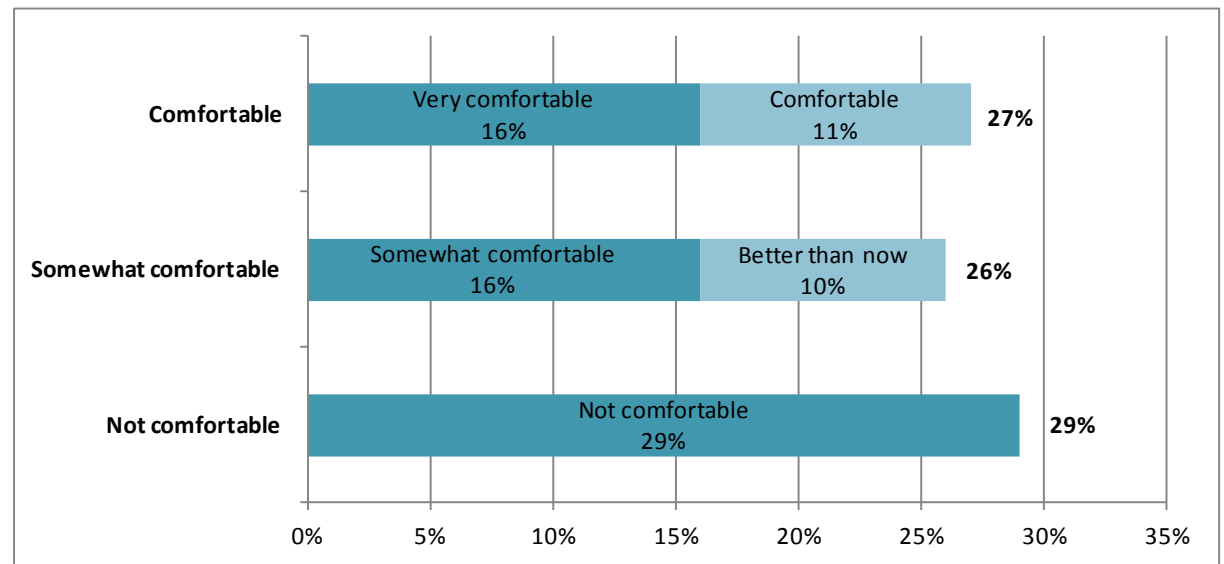
## Bicycle Facilities:

Survey questions on the bicycle facility were intended to illicit feedback on the proposed cycletracks on Market and Mission streets and the proposed improved shared lane on Market Street.

### Findings

- The number of respondents who said they would feel comfortable, somewhat comfortable and not comfortable riding in an improved shared lane were almost equally split into thirds.
- The most appealing aspects of both the Market Street and Mission Street cycletracks was safety with many citing the mode separation or buffer as the main reason.
- The proposal for green wave signal timing on Mission Street was the most appealing aspect of the Mission Street cycletrack.

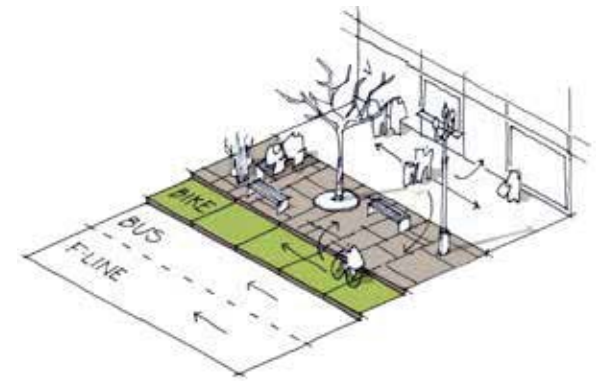
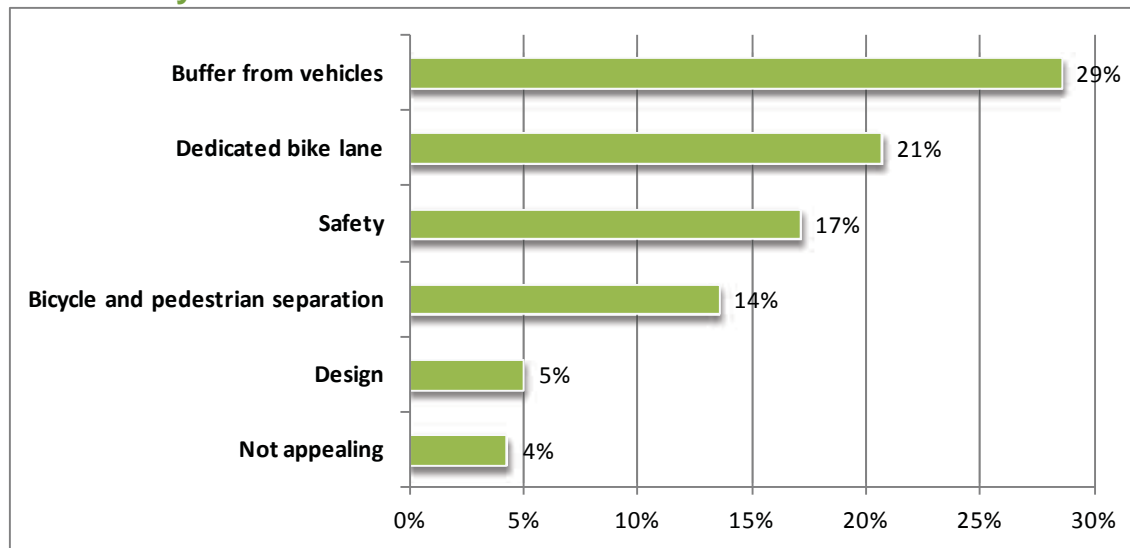
## How comfortable would you feel riding in a shared lane on Market Street if there were fewer cars, more opportunities to pass stopped buses, and no bottlenecks at boarding islands?



The number of respondents who said they would be comfortable (27%) differed from those not comfortable (30%) riding bicycle in a shared lane by only 3%. Those in the middle, who said they would be somewhat comfortable or more comfortable than now (26%), represent another third of the respondents. Riding in a shared lane with large vehicles was a top reason given by those who said they would not be comfortable. Of those who expressed being somewhat comfortable, some mentioned it was not ideal. About 8% of respondents thought it was not applicable to them. 90% of survey participants answered this question.

What parts of the raised cycletrack on Market Street are most appealing to you, and why? You do not have to respond from the perspective of a cyclist.

#1 Safety      #2 Ease of movement



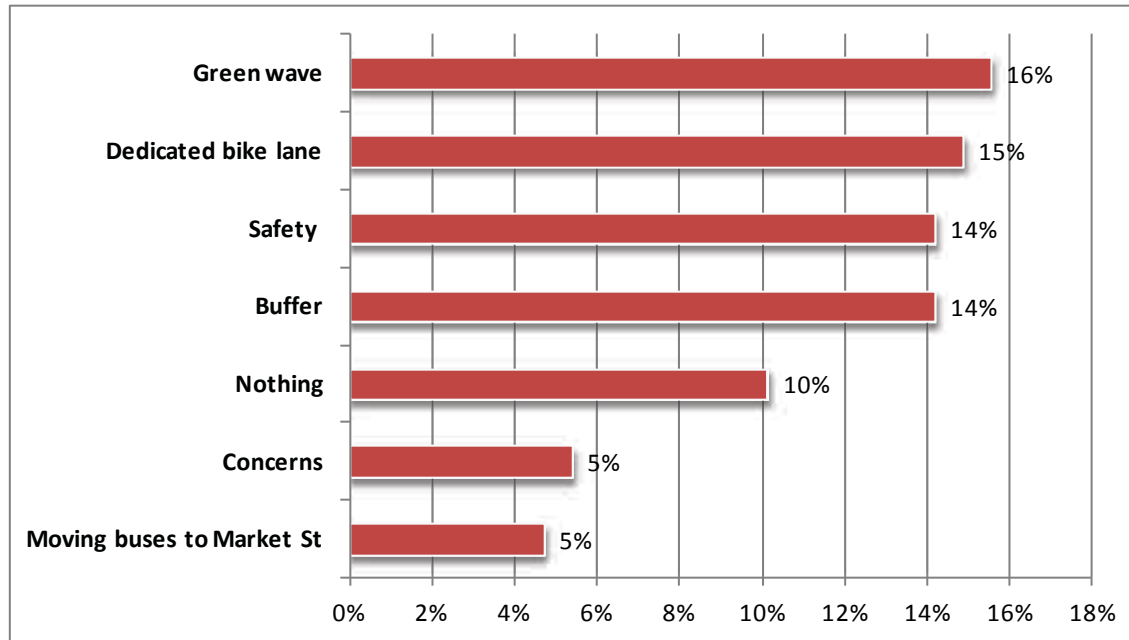
Option 2. includes a cycletrack on Market Street



There were a variety of different reasons given for why the raised cycletrack was appealing. Looking at the diverse responses such as buffer from vehicles, cyclists and pedestrian separation, or clear space, the main theme is safety and comfort for both cyclists and pedestrians, and even other modes. Ease of movement emerges as the second main theme in the responses. 86% of survey participants answered this question.



## What parts of the buffered cycletrack on Mission Street are most appealing to you, and why?



Option 3. includes a cycletrack on Mission Street



The same themes of safety, comfort and ease of movement emerge in the responses to the Mission Street cycletrack as to the Market Street cycletrack. The ability to implement green wave signal timing on Mission Street was the aspect of the Mission Street cycletrack that was most appealing to people. Respondents also mentioned the inclusion of Streetlife elements on Mission Street and better connections within SoMa as appealing. For 10% of respondents nothing was appealing to them because they strongly preferred the cycletrack on Market Street. 83% of survey participants answered this question.



The OWL, Wednesday, July 17, 2013





# Transit & Auto Circulation

5





## Transit:

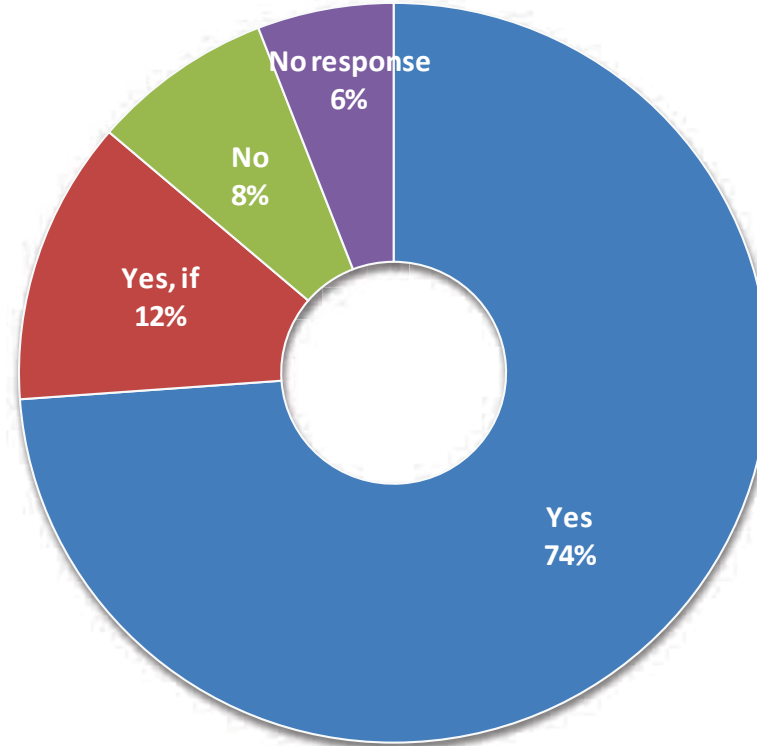
This question was intended to gain feedback on the trade-offs between the Rapid and Local Enhanced transit options.

### Findings

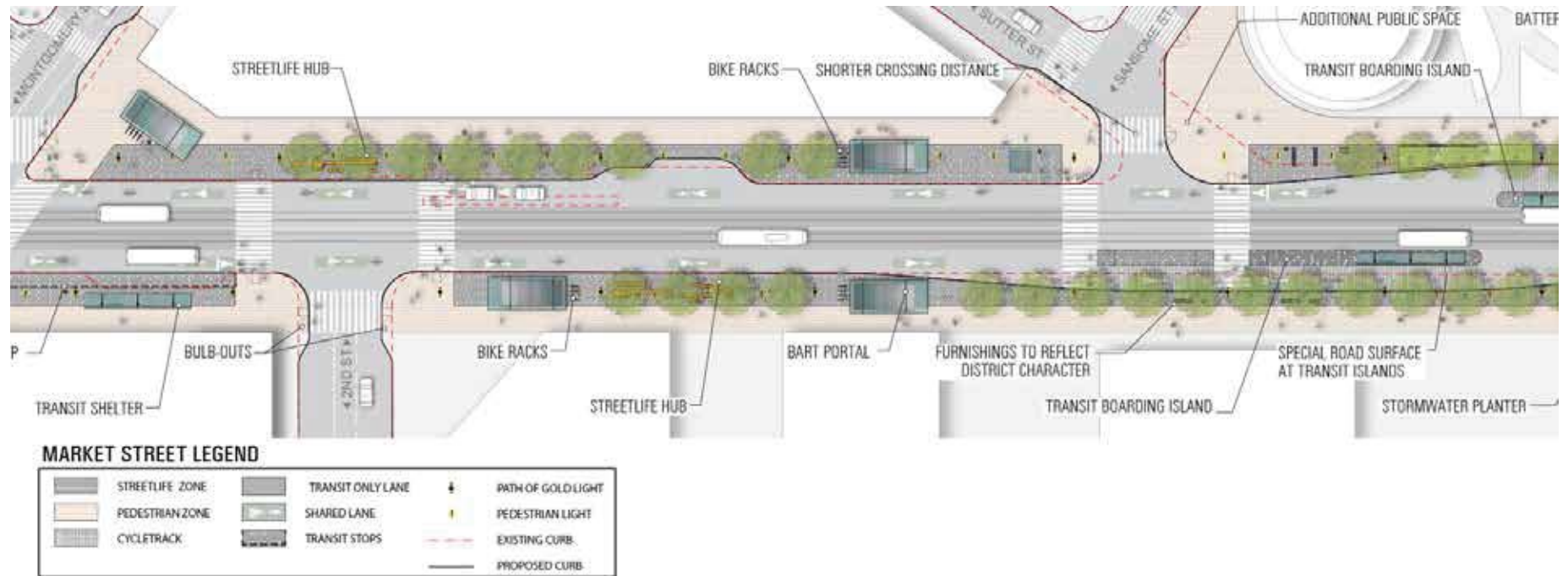
- There was strong support from respondents for the Rapid transit option even though it meant more distance between transit stops.
- The main concern mentioned by respondents was possible difficulties for elderly and disabled people in the proposed transit options.

Are you willing to have the Local and Limited lines stop at different locations, 1/2 to 1 block apart (i.e., the Rapid Transit Service option), if it means faster and more reliable express line service?

What are your main reasons for supporting or not supporting the Rapid Transit Service?



## Market Street, 1st Street to 2nd Street



Nearly three quarters of respondents reflected an understanding of and support for the rapid transit option in which faster transit means catching the express and local buses at different stops and a longer distance between bus stops. However, respondents indicated NextMuni information was essential to the success of the rapid transit option. Some reasons for support were faster and more reliable transit service, improving the pedestrian experience, and improving the express transit service throughout the city.

The main concerns mentioned by those who did not support the rapid transit option were potential confusion, safety issues associated with running between stops to catch a bus, spacing impacts on the elderly and mobility-challenged, or the lack of transit route choices at every stop.

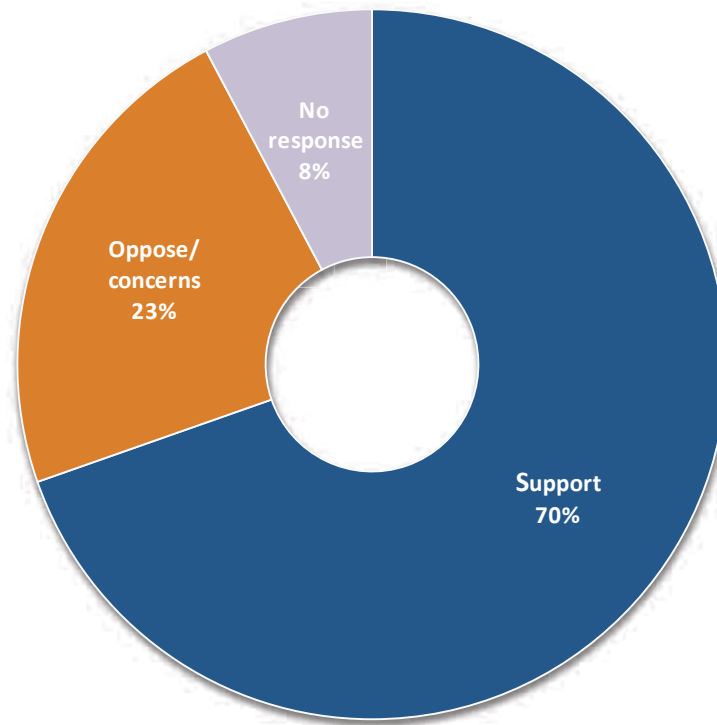
## Auto Circulation:

This question was intended to gain feedback on the auto restriction proposals for Market Street.

### Findings

- There was strong support (about 70%) from respondents for proposed auto restrictions.
- About 23% of respondents were opposed to or expressed concern about auto restriction proposals for Market Street.

## What do you find most appealing and/or of greatest concern about the private automobile restriction proposals? Why?



Of the majority (about 70%) who supported the proposed auto restrictions on Market Street, most cited improving the pedestrian and cyclist experience, improving transit and simply removing cars off Market Street as their reasons. The main concern mentioned by those who were opposed or had concerns was enforcement. Other concerns included traffic impact on other streets, impacts on businesses, shoppers, residents and tourists, and difficulty for paratransit and commercial loading.



Parc 55 Hotel, Wednesday, July 17, 2013



### UN Plaza

Concept Design: Starting the Conversation

**Site Analysis**

**Site Program**

- Add new cafe and outdoor cafe seating. Incorporate BART entrance in new podium.
- Add a capitolium for performances and public speaking.
- Provide opportunities for public art.
- Bring public seating down to the street.
- Add new trees and seating around the fountain.

### Hallidie Plaza

Concept Design: Starting the Conversation

**Site Analysis**

**Site Program**

- Bring the plaza to street level and engage surrounding street life.
- Add a tree cafe and outdoor seating.
- Incorporate cafe, BART services, and tourist information in a single podium.
- Add new seating at street side and along the sunny building edge.

### Hallidie Plaza

How can we make a bold, dynamic, and iconic design for Hallidie Plaza ... the heart of downtown San Francisco?

**Precedents: Best for Inspiration**



# Plazas

6



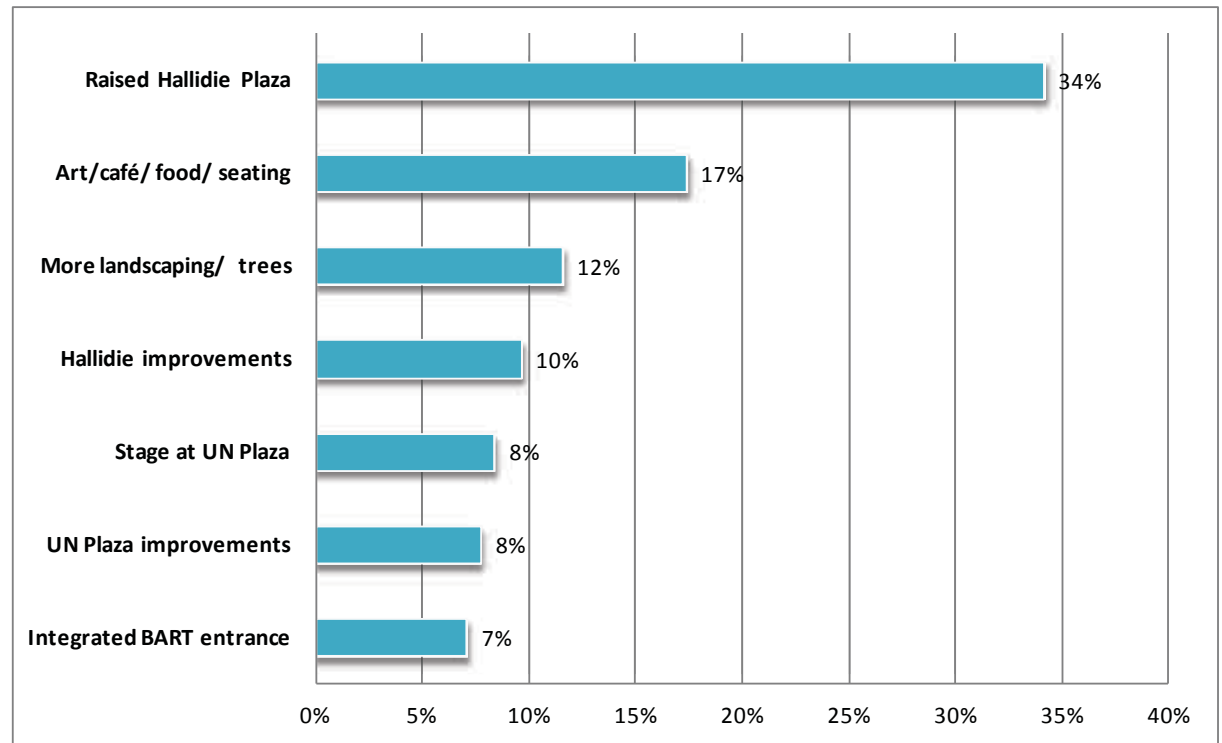
## United Nations and Hallidie Plazas:

This question was intended to gather feedback on the conceptual design ideas proposed for United Nations and Hallidie Plazas.

### Findings

- Raising Hallidie Plaza was the number one appealing improvement mentioned in response to plaza proposals.
- Respondents mentioned various public realm improvements that contribute to activation such as seating, cafes and art.

## What appeals to you about the designs for United Nations and Hallidie Plazas that you saw today? Are there other things you would like to see at United Nations Plaza? At Hallidie Plaza?



While there were various appealing improvements mentioned, raising Hallidie Plaza was by far the most appealing. Hallidie improvements in general were called out by 10% of respondents. Other elements that received multiple mentions were public art, cafes, food vending and public seating followed in popularity by trees and planting. The stage at United Nations Plaza, United Nations Plaza improvements in general and integrated BART entrances also received multiple mentions. 85% of survey participants answered this question.





Hallidie Plaza



United Nations Plaza



Rendering for Hallidie Plaza



**Market Street - 6 Districts**



# Market Street, Six Districts 7

## Six Districts:

Responses to the proposed Market Street six districts were received both through a survey question and a workshop exercise. The survey question asked for response to the district concept while the exercise was designed to gather feedback on the essential identities of each of the six districts.

### Findings

- Many respondents felt that the Six Districts concept was a strong approach with agreement that the diverse district identities should be explored and expressed through elements of the Streetlife Zone and that these elements will work to activate Market Street.
- Some respondents felt that Market Street has one identity and did not agree with the distinct differences between the districts.
- Word diagrams found on the following pages that came out of the six districts exercise emphasize the perception of participants that the districts have distinctly different characters.

## What do you like about the “One Street – Six Districts” approach to Market Street? Are there aspects of any of the Districts that you want to see emphasized?

Those who were in favour of the six districts approach felt that it provided an understanding of the segment identities and that it is important to retain a consistent identity while expressing the unique character of the street. Respondents felt that the six districts concept was a useful approach to activate Market Street, to promote it as a destination and that art could be used to express district identity. The importance of remaining flexible to adapt to the changing characteristics of Market Street over time was mentioned.

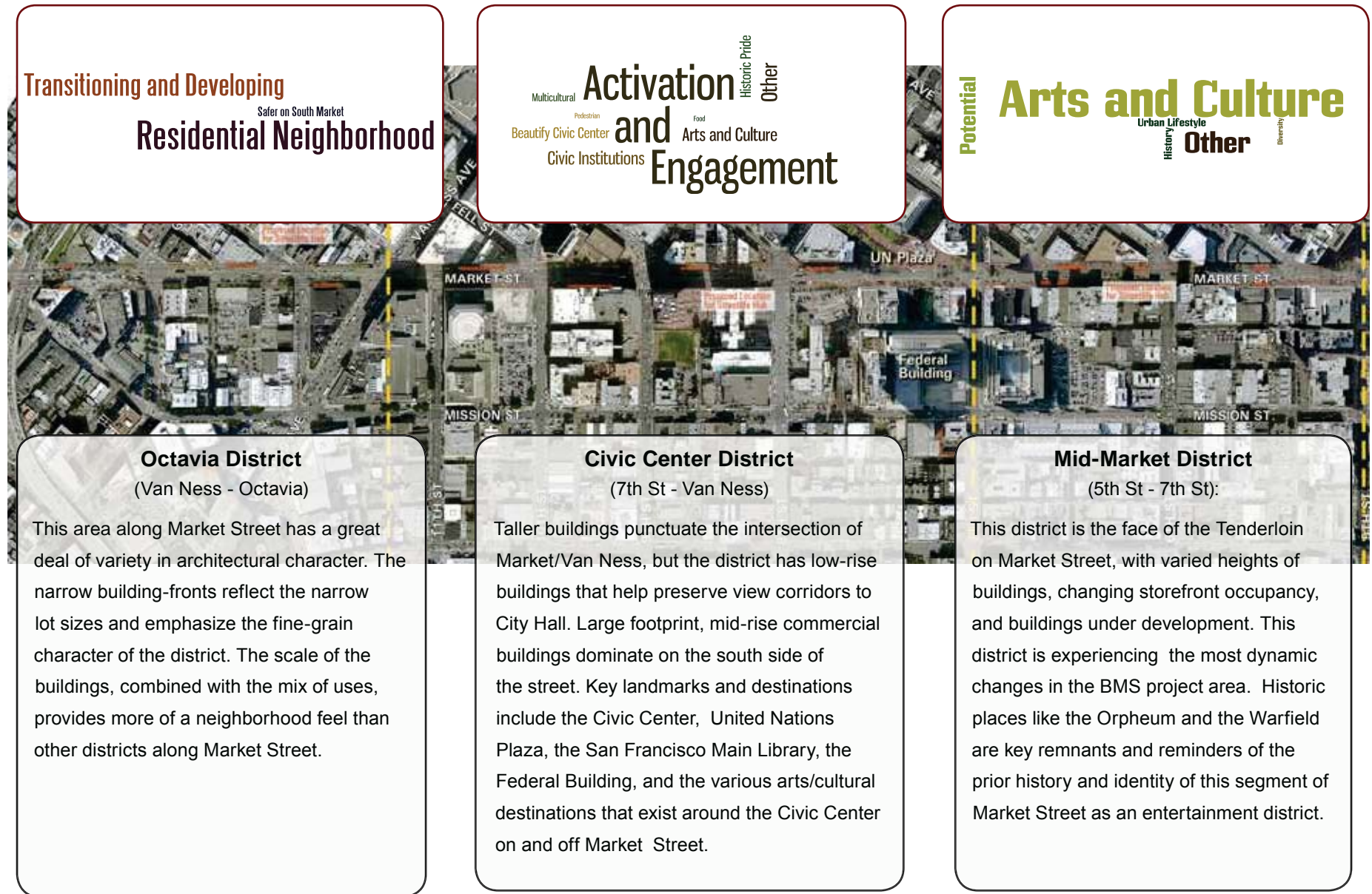
Respondents provided a range of aspects they felt would emphasize the unique identities of the districts such as: art, public furniture, historic preservation, trees, nightlife and sidewalk cafes. Some mentioned Streetlife Zones specifically, while many of the elements proposed fall within the Streetlife Zone concept. Specific locations such as Civic Center, Mid-Market and the financial district were called out as specific places to express district character.

Some believed the Six Districts concept was weak, or that there were not distinctly different identities, and felt there should be one approach to Market Street. A concern that the district approach could divide Market Street instead of being more inclusive was mentioned.

### Workshop exercise

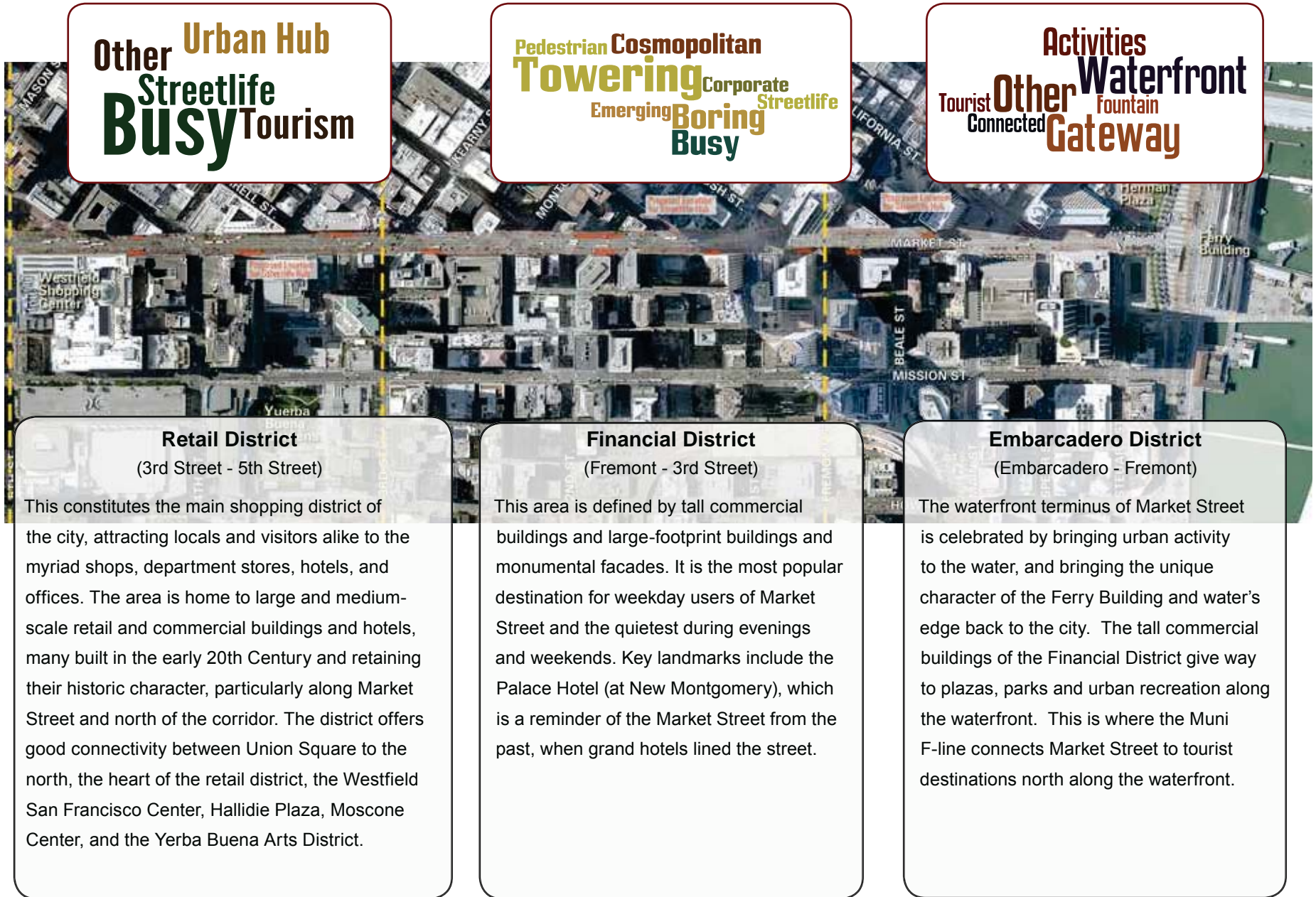
Station 2 of the workshop, Market Street-Six Districts, was designed to engage participants in an exercise to define the unique characteristics of the six districts. The following word diagrams show the theme of characteristics mentioned by participants. The size of the font has a direct relationship with the number of times a term was mentioned by participants. A basic description of the existing conditions in each district is included here for context.

# Market Street – Six districts word diagrams





# Market Street – Six districts word diagrams



## Retail District

(3rd Street - 5th Street)

This constitutes the main shopping district of the city, attracting locals and visitors alike to the myriad shops, department stores, hotels, and offices. The area is home to large and medium-scale retail and commercial buildings and hotels, many built in the early 20th Century and retaining their historic character, particularly along Market Street and north of the corridor. The district offers good connectivity between Union Square to the north, the heart of the retail district, the Westfield San Francisco Center, Hallidie Plaza, Moscone Center, and the Yerba Buena Arts District.

## Financial District

(Fremont - 3rd Street)

This area is defined by tall commercial buildings and large-footprint buildings and monumental facades. It is the most popular destination for weekday users of Market Street and the quietest during evenings and weekends. Key landmarks include the Palace Hotel (at New Montgomery), which is a reminder of the Market Street from the past, when grand hotels lined the street.

## Embarcadero District

(Embarcadero - Fremont)

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 to the city. The tall commercial buildings of the Financial District give way to plazas, parks and urban recreation along the waterfront. This is where the Muni F-line connects Market Street to tourist destinations north along the waterfront.



Station 2 – Market Street – Six districts, Wednesday, July 17, 2013





Parc 55 Hotel, Wednesday, July 17, 2013

## What design elements are most appealing to you from any of the options? Any additional comments?

The range of responses to this open ended question represented many points of view. It was intended to encourage respondents to pick their favorite elements across the three conceptual design options. The word diagram below represents the elements mentioned by respondents. The size of fonts has a direct relationship with the number of times an element or term was cited.





