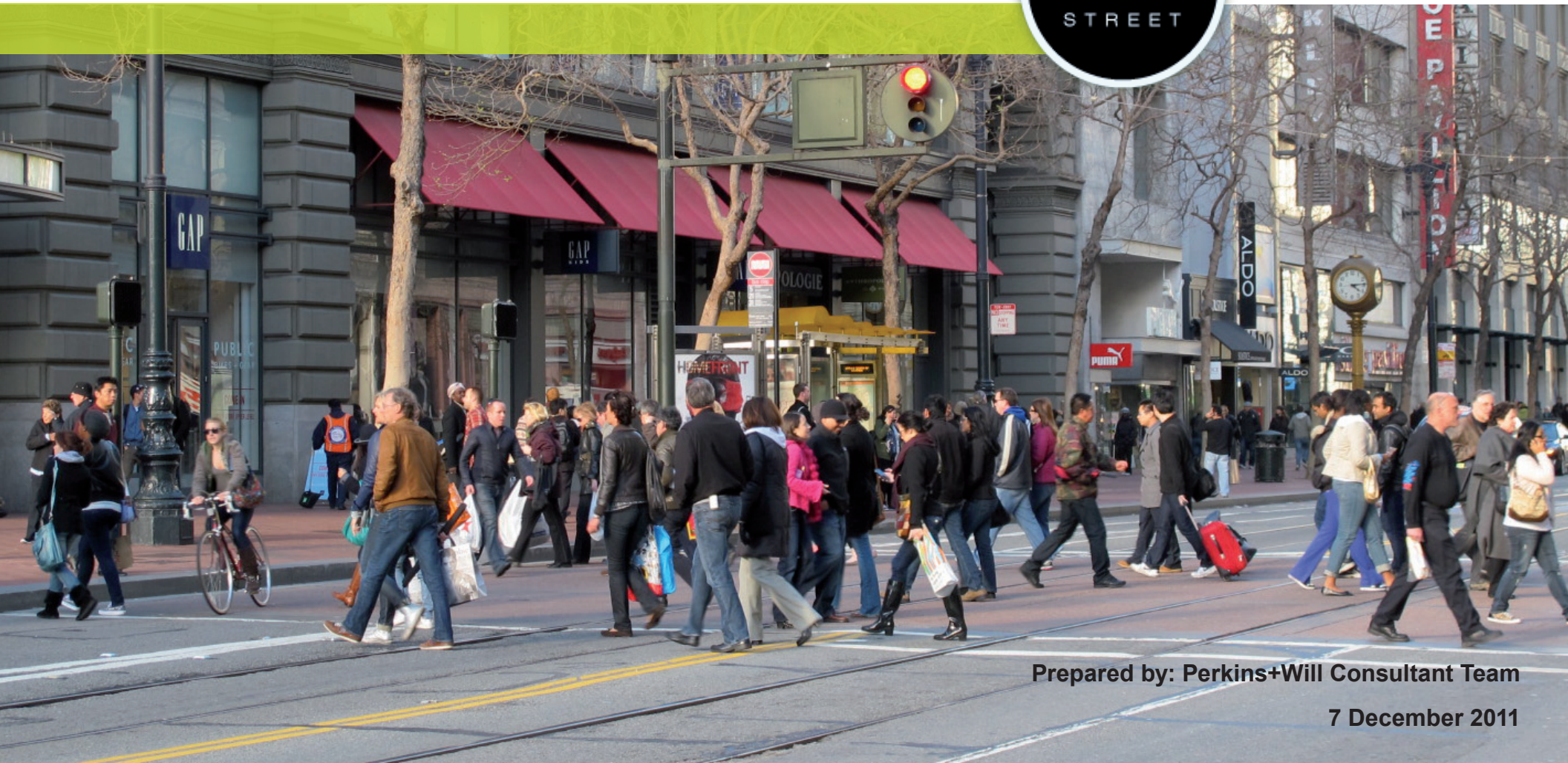


# BETTER MARKET STREET EXISTING CONDITIONS & BEST PRACTICES

## Part Two: Best Practices



# Better Market Street

## Existing Conditions and Best Practices

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# Existing Conditions & Best Practices: Overview

## Purpose

The Better Market Street Existing Conditions & Best Practices documents lay a foundation for the informed, inspired, and integrated design of Market Street which will follow. It is a resource of layered information, drawn from a variety of design and transportation sources, enriched by new investigation and organized to focus on this study area and its key challenges and opportunities. It looks in detail at the Market Street corridor, considers Market Street in the context of the City and surrounding districts, and steps back to consider international best practices.

As the Better Market Street project moves into the next phase of concept alternatives preparation, the Existing Conditions & Best Practices documents will provide an easy reference for use by the City Project Team, Consultant Team and others. As the findings of each chapter suggest specific opportunities for improvement and highlight specific problems to be solved, they will help to frame the detailed evaluation of alternatives.

The multi-faceted nature of the document reflects the role of Market Street as San Francisco's multi-modal "Main Street" and the region's premier transit corridor. The Existing Conditions & Best Practices documents are a product of Tasks 2 and 3 of the Better Market Street Phase One project. They focus on the section of Market Street between the Embarcadero and Octavia Boulevard.

## Approach

Preparation of the Existing Conditions & Best Practices documents engaged not only the City and Consultant teams, but many others who have contributed substantially and on whose shoulders this resource book rests. City teams have been working for years to understand and systematically record the mobility picture for surrounding and overlapping districts. Planning and urban design teams have created extensive mapping resources and in 2008 began the work of a Public Life Public Space study now completed with the Existing Conditions & Best Practices documents. Numerous interested citizens who care about Market Street enough to be trained for the 2011 survey team and carefully observe the comings and goings on the street have made it possible to interject interesting and compelling new information into this work.

A parallel effort opened the first round of public engagement for Better Market Street including workshops, webinars and an online survey which were completed during the course of work on these documents. The participation was impressive in the level of interest and most particularly the time taken to submit detailed comments for the team's consideration. A separate document, Round One Outreach: Findings and an appendix with all comments received, is available in conjunction with the Existing Conditions & Best Practices documents.

Through site observations and review of past and current studies and base information prepared by the City of San Francisco and in consultation with City staff, the Consultant Team identified, investigated and further understood those elements of Market Street which constitute a "Great Street" – its context, urban form, character and operations on all levels and modes. The product of this effort, Existing Conditions & Best Practices, forms a "catalogue", an easy-to-use reference book, which can be accessed and referred to as needed.

# Organization and Content

The Existing Conditions and Best Practices documents are organized into Part One and Part Two, respectively. The table on the opposite page summarizes the content of the documents. The table also refers to the Scope of Services for the Better Market Street project indicating the tasks and subtasks related to each of the documents' sections.

## Part One: Existing Conditions

Part One: Existing Conditions is organized as follows:

**Urban Form, Public Space and Streetscape** – discusses the broader urban design context of Market Street to better understand the potential role of the street in terms of urban form and structure, districts, destinations, land use and the interface with transportation conditions and potentials. This section also discusses the characteristic elements of sidewalks, existing and potential open spaces, street furnishings and wayfinding.

**Multi-Modal Operations** – discusses the full range of operations and modes, and the way the street and pedestrian spaces are used, in terms of pedestrian, bicycle, transit, vehicular traffic, parking, delivery and taxis, safety and hot spots. This includes consideration of new information in areas such as the Public Life Public Space study and the just completed Speed and Delay findings.

**Relevant Studies and Projects** – summarizes adopted and proposed policy directions for the street as well as existing and proposed private and public sector projects that may affect how the street is used.

**Underground Utilities** – identifies and locates the utility systems under Market Street, including planned refurbishment projects.

## Part Two: Best Practices

The Best Practices discussion is keyed to those issues identified by the City's Project Team and the Consultant Team as applicable to Market Street, as follows:

### Public Space/Pedestrian Realm

#### Pedestrians at Multi-Modal Intersections

#### Transit and Bicycle Integration

#### Loading and Delivery Management

**Great Streets** – Best Practices concludes with a discussion of Great Streets elsewhere, demonstrating fully integrated multi-modal streets that may provide lessons for Market Street.

For both Existing Conditions and Best Practices, each section incorporates a general introduction, a summary of key findings, a discussion of findings, applications to Market Street (in Best Practices) and other information, including study methodology, references and sources, as appropriate.

## Appendix

The Appendix includes:

- Gehl Architect's Public Life Public Space Survey, providing access to detailed data which underpins Section 2.2 Multimodal Operations – Pedestrian and links to the broader urban design analysis;
- Gehl Architect's Public Life Public Survey – Cycling Findings; and
- A transportation-related Inventory of Acquired Data.

Tasks 2 and 3 Deliverable	Associated Scope Tasks
<b>Existing Conditions &amp; Best Practices</b>	Task 3.6
<b>Part One - Existing Conditions</b>	Task 3
Overview	
Introduction to Existing Conditions	
1 Urban Form, Public Space and Streetscape	
1 Overview and Key Findings	
2 The Context of Market Street	Task 3.2.B; Task 3.5.A
3 Urban Form and Structure	Task 3.5.A
4 Pedestrian Realm	Task 3.2.B; Task 3.5.A
5 Open Space Destinations	Task 3.2.B
6 Streetscape Elements	Task 3.2.B
7 Signage and Wayfinding	Task 3.2.B
2 Multimodal Operations	
1 Overview	
2 Pedestrian	Task 3.3.A; Task 3.3.B; Task 3.5.B
3 Bicycle	Task 3.2.C; Task 3.3.B; Task 3.5.B
4 Transit	Task 3.2.C; Task 3.3.B; Task 3.5.B
5 Vehicular Traffic	Task 3.2.C; Task 3.3.B
6 Parking	Task 3.2.C; Task 3.3.B
7 Delivery and Taxis	Task 3.2.C; Task 3.3.B
8 Safety	Task 3.3.B
9 Hot Spots	Task 3.3.B
3 Relevant Studies and Projects	Task 3.1
4 Underground Utilities	Task 3.2.D

Tasks 2 and 3 Deliverable	Associated Scope Tasks
<b>Existing Conditions &amp; Best Practices</b>	Task 3.6
<b>Part Two - Best Practices</b>	Task 2
Overview	
Introduction to Best Practices	
1 Public Space/Pedestrian Realm	Task 2.3
2 Pedestrians at Multimodal Intersections	Task 2.4
3 Transit and Bicycle Integration	Task 2.1
4 Loading and Delivery Management	Task 2.2
5 Great Streets	Task 2
<b>Appendix</b>	
A Public Life Public Space Survey	Task 3.3.A
B Public Life Public Space - Cycling Findings	Task 3.3.A; Task 3.3.B
C Inventory of Acquired Data	Task 3.3.B

Note: Base Maps prepared as part of Tasks 3.2.A used for all other tasks.

# Introduction to Best Practices

The Best Practices document summarizes best practices approaches for a wide variety of challenges and opportunities for improvements to Market Street. The best practices approaches focus on those areas that would help the Market Street corridor become a Great Street, one with a strong identity; a high priority on mobility, pedestrian amenity and public space; and an active street life.

The document is one of two parts: Part One Best Practices and Part Two Existing Conditions. Existing Conditions & Best Practices documents, inclusive of the two parts, serve as a resource and reference book for both the City's Project Team and the Consultant Team for the formulation of potential improvements to the corridor.

## Content and Organization

Identified by the City's Project Team and the Consultant Team as applicable to Market Street, the major topical areas of the Best Practices document include:

- Public Space/Pedestrian Realm
- Pedestrians at Multi-Modal Intersections
- Transit and Bicycle Integration
- Loading and Delivery Management

Within each major topical area, specific areas of focus are explained in more detail and organized as follows:

- Description
- Design Considerations
- Potential Market Street Application
- Benefits
- Other Information
- References

In addition, Best Practices includes a section on Great Streets, summarizing the qualities and attributes of great streets, including case studies of streets elsewhere with attributes similar to Market Street. It showcases the successful integration of design and mobility considerations in the making of a Great Street.

## Perkins+Will Consultant Team

The principal authors of the Best Practices Report consist of:

- Gehl Architects;
- CMG Landscape Architects;
- Parisi Associates;
- Nelson\Nygaard; and
- Fehr & Peers

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