



# 5 Great Streets

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# 5.1 A Great Street - A Place for People!

*What are the key ingredients in getting a great street for people in San Francisco? Market Street is already a prominent street but which pieces can be evolved in the 21st Century? How can the spirit of San Francisco and the importance of Market Street be strengthened?*

## 1 Mobility - getting around

- High priority on pedestrian amenity
- Possibilities for cycling
- Links to surrounding destinations
- Well integrated with public transport
- A balance between transport modes
- Improved connectivity
- High quality street paving



Balance between different modes of traffic. *Lyon, France*

## 2 City Life - getting people to stay

- Low levels of noise
- Slow vehicular and bicycle speeds
- Resting options with regular intervals
- A well used place with city life
- Destinations along the route
- Good micro-climatic conditions
- High quality street furniture
- A place well maintained
- Gather space for parties / events
- Unfolding street scenery
- Coexistence with various users



Street inviting people to sit but also a place for spontaneous and cultural activities to take place. *Brighton, England.*

### 3 Experiences - creating attractions

- A bustling, creative, active environment
- Sound retail community, entrepreneurship of the Bay Area
- Active building frontages
- Civic functions
- Surprises / experiences / diversity
- A safe place at night



Art used for creating interesting sensory experiences. *Barcelona, Spain*

### 4 Identity - evolving a unique atmosphere

- Ensuring strong stakeholder engagement
- A catalyst of citizen pride
- Diverse types of activities
- Improving the city's profile and competition
- Attracting international attention. On the 'mental-map' as one of the best streets of the world
- Sense of place
- High architectural qualities
- Diversity in age groups / gender / ethnic groups
- Character of the neighborhoods



The new public spaces along Broadway have become new focal points of neighbouring areas. *New York City*

## Market street

### Complex & Simple at same time?

This is not a simple check list. The items listed here are interrelated and can be measured both qualitatively and quantitatively. The ambition of creating a Great Street for people requires input from diverse stakeholders from many different perspectives

## Lessons for San Francisco

### A street worthy of the City

Market Street is an icon for the City and it should reflect the personality of San Francisco as the Global hub of technological innovation and as the most important street in the City. Market Street can become the showcase of the creativity, entrepreneurship and innovation that defines the San Franciscan living.

# 5.2 Learning from Other Great Streets

## Why other streets?

By studying other streets that have recently undergone street improvements, we aim to:

- Understand the process and key strategies implemented
- Learn how they perform
- Identify benefits and challenges of initiatives and design

## Two great streets

This study choose two streets with characteristics relevant to Market Street: Broadway in New York City and Swanston Street in Melbourne. We choose these streets because they are similar to Market Street in the following ways:

- Iconic streets that successfully have been transformed in terms of improved mobility and public space
- Streets connecting major city wide destinations, open spaces and natural amenities
- Streets cutting across city grids
- Streets successfully managing multiple modes of traffic, important streets for public transit
- Street improvements having worked as catalysts for regeneration of neighboring areas
- Streets that now unify diverse neighborhoods rather than being the dividing line



Market Street. San Francisco

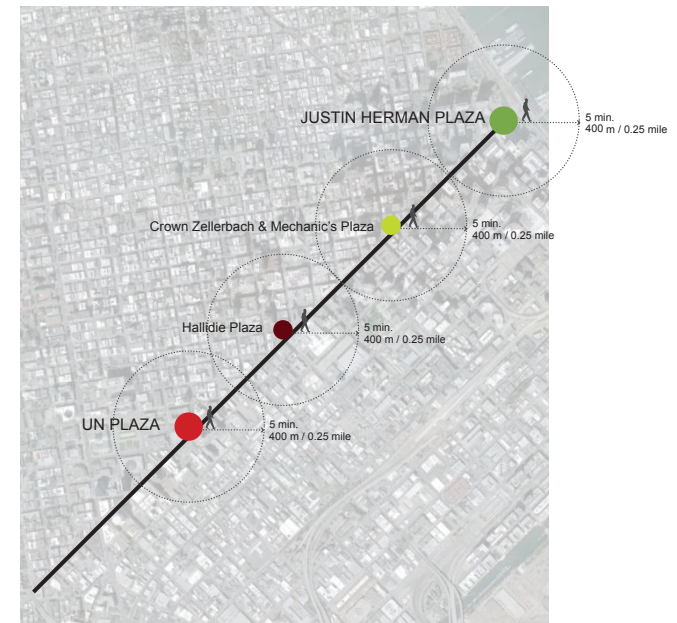


Market Street. San Francisco

## Market Street, San Francisco

Arguably the most important street in the City, Market Street is currently not living up to neither its historic reputation nor contemporary potential as the epitome of the diversity, creativity, and that makes San Francisco one of the best cities in the world.

Market Street has the potential to be San Francisco's most vibrant business, retail, and urban corridor; a key unifier and connector for the entire City.



Market Street 2.3 miles. San Francisco



## Broadway, New York City

Broadway is Manhattan's most famous thoroughfare, known around the world for its theater marquees and giant Macy's.

This stretch of Broadway is approximately the same length as Market Street. It crosses the grid in a similar way to Market Street and connects a series of key public spaces along a dynamic route.

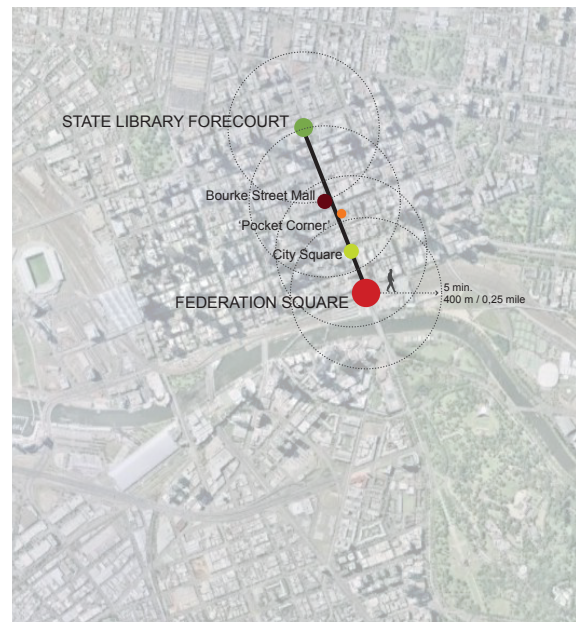


Broadway 2.24 miles. *New York City*

## Swanston Street, Melbourne

At the heart of revitalized Melbourne, Swanston street is an excellent example that has used integrated design as a catalyst for positive change for the entire city center.

Swanston Street integrates surface transportation very effectively while connecting a series of key cultural and civic institutions.



Swanston Street 0.6 miles. *Melbourne*



Broadway. *New York City*



Swanston Street.. *Melbourne*



# Market Street, San Francisco

## Scale Comparison

A great street is often comprised of a series of public spaces. Comparing the scale of key public spaces along Market Street with those along Broadway and Swanston Street provides valuable

insight into the relationship between destinations and the way people move along the street. More space does not necessarily equate to better space. In fact large public spaces, while grand in scale and important for special events can seem cold

and empty when not actively used. For example, UN Plaza is nearly the same size as Times Square and Federation Square, but lacks the same intensity and diversity of use throughout the day, week, and year.

### UN Plaza

116,500 ft<sup>2</sup>



UN Plaza. San Francisco

### Hallidie Plaza

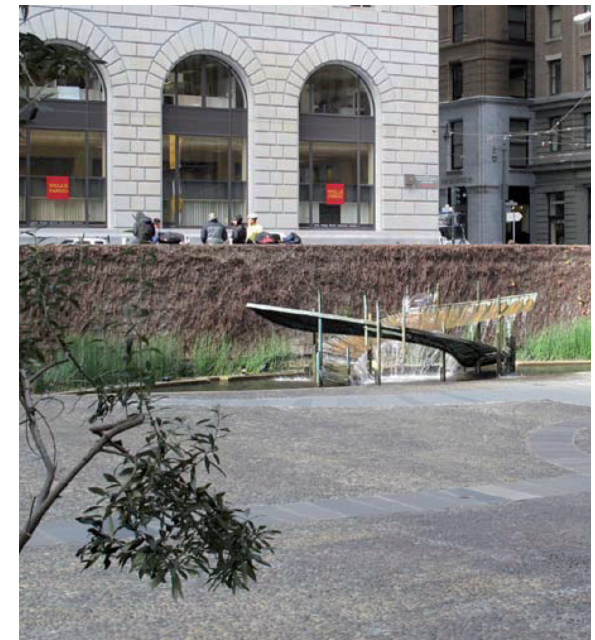
33,000 ft<sup>2</sup>



Hallidie Plaza. San Francisco

### Crown Zellerbach Plaza

27,900 ft<sup>2</sup>



Crown Zellerbach Plaza. San Francisco

# Broadway, New York

## Times Square

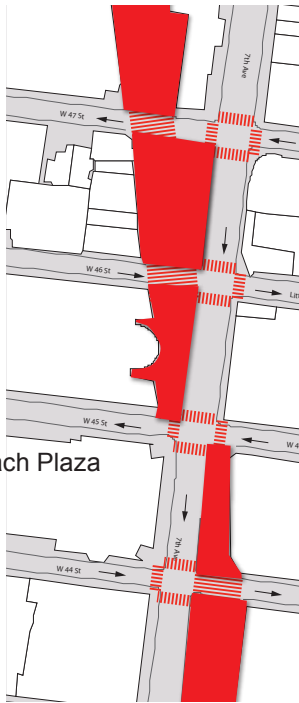
128,230 ft<sup>2</sup>

approximately

**Similar** to UN Plaza

**400%** Hallidie Plaza

**400%** Crown Zellerbach Plaza



## Herald Square

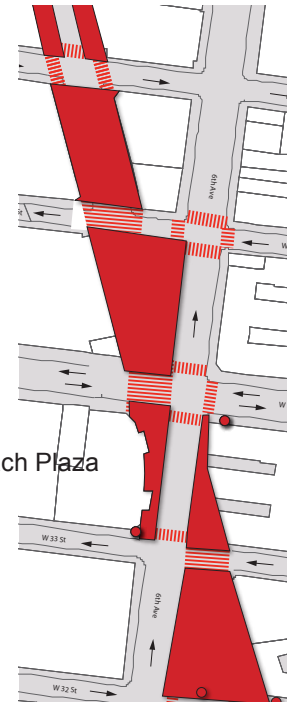
118,435 ft<sup>2</sup>

approximately

**Similar** to UN Plaza

**400%** Hallidie Plaza

**400%** Crown Zellerbach Plaza



## Worth Square

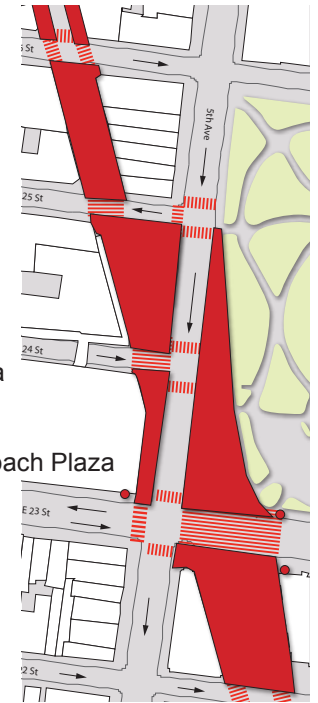
112,770 ft<sup>2</sup>

approximately

**Similar** to UN Plaza

**400%** Hallidie Plaza

**400%** Crown Zellerbach Plaza



Times Square. New York City



Herald Square. New York City



Worth Square. New York City



# Swanston Street, Melbourne

## Pocket Square

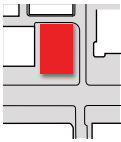
2,745 ft<sup>2</sup>

approximately

**2%** of UN Plaza

**10%** of Hallidie Plaza

**10%** of Crown Zellerbach Plaza



Pocket corner. *Melbourne*

## City Square

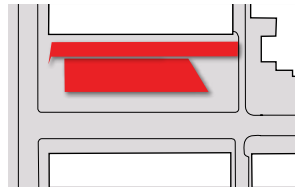
29,762 ft<sup>2</sup>

approximately

**25%** of UN Plaza

**Similar** to Hallidie Plaza

**Similar** to Crown Zellerbach Plaza



City Square. *Melbourne*

## Federation Square

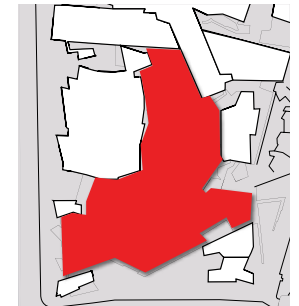
123,800 ft<sup>2</sup>

approximately

**Similar** to UN Plaza

**400%** Hallidie Plaza

**400%** Crown Zellerbach Plaza



Federation Square. *Melbourne*





The Lounge. Now you have an office in Melbourne, Sydney, Brisbane and Adelaide.

MAGNUM

Seven News

Melbourne

the melbourne visitor centre  
me visitor centre melbourne

WESTIN



## 5.3 Broadway, New York

### Improved traffic in Midtown by reclaiming space for people

#### The Broadway Story

Under the Bloomberg administration, Broadway has been transformed from a grand avenue that ferried automobiles through midtown into a narrow passageway with barely more room for cars than a sleepy street in Greenwich Village.

This was part of a strategic vision aimed at improving conditions for pedestrians and promoting a balance between various modes of transportation. In the Mayor's PlaNYC Initiative: A vision for a "greener, greater NYC" in 2030, a key strategy is to "re-imagine the City's public realm" and develop an urban environment that is people friendly. Quantitative goals include a 30% reduction of CO2 emissions, planting one million trees, implementing 186 miles of cycle lanes. It also includes performance standards, such as ensuring all citizens are within a 10 minute walk of a public open space, to double the percentage of cyclist commuters and reduce traffic related deaths by 50%.

#### Key strategies

- Improving vehicular traffic flows and maximizing vehicular access in Midtown by limiting through traffic along the street
- Reclaiming space for people and creating new public space nodes of various character
- Using pilot projects and temporary events to test public space nodes of various character throughout the street.







As part of the effort to 're-imagine the City' a number of information campaigns and special events have been introduced – the most memorable being the reoccurring 'Summer Streets', a citywide celebration where Park Avenue from Brooklyn Bridge to Central Park is opened to new users, inviting people to use City streets as playgrounds, public art installations, fitness centers, markets, and much more beyond motorized transport.

The vision manifests itself in a series of quickly implemented and affordable pilot projects along the new Broadway Boulevard including projects on Times Square, Herald and Greenly Squares and Madison Square Park reclaiming nearly 500,000 ft<sup>2</sup> of public space alongside initiatives throughout the City's five boroughs.

## Green light for Midtown

### Description

To improving vehicular traffic flows and maximize vehicular access, Midtown limited the number of inefficiencies where Broadway intersects with major avenues.

Roughly three and a half miles of the street's moving lanes have vanished and in some spots automobile traffic has dropped by a third. Bicycle lanes and pedestrian picnic areas have replaced dozens of parking spaces.

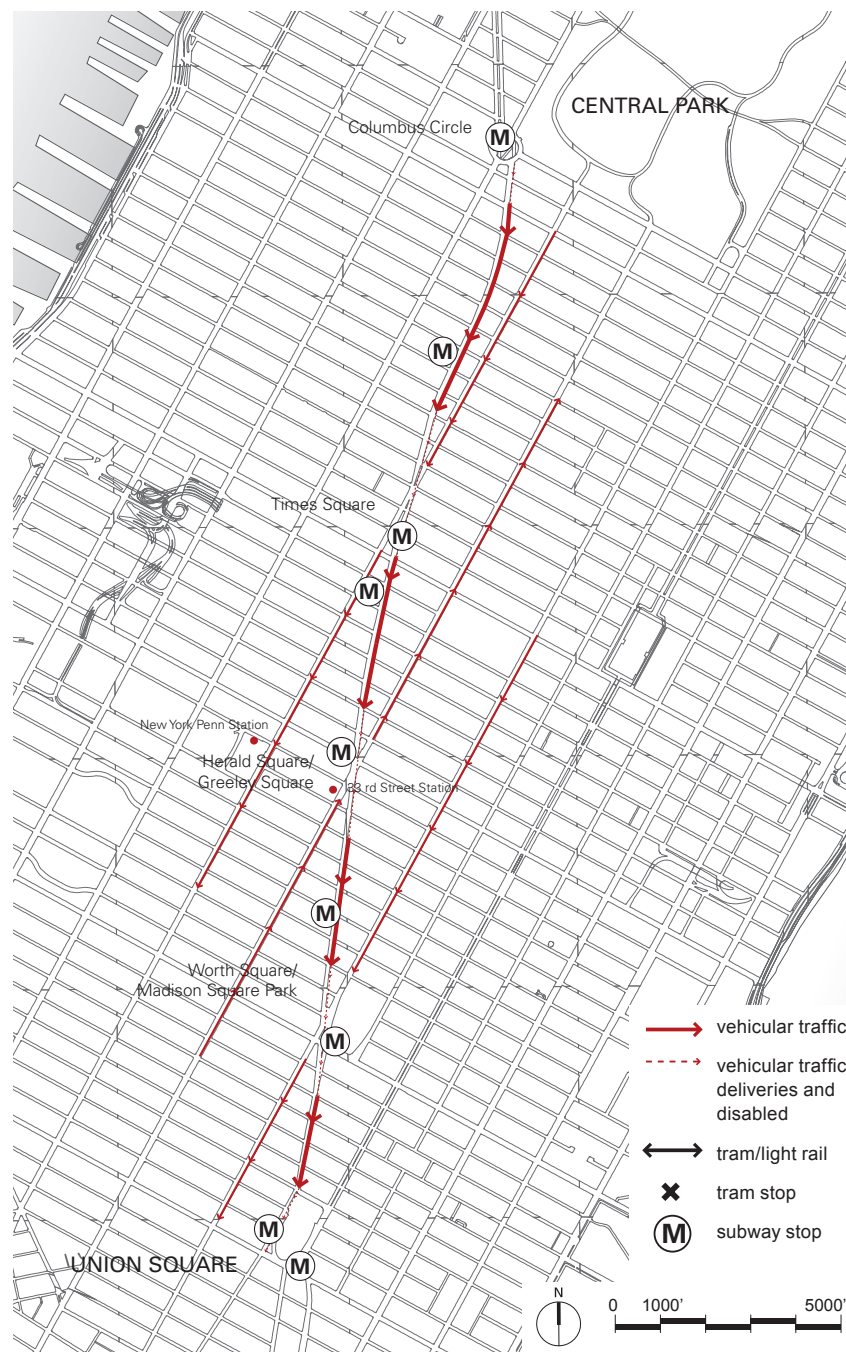
The economic vitality of the street is on the rise and the notion of Broadway as a 'Boulevard' is being embraced by New Yorkers and visitors alike.

### Maximize access by minimizing through traffic

Broadway is fully accessible to deliveries, emergency vehicles and disabled drop-off and, with the exception of the new public spaces, street is accessible for private vehicular traffic as well. In short, access to Broadway's shops, offices, and theatres has been improved while through traffic has been minimized.

### Bicycle lanes

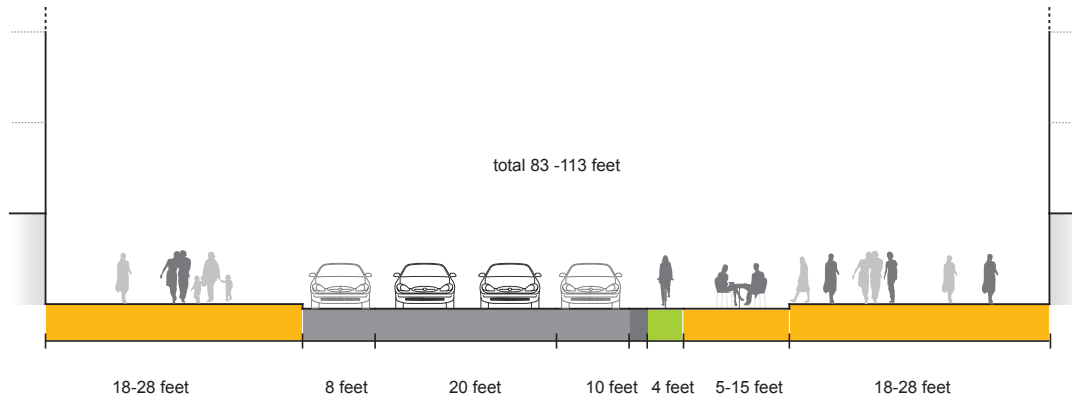
The project is part of a wider effort that has so far doubled the amount of bicycle lanes in NYC and as a result twice as many New Yorkers commute to work on bicycle.



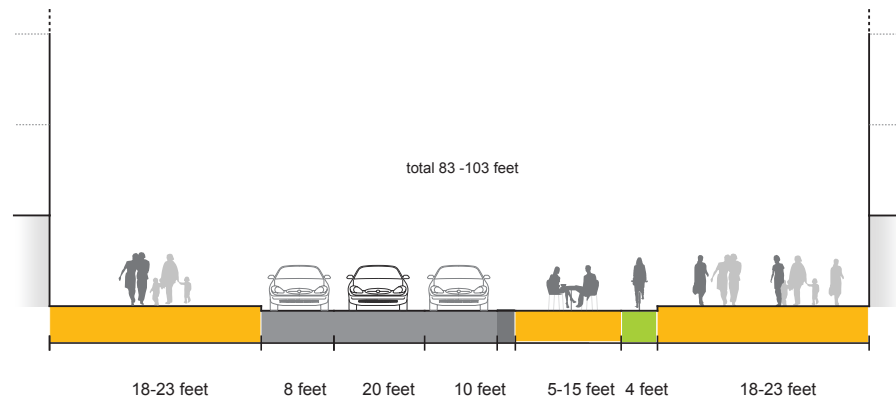


## Typical sections of Broadway

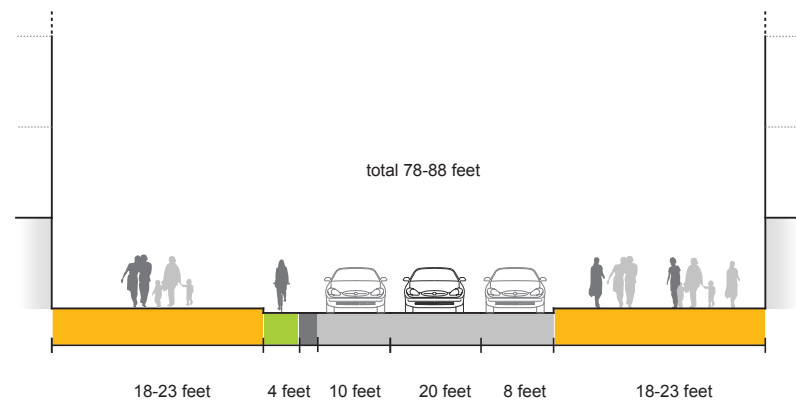
between Central Park and Times Square



between Herald Square and Madison Square



between Madison Square and Union Square



## Broadway facts

### Space allocation

Pedestrians	18-28 feet wide
Cycles	4 feet wide
	one-way separated bicycle lanes
Vehicular traffic	20 feet wide
	2-3 lanes, one-way
	1 parking lane
Public transit	shared bus lanes, subway under ground

### Traffic Volumes source: NYC DOT

Pedestrians	(at Broadway 44th street, pedestrians per hour)
	9,833 before
Cyclists	unavailable
Vehicles	(at 57th street, vehicles per hour)
	1,064 before
	812 after

## Traffic management

- 63%** decrease in injuries due to motor vehicles
- 17%** improvements in travel time
- 7%** increase in taxi speeds in West Midtown
- 13%** increase in bus travel speeds along 6th Ave
- 2%** increase in bus travel speeds along 7th Ave



Broadway today functions as a 'complete street' allowing for a variety of traffic modes to move freely through Midtown. *New York City*

## New separated bicycle lanes

- 200%** more bicycle lanes in the city
- 200%** more New Yorkers commuting to work on bicycle



'Copenhagen Style' bicycle track separates bicycles from pedestrians and car traffic. *New York City*

## Improved conditions for walking

- 11%** increase in pedestrian traffic at Times Square
- 6%** increase in pedestrian traffic at Herald Square
- 35%** decrease in pedestrian injuries along all of Broadway



Recreational links can be created with streets that invite people to slow down and just stroll along. *New York City*





By reducing vehicular lanes and limiting through traffic, the driving conditions have improved all over Midtown. In addition, reclaimed spaces have been utilized for separated bicycle lanes and new recreational spaces.



## New public spaces

### Transforming traffic islands into space for people

The project has reclaimed nearly 500,000 ft<sup>2</sup> of public space along Broadway. Former traffic islands are now genuine public plazas with good connections to interior functions and opportunities for indoor activities to spill out into the public realm.

### Pearls on a string

Each public space along Broadway provides a different character and variation in experience. But collectively the spaces function as a series of unique pearls along a string.

### Unifying neighbourhoods

New spaces working as focal points and new meeting places for neighborhoods.

Times Square, Herald Square and Worth Square are all similar in size approximately

**Similar** to UN Plaza

**4 times** Hallidie Plaza

**4 times** Crown Zellerbach Plaza





## Reclaimed public space

Along Broadway:

**385,055 ft<sup>2</sup>** of new public space  
over 3 times Piazza Navona in Rome or 3 times  
Leicester Square in London

**Times Square** Before: 20,500 ft<sup>2</sup>  
After: 128,230 ft<sup>2</sup>  
**107,790 ft<sup>2</sup>** of reclaimed space  
**5** times more space for people

**Herald Square** Before: 38,500 ft<sup>2</sup>  
After: 118,435 ft<sup>2</sup>  
**79,930 ft<sup>2</sup>** of reclaimed space  
**Twice** the room for city life

**Worth Square** Before: 12,389 ft<sup>2</sup>  
After: 112,770 ft<sup>2</sup>  
**100,390 ft<sup>2</sup>** of reclaimed space  
**8** times more space for people



Times Square. New York City

12.07.2011

## Pedestrian experience

**80% fewer pedestrians walking in roadway**

**11% increase in pedestrian traffic**



Times Square. New York City

## Stationary activity

**74% say Times Square has improved dramatically**

**84% increase in stationary activities**

**42% of locals now shop more often**

**26% more leave offices for breaks**



Herald Square. New York City

## Temporary projects as a catalyst for permanent change

Temporary pilot projects allow citizens to experience the city streets and spaces in a new way. This process elevates the expectations of citizens for the public realm exposes latent potential that might otherwise go untapped.

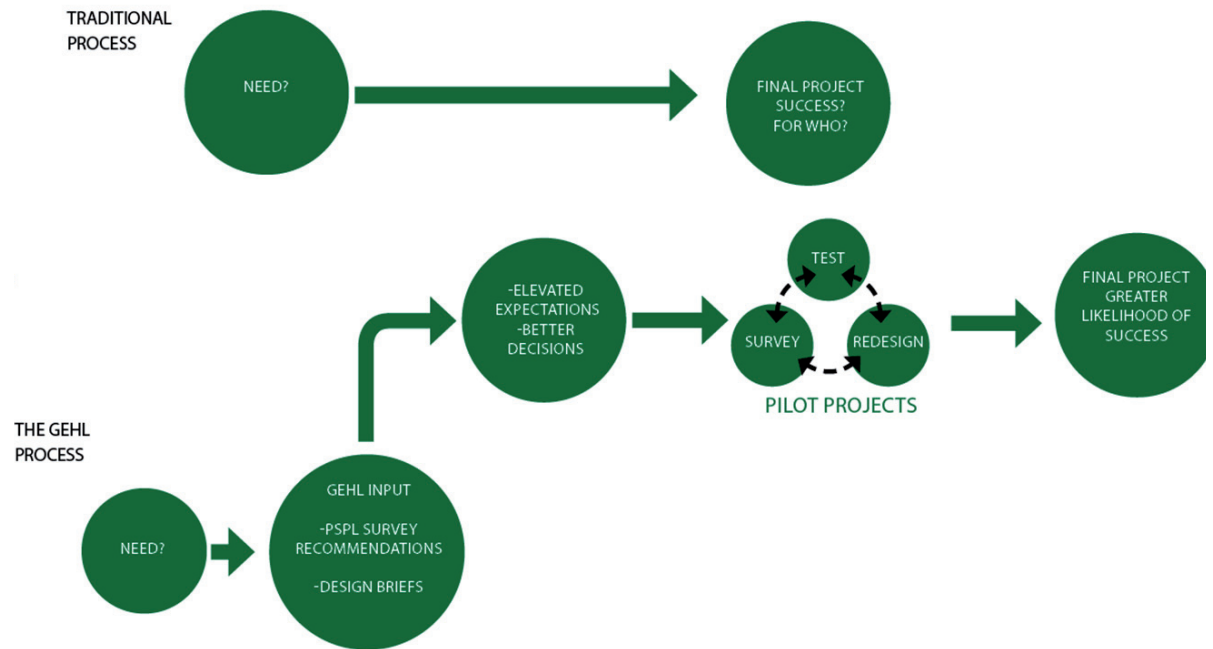
When integrated as part of a wider street design process, temporary initiatives can be used as public consultation at actual scale and in real-time – thus making a project process more inclusive, effective, engaging and efficient.

**Inclusive** – Not everyone has time for online questionnaires, access to digital media, nor skill needed to translate words and diagrams into real-life experience – but everyone can use their senses to experience place

**Effective** – Pilot projects ensure the significant investment inherent in permanent projects is well-spent by providing opportunities to experiment, analyze and re-design

**Engaging** – Testing design solutions at 1:1 and then refining them based on their performance helps ensure the design is truly in harmony with resident needs and demands

**Economically Efficient** – Such pilot projects not only expose ‘low hanging fruit’ (i.e. minimum cost to yield the maximum impact), but also help inform further design development



Temporary street opening for public life at Montague Street, Brooklyn. New York City



A seven mile car-free route, known as Summer Streets, attracted over 300,000 people - some trying bicycling on city streets for the first time. New York City







# 5.4 Swanston Street, Melbourne

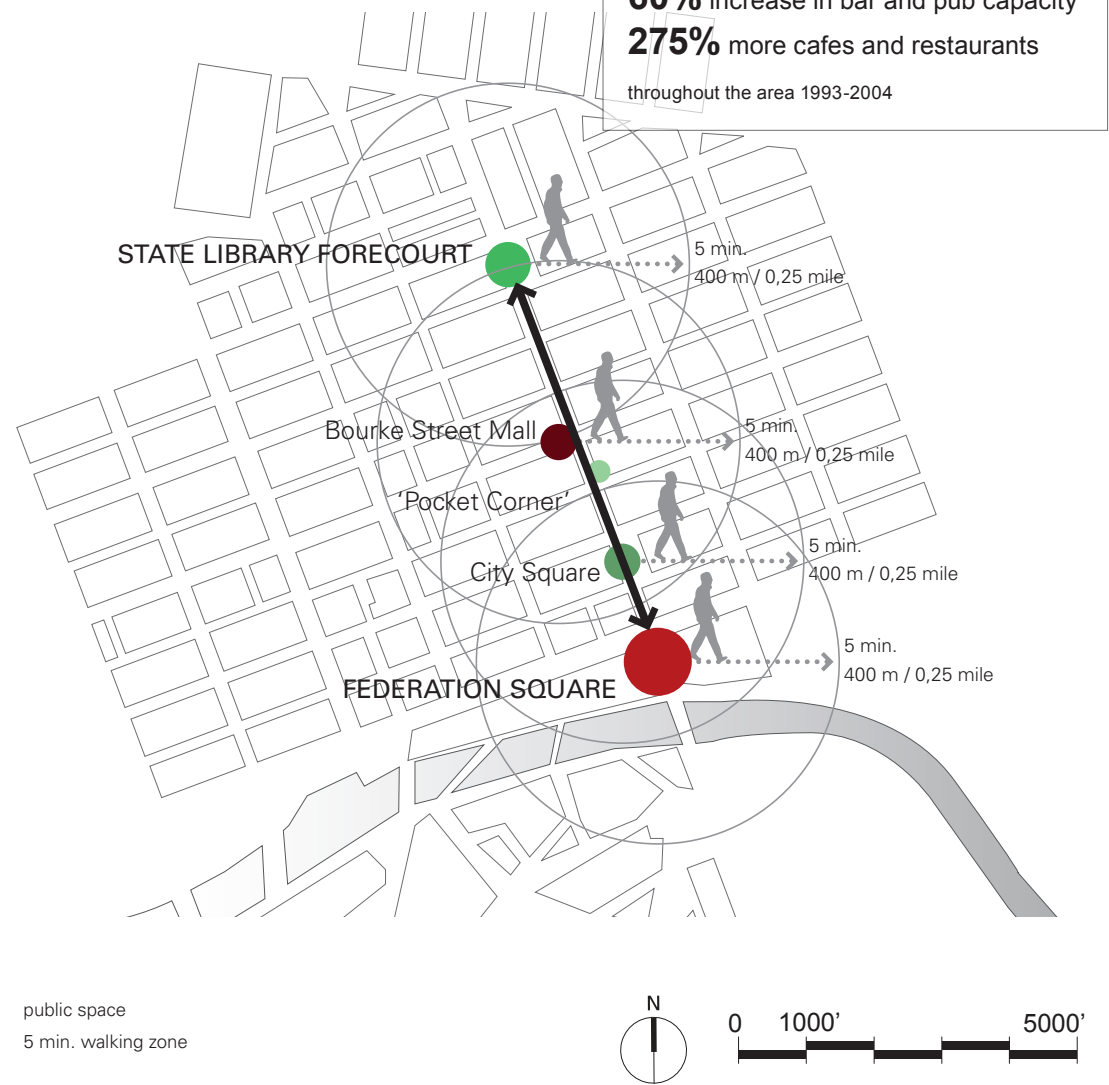
## A lively civic spine

Swanston Street is the main civic spine of Melbourne. In 1991 the City of Melbourne made a landmark decision to close Swanston Street to vehicle traffic and, in 1992, Swanston Street was closed to through traffic. Pedestrian and bicycle space was upgraded with widening sidewalks, provision of bicycle lanes, new street furniture, clearer signage, tree planting and installation of artworks. Despite these efforts and successful during the day, the street was largely empty during the evening. In response, the decision was made in 1999 to open the street to vehicles between 7 p.m. and 7 a.m. More recent upgrades including increased retail, restaurants and residential have increased night-time activity. In April 2011, after extensive community consultation, the City of Melbourne announced plans to completely close Swanston Street to vehicular traffic, introduce new widened tram stops, improve bike lanes and revise delivery and police parking. Giving clear priority to pedestrians, bikes and public transport.

### Key strategies

- Pedestrian, cycle and tram priority
- A string of public spaces
- A consistent approach

**44%** increase in CBD employment  
**62%** decrease in office vacancies  
**60%** increase in bar and pub capacity  
**275%** more cafes and restaurants  
throughout the area 1993-2004







## Swanston Street facts

### Space allocation per direction

Pedestrians 28 feet wide  
bluestone sidewalk

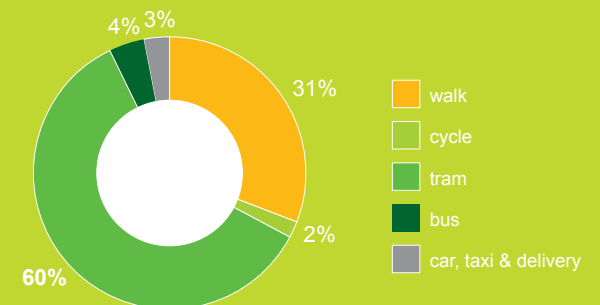
Vehicles and Cycles 10.5 feet wide  
single asphalt lane shared for parking and cycles

Trams 11.5 feet wide  
single track also shared by cars/taxi/delivery

### Traffic Volumes source: City of Melbourne, 2008 traffic data: November 2008, 6 am - midnight pedestrian data: December 2008, daily 24h

Pedestrians	46,051
Cyclists	2,587
Trams	1,500 (91,000 passengers)
Cars	806 (1,048 people)
Taxi, delivery	2,263 (2,758 people)
Buses	135 (6,750 passengers)

### Modal split source: City of Melbourne, 2008



## Pedestrian, cycle & tram priority

### More space for walking & staying

Sidewalks have gradually been widened and consistently paved with local bluestone. This provides for more comfortable walking and allows space for outdoor cafes and street furniture.

### Excellent tram stops

Tram stops along the street are clearly indicated, provide shelter and shade and have up-to-the-minute arrival information. These will be further improved with planned upgrades.

### Limited vehicular access

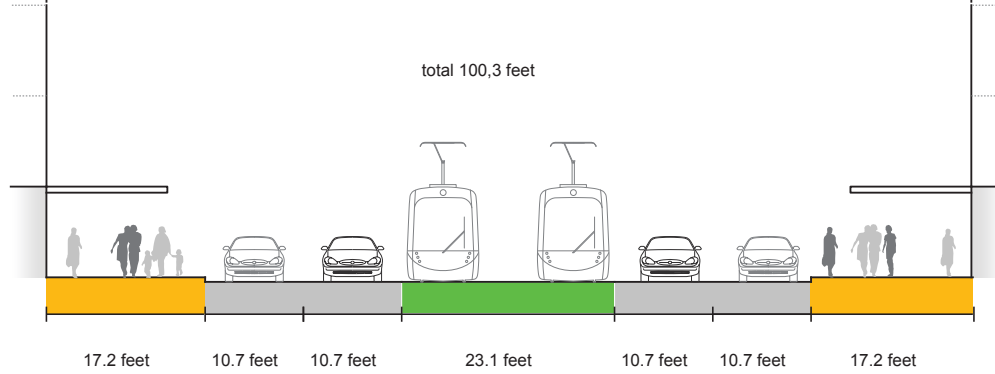
Heavy taxi, bus and delivery use has negated some of the benefits of limiting private vehicle access. This will be fixed by limiting these over the coming years.



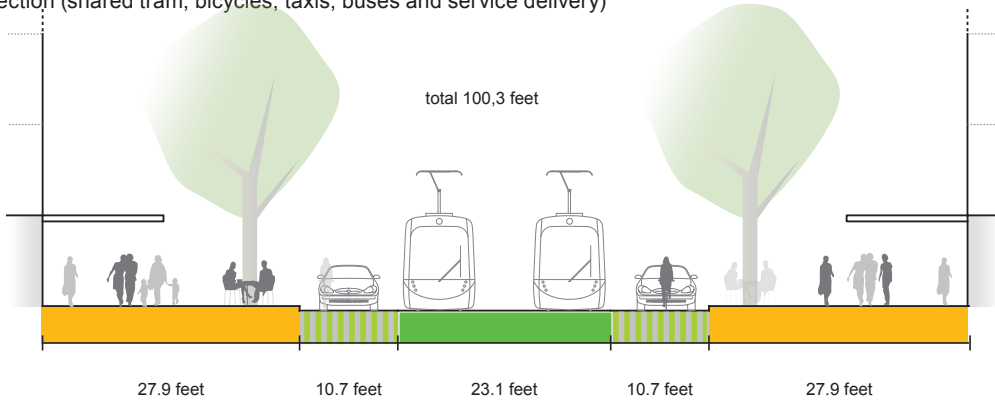


# The evolution of typical sections of Swanston Street over time

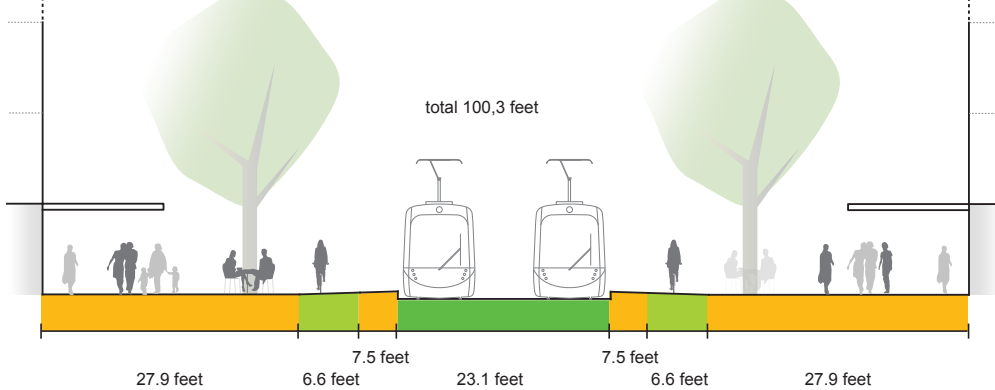
Before redevelopment and increased pedestrian improvements (before 1994)



Existing section (shared tram, bicycles, taxis, buses and service delivery)



Future development along main squares, approximately 2012 (only access for service and delivery vehicles)



Swanston Street circa 1895. *Melbourne*



Swanston Street 2004. *Melbourne*



Proposed Swanston Street design (under construction). *Melbourne*

## A string of public spaces

### Diverse public spaces

There are five distinct public spaces along Swanston Street. These break up its length through their variety of scale, detailing and use.





## Reclaimed public space

**71%** more space for people and activities on streets and squares squares, malls, promenades

**322,271 ft<sup>2</sup>** of new public space from 1994 - 2004



City Square. *Melbourne*

## Pedestrian experience

**40%** increase of daytime pedestrian traffic

**100%** increase of nighttime pedestrian traffic

**62%** more students in the central city



Mid-block crossing into privately-owned covered alley. *Melbourne*

## Stationary activity

**300%** increase of stationary activity

**275%** more cafes & restaurants almost 4 times more outdoor cafes

**177%** more cafe seats almost 3 times more cafe seats



Federation Square. *Melbourne*

## A consistent approach

### One stop shop

The City of Melbourne's interdisciplinary team designs and maintains Swanston Street in-house. The design team is led by Rob Adams, Melbourne City Architect and Gehl Architects senior consultant.

### Quality

Bluestone paving and stainless steel industrial design are built to last as well as withstand maintenance and graffiti.

### In-house Collaboration

Melbourne's consistent urban inventory of paving, seating, trash bins, news stands, tram stops, cafe screens, flower pots, Christmas decorations and market stalls are designed by multidisciplinary teams who all have the same employer with the same values. This helps to maintain focus and allows informed re-design in response to maintenance and usage issues.

### Designed in-house:



Cycle parking and paving details are designed for minimal maintenance. *Melbourne*



Tram shelter is integrated with seating and tree pits. *Melbourne*



News stands are located along Swanston Street. *Melbourne*



Flower stands bring activity to the street. *Melbourne*



## In-house design control

The City of Melbourne employs a full time design staff of around 40 people. This includes industrial designers, landscape architects, architects, urban designers, aborists and project managers. The design team shares a single open-plan office and often collaborate on the design of new furniture, sports pavilions or planning regulations.

### Parks and Trees

Parks division ensures all parks look their best.

Flower pots are probably the fastest way to improve street quality. These are all along Swanston Street.

The tree planners manage Melbourne's 50000 trees. These provide shade to reduce the urban heat-island effect, as well as looking good.

### Landscape Architecture

With a suite of standard details up their sleeve the landscape architects can concentrate on making the city's parks and squares excellent. They also designed the latest sidewalk extension, bike lanes and tram platforms

### Industrial Design

Seats, rubbish bins, flower pots, cafe screens, tram shelters, Christmas decorations, market stands and even news stands are all designed in house.

### Architecture

Refurbishment, renovation and development of council-owned assets such as sports pavilions and libraries, as well as some office space is done by the architects.

### Urban Design

The urban designers review applications submitted to planning, while also providing leadership and vision for the future of the city.

### Project managers

Project managers take a design from documentation through to construction. They know many of the contractors the city uses and are familiar with common challenges.

The other side of their work is undertaking minor projects that require no design work. When the City of Thessaloniki donated a marble column, it was the project managers who got it in the ground.

### The Planning Scheme

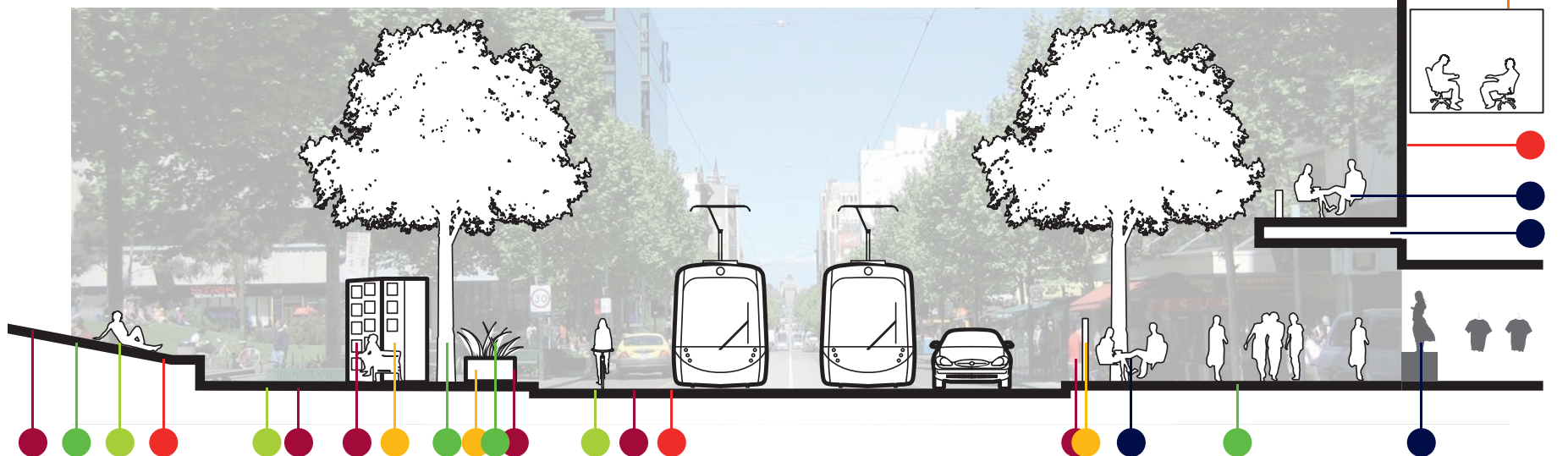
The planning scheme is enforced by Melbourne's planners. It contains some special controls for Swanston Street as well as other more general ones that apply:

A 130 foot height control along most of Swanston street.

Minimum 80% of each frontage along the majority Swanston Street must be 'active'.

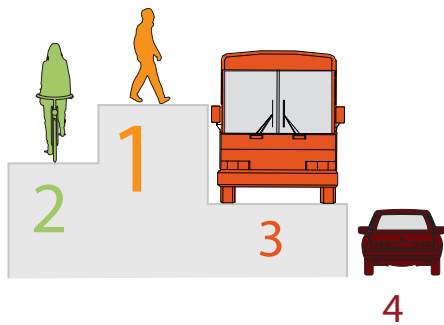
Verandahs are required for weather protection. Some are now being used as cafe seating.

Deemed-to-comply guidelines and low fees for outdoor cafes make gaining a permit easy, if the quality is right.



## 5.5 Potential Lessons for Market Street

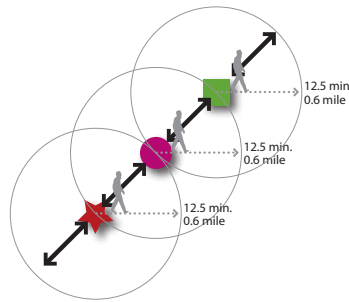
### 1. Prioritizing transit modes



#### All users are pedestrians

All public transit riders and motorists begin their journey as pedestrians and therefore the transit and automobile network can only be as good as the pedestrian network that brings them to other modes of transit. We can accommodate motorists and public transit riders while still prioritizing high quality conditions for pedestrians and cyclists, but we cannot create good environments for people by prioritizing the needs of motorists and public transport capacity alone.

### 2. Providing a series of experiences



#### Embracing diversity

The different public spaces along Market Street should be conceived holistically but also in terms of creating a series of experiences. This notion of 'pearls' connected by a high quality 'string' gives the street a rhythm and breaks the homogenous and monotonous experience of the street today.

### 3. Inviting people to spend time

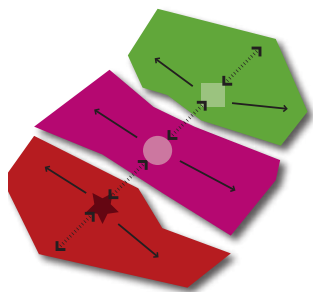


#### Context specific appeal

Providing invitations to spend time in the public realm can be achieved differently. There are lessons to be learned from by transforming under-used spaces such as traffic-islands to public plazas as done in New York or by extending sidewalks to allow space for outdoor cafés and street furniture as done in Melbourne. But the Market Street solution must be rooted in the uniqueness of the place; the heart of the City, adjoined by diverse neighborhoods, unique position in the grid and connecting the city to the water front.



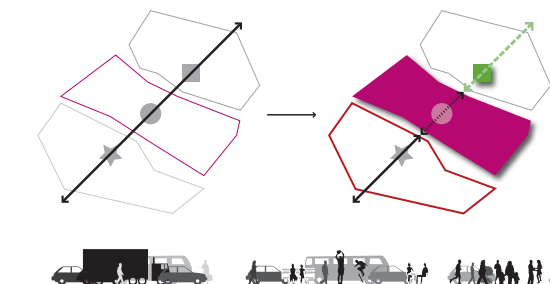
## 4. Creating an integrated network



### Connected and coherent

Building a network of places that connect across and along Market Street will redefine its role from a 'dividing line' to a 'unifier.' At the same time, adjacent neighbourhood character should be reflected in the street design, ensuring that a series of unique experience. Those characteristics of each area can be expressed in changes of use, scale furnishing elements and detailing.

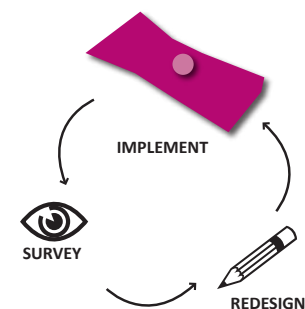
## 5. Ensuring flexibility



### Change over time

With a robust framework in place, the street can change and adapt over time in step with changing social, cultural, environmental and economic parameters. Implementation measures can be approached step by step allowing to react to changing user patterns. Designs should be conceived with change and flexibility in mind to ensure that money and time invested now is utilized effectively.

## 6. From temporary to permanent



### Continuing to evolve

Temporary initiatives can be used to test design proposal and allow for a process of experiential engagement. Temporary projects ensure the significant investment inherent in permanent projects is well-spent by providing opportunities to experiment, analyse and re-design. Testing design solutions at 1:1 and then refining them based on their performance helps ensure the design is truly in harmony with resident needs and demands.

BETTER  
MARKET  
STREET

