

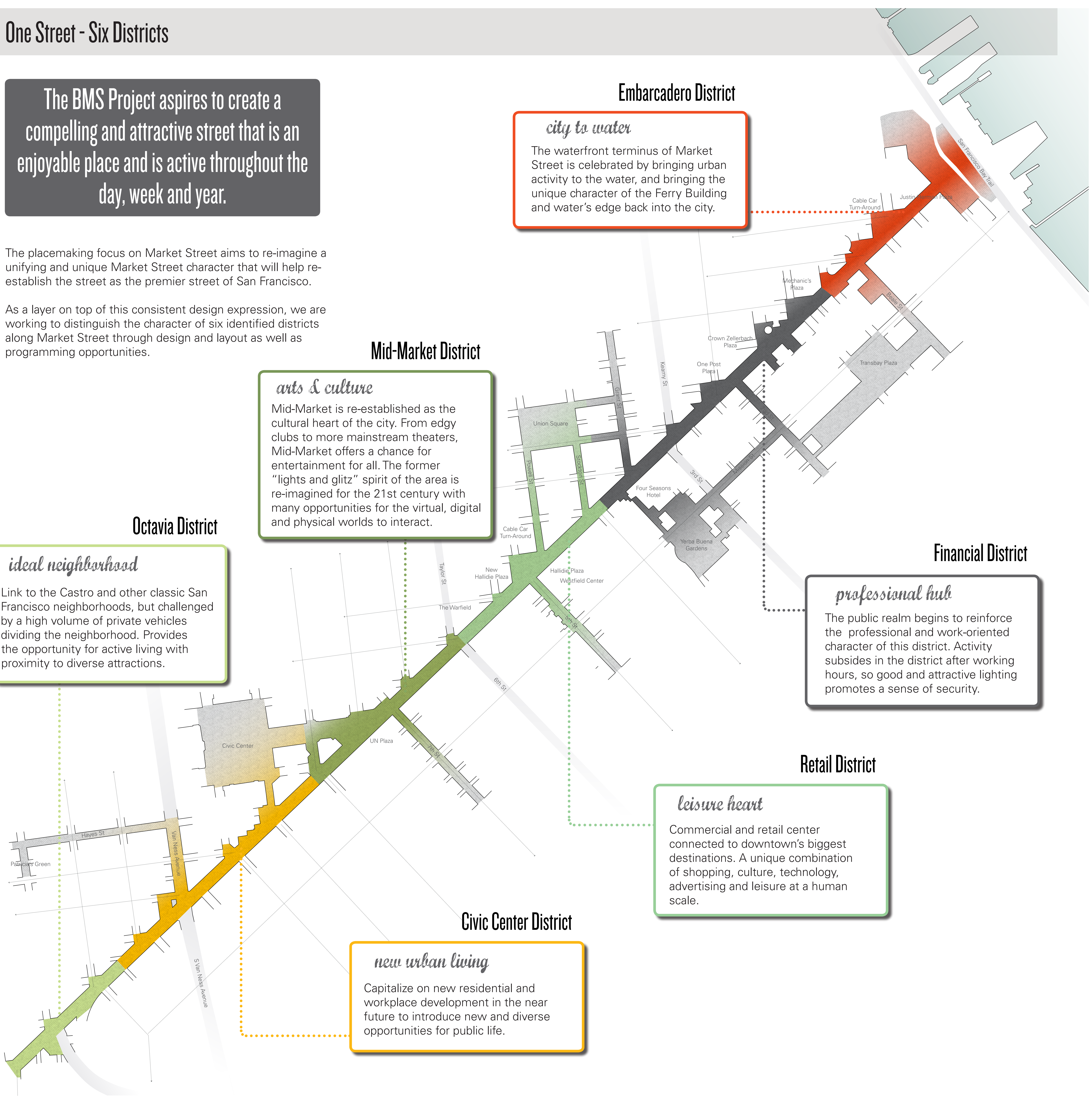


One Street - Six Districts

The BMS Project aspires to create a compelling and attractive street that is an enjoyable place and is active throughout the day, week and year.

The placemaking focus on Market Street aims to re-imagine a unifying and unique Market Street character that will help re-establish the street as the premier street of San Francisco.

As a layer on top of this consistent design expression, we are working to distinguish the character of six identified districts along Market Street through design and layout as well as programming opportunities.



Embarcadero District

city to water
 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 into the city.

Mid-Market District

arts & culture
 Mid-Market is re-established as the cultural heart of the city. From edgy clubs to more mainstream theaters, Mid-Market offers a chance for entertainment for all. The former "lights and glitz" spirit of the area is re-imagined for the 21st century with many opportunities for the virtual, digital and physical worlds to interact.

Financial District

professional hub
 The public realm begins to reinforce the professional and work-oriented character of this district. Activity subsides in the district after working hours, so good and attractive lighting promotes a sense of security.

Octavia District

ideal neighborhood
 Link to the Castro and other classic San Francisco neighborhoods, but challenged by a high volume of private vehicles dividing the neighborhood. Provides the opportunity for active living with proximity to diverse attractions.

Retail District

leisure heart
 Commercial and retail center connected to downtown's biggest destinations. A unique combination of shopping, culture, technology, advertising and leisure at a human scale.

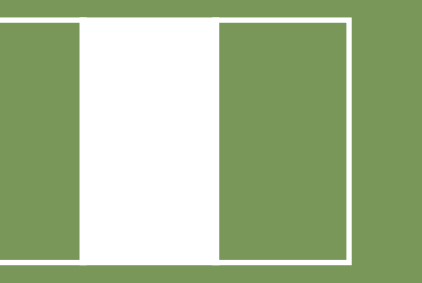
Civic Center District

new urban living
 Capitalize on new residential and workplace development in the near future to introduce new and diverse opportunities for public life.



Did you know?
 Over 90% of the people in Hallidie Plaza use the street level portion, even though it represents only 55% of the total space.

- How strongly do you agree with the overall public space ideas that have been presented for Market Street?
- What types of public space features and activities would you like to see along Market Street in the future?
- What do you think are the three biggest challenges to improving the three major plazas?
- What places on or around Market Street do you enjoy visiting the most?



The Importance of a Public Space Hierarchy

City Plaza

The public spaces at a city scale highlight city identity and act as reference points for the entire city.

Often characterized as a "heart" or a center, they cater especially to larger civic events and major activities.

In terms of everyday life, they serve as landmarks, and cater to broad and diverse user-groups through seasonal and special event-based activities.



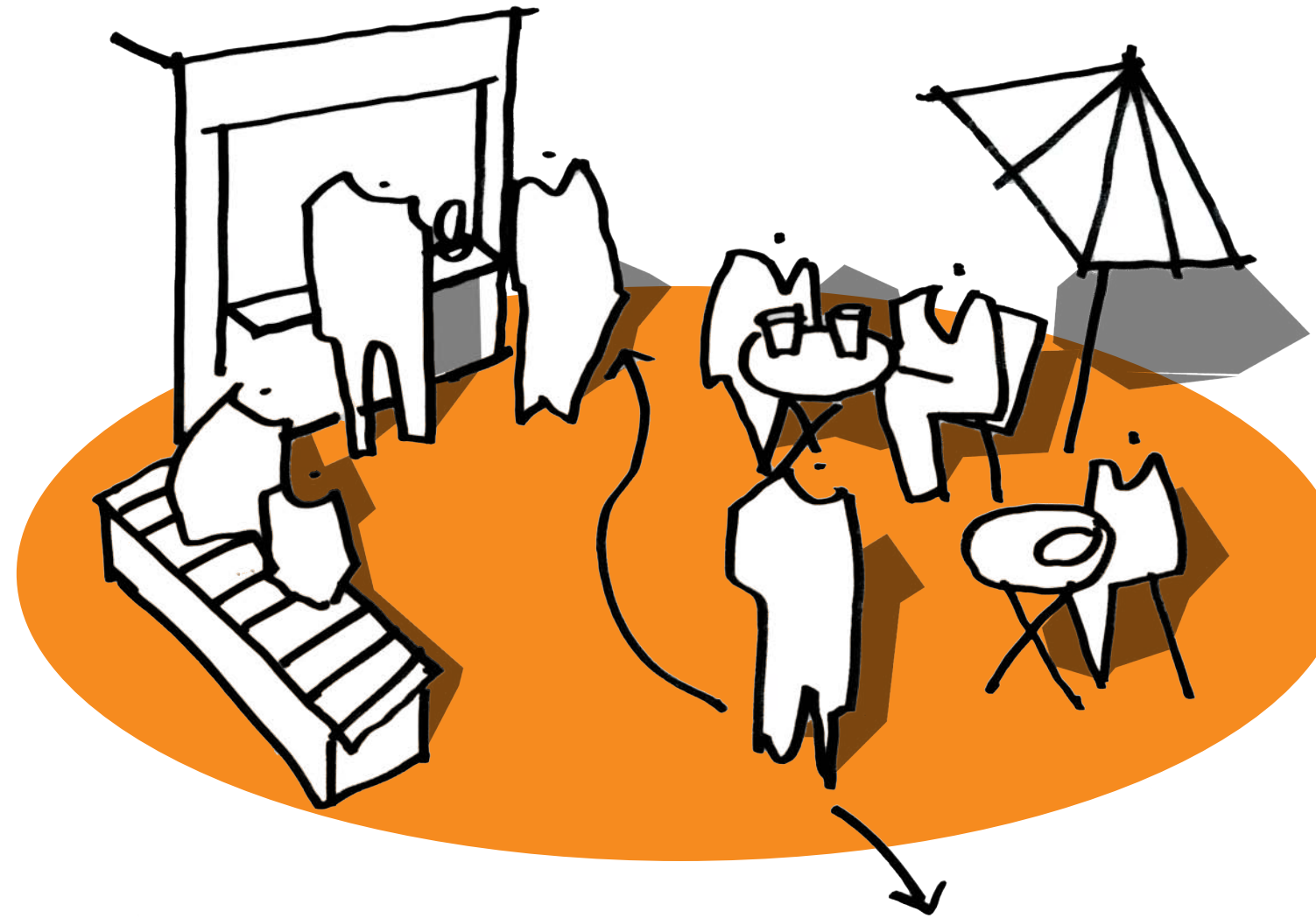
UN Plaza Hallidie Plaza Justin Herman Plaza

District Space

The public spaces at a district scale enhance district character and provide a unique sense of place.

They cater to everyday activities that vary between daytime and night time, and between weekday and weekend.

The public spaces at a district scale primarily serve the needs of users from within the district and give users a sense of the adjacent neighborhood's character.



Mechanic's Plaza Crown Zellerbach Plaza
 One Post New District Plazas

Local Node

The public spaces at a local scale are very dependent on their immediate context and will support the specific needs of the surrounding local businesses, offices and residential units.

They cater to everyday activities that vary between day time and night time, and between weekday and weekend.

The public spaces at a local scale cater mainly to local users, and provide opportunities for temporary programming and events at a much more local scale.

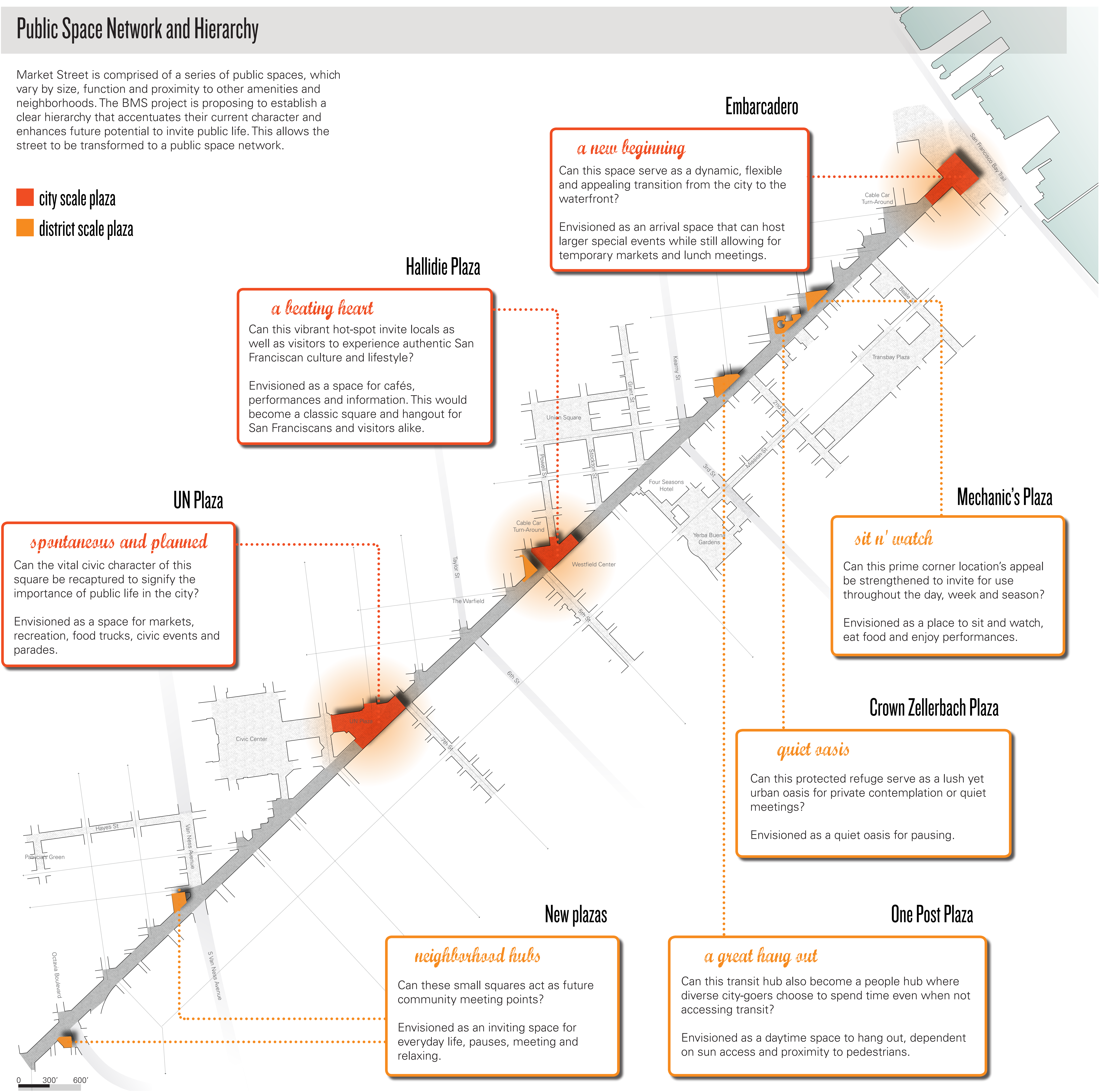


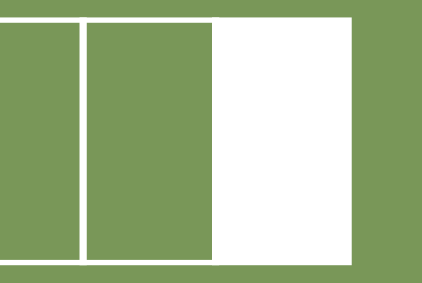
New Concept. See Streetlife Station

Public Space Network and Hierarchy

Market Street is comprised of a series of public spaces, which vary by size, function and proximity to other amenities and neighborhoods. The BMS project is proposing to establish a clear hierarchy that accentuates their current character and enhances future potential to invite public life. This allows the street to be transformed to a public space network.

- city scale plaza
- district scale plaza





UN Plaza



Axis with City Hall

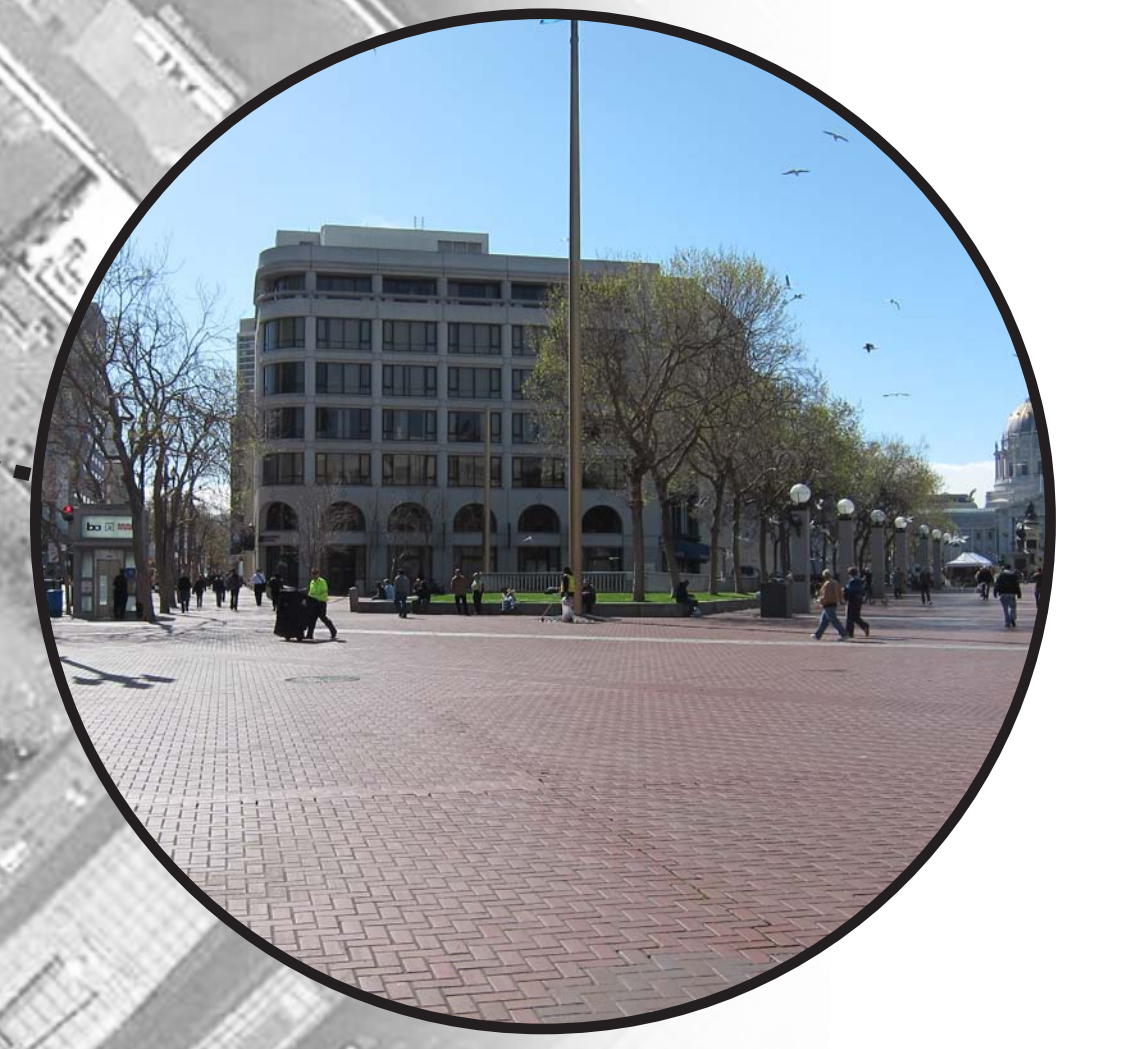
This expansive public space is removed from the life of the street and sidewalk.

- Space is well used during markets. More programming of this space and additional seating could help connect the plaza to the street.

Exposed Fountain

The sunken fountain is exposed and windswept. All seating is inward facing.

- New tree planting around the fountain and new seating nearby could help define the space and create a more inviting atmosphere.



Seating Edge

The seating edge is pulled away from the sidewalk and creates a dead zone.

- Seating is critical to providing a sense of place to the plaza, but seating placement needs to be strategically situated to activate the main circulation routes.

Transit Portal

Transit portal does not have a strong visual and spatial connection to the plaza.

- Portals to transit should be easily identifiable from all parts of the plaza, creating a strong tie to transit options. Using the transit node to create a hub for activity and new program is appropriate.



Inactive Space

These spaces are large and inactive. They suffer from a lack of places to gather and sit.

- New seating opportunities and podiums for impromptu or organized performances could help frame the space and create lively edges.

Hallidie Plaza



Dead Space

Space is pinched between building facade and sunken plaza and is separated from street and sidewalk.

- This portion of the plaza consistently has the best sun exposure and could be used for lounging and cafe seating.



Street Life

No opportunities to sit and stay.

- Sidewalk and street edge is dynamic and active in this location. Retail and Cable Car turn-around help activate the space. More seating would allow for rest and staying as well.



Missing Middle

The lower part of this plaza is inactive and removed from street level activity. The sunken area creates a visual and physical barrier between sidewalk and plaza.

- Cafes could work well at street level if the sunken area were to be filled. Bringing the plaza up to street level would create a large new civic space for San Francisco.



Separated Sidewalk

Sidewalk is separated from the rest of the plaza.

- Filling the sunken area would allow for the opportunity to link this sidewalk to the rest of the plaza.

Embarcadero



Missing Link to the Embarcadero

The east end of Market could be better connected to the plazas that form the terminus of Market Street.

- Market stalls and vendor activities could be formalized and incorporated in new streetscape design.



Active Market

The market brings life to the plaza but obscures the pedestrian connection to the waterfront.

- A more legible pathway from Market Street to The Embarcadero would reduce confusion and strengthen the connection between the Ferry Building and Market Street.