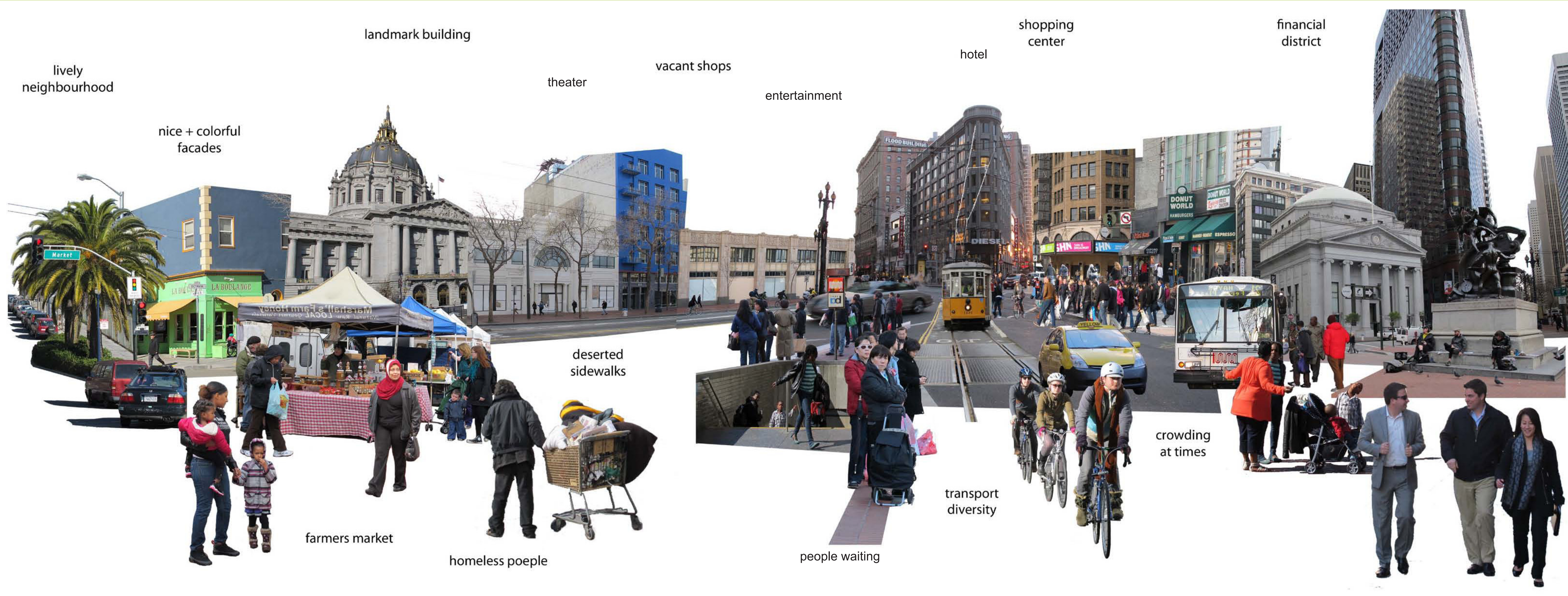
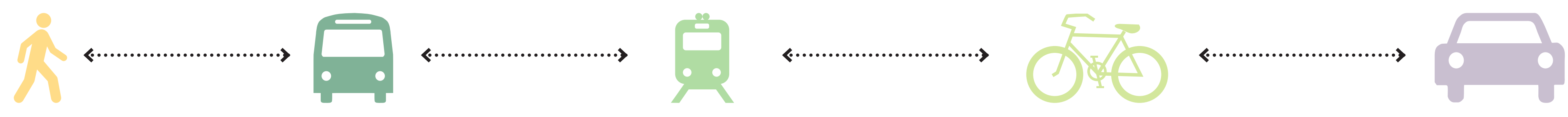


WHAT MAKES UP MARKET STREET...



WAYS PEOPLE TRAVEL ALONG MARKET STREET



Walk Only

I live in Hayes Valley and work near Powell, so on most days, I just walk 20 minutes down Market Street to get to work.

My office is in the financial district, but I often walk along Market Street to run errands, like stopping by the Shopping Center for a birthday gift or picking up flowers at the farmers market in front of the Ferry Building.

I live in the Castro, and one of my favorite Sunday activities is taking my dog on a walk to the Farmer's Market at UN Plaza.

Walk - On Street Transit - Walk

Most weekdays, I walk with my son to his school and then I hop on the 38L along Geary, which drops me off a couple blocks away from my work just south of Market Street.

My partner and I enjoy taking the F line from the Castro to Pier 39. There are so many international tourists, it's always a fascinating to people-watch on the streetcar!

I'm glad these new bus shelters have NextMuni information so I know when my bus will arrive!

Walk - Underground Transit - Walk

I live in the Sunset, so my daily commute on the N-Judah to downtown takes about 30 minutes. It's a great time to catch up on the news or finally read my New Yorker magazines.

Our family lives in the East Bay, but I bring my daughter to a daycare near my work, so both of us hop on the BART in the morning and walk just a few blocks to get to our destination.

Bike Only

I love how fast I can get to work downtown on my bike, and I'm much more in control of my time. I wish there were more places to safely store my bike along Market Street when I want to run errands around Powell.

On sunny days, I prefer biking to work from my apartment in Cole Valley to my office in SOMA. The views along the Embarcadero are spectacular, but it does get a little scary sometimes down Market Street near the Financial District.

Bike - Transit

Sometimes I'll put my bike on the Muni bus's bike rack when I don't feel like riding uphill back home near Alamo Square. I'm glad there's the option to do that, rather than leaving my bike overnight at school.

I live in the Presidio, so I have a nice downhill ride to my art class near Montgomery. But on days when it gets rainy or it's too foggy to bike home, I'll take the 38L to Arguello and bike the rest of the way home.

Car or Taxi - Walk

I heard there was a terrific art supply store on Market Street and I had to pick up furniture downtown, so I needed to drive along Market Street in order to run all my errands.

Most of my time on Market Street is spent running from one meeting to the next. Often times, I need to hop in a taxi in order to get where I need to go on time!

SOME INTERESTING MARKET STREET FACTS...



The busiest time and location on Market Street is between 4th and 5th on a spring weekend.



It takes approximately 15 minutes longer to walk from Embarcadero to Octavia on the north side of Market Street, compared to the south side.



The signal lights along Market Street in downtown are optimally timed for transit, at approximately 11mph



There has been a 58% increase in the number of people bicycling between 2006 and 2010.



Q: HOW DO YOU TYPICALLY TRAVEL ON MARKET STREET? HOW WOULD YOU CHARACTERIZE YOUR EXPERIENCE?

Please place dot in the appropriate quadrant(s)

Travel Mode	Attractive / Unattractive	Safe / Unsafe	Quick / Slow	Enjoyable / Unenjoyable	Convenient / Inconvenient
 Walk Only	Attractive	Safe	Quick	Enjoyable	Convenient
	Unattractive	Unsafe	Slow	Unenjoyable	Inconvenient
 Walk - On Street Transit - Walk	Attractive	Safe	Quick	Enjoyable	Convenient
	Unattractive	Unsafe	Slow	Unenjoyable	Inconvenient
 Walk - Underground Transit - Walk	Attractive	Safe	Quick	Enjoyable	Convenient
	Unattractive	Unsafe	Slow	Unenjoyable	Inconvenient
 Bike Only	Attractive	Safe	Quick	Enjoyable	Convenient
	Unattractive	Unsafe	Slow	Unenjoyable	Inconvenient
 Bike - Transit	Attractive	Safe	Quick	Enjoyable	Convenient
	Unattractive	Unsafe	Slow	Unenjoyable	Inconvenient
 Car or Taxi - Walk	Attractive	Safe	Quick	Enjoyable	Convenient
	Unattractive	Unsafe	Slow	Unenjoyable	Inconvenient

THE BETTER MARKET STREET PROJECT IS MADE POSSIBLE WITH PARTICIPATION OF THE FOLLOWING CITY AGENCIES:

WHAT MAKES A GREAT STREET?



Balance between different modes of traffic. Lyon, France

Identity

A Great Street conveys a unique sense of place and a memorable identity. It plays a central role in community life, and it affords public gathering and activity for a wide range of age, gender and ethnic groups. Of high quality, a Great Street is a catalyst for citizen pride.



Street inviting people to sit but also for spontaneous and cultural activities to take place. Brighton, U.K.

Street Life

A Great Street is an active, creative place. It offers a variety of comfortable spaces and places for promenading, social gathering, creative expression and rest and relaxation. A Great Street has active building frontages, and it is safe and inviting throughout the day and night.



The new public spaces along Broadway have become new local points of neighbouring areas. New York, U.S.

Mobility - Getting Around

A Great Street has a balance of transportation modes, with a focus on pedestrian amenity. It is well integrated with public transit, offers safe and inviting bicycle facilities and includes inviting linkages to surrounding districts. It fully integrates principles of universal accessibility, establishing full access to all.



Art used for creating interesting sensory experiences. Barcelona, Spain

Experiences - Creating Attractions

A Great Street has a bustling character supported by successful retail. Indoor activities spill out into the public realm and active frontages provide a series of experiences along the route. Civic functions are balanced with retail and commercial activities and a variety of spontaneous and planned encounters take place throughout the day, week and year.

Learning from Other Streets

By studying other streets similar to Market Street that have been recently improved, we aim to:

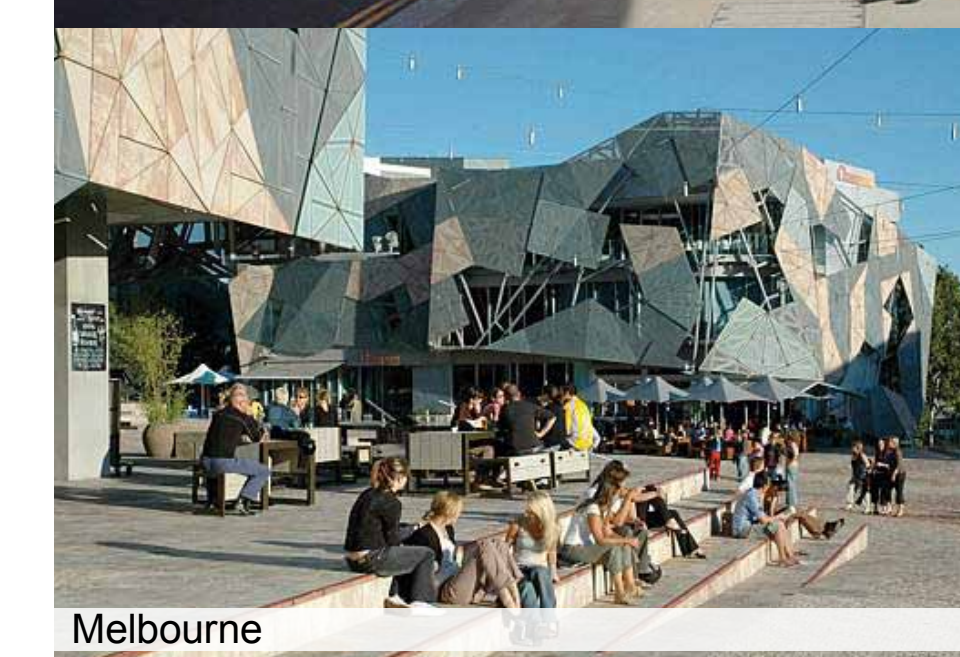
- Understand the process and key strategies implemented
- Learn how they perform
- Identify benefits



London



Sydney



Melbourne



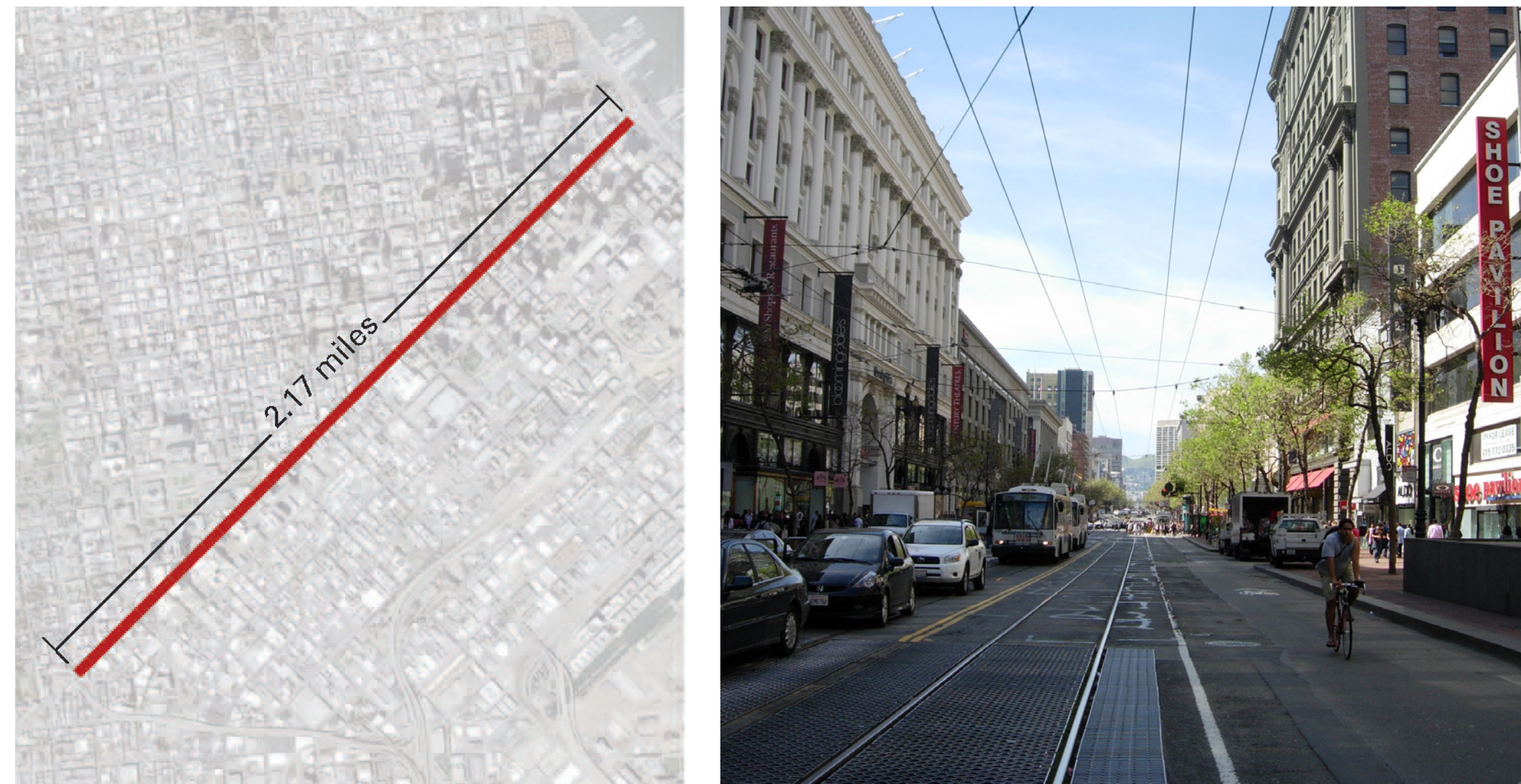
New York City



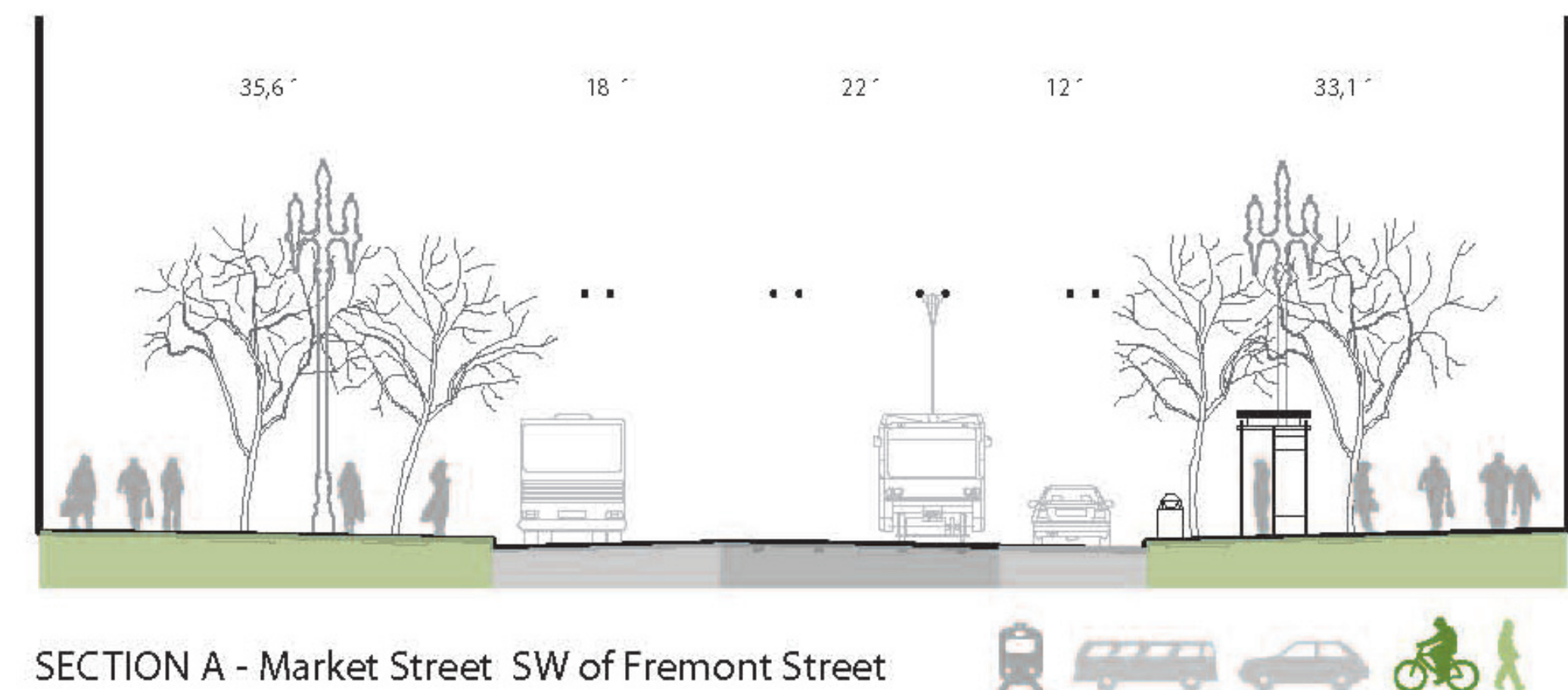
Los Angeles

MARKET STREET TODAY

Market Street, San Francisco

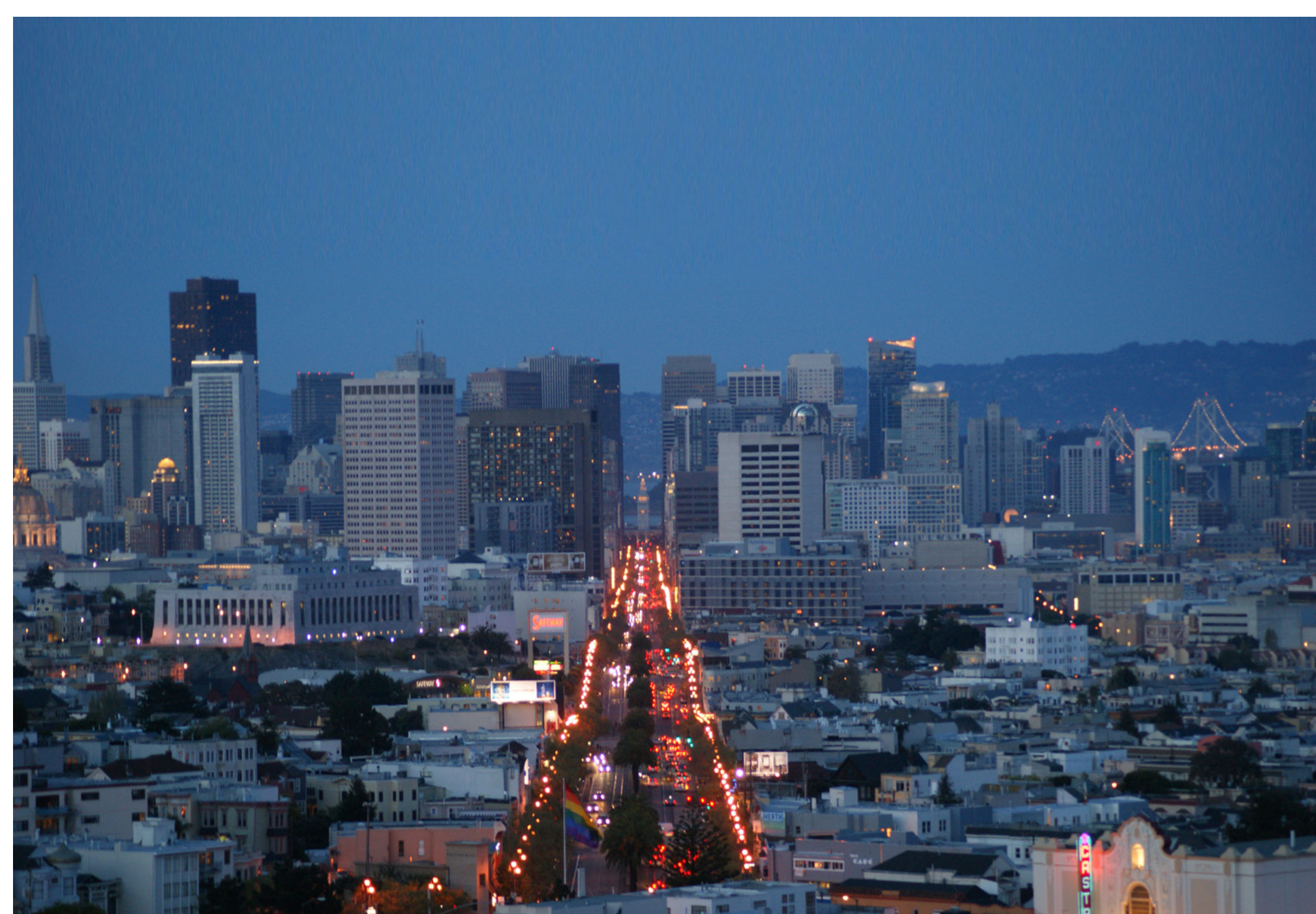


San Francisco's most important street



SECTION A - Market Street SW of Fremont Street

A street for all

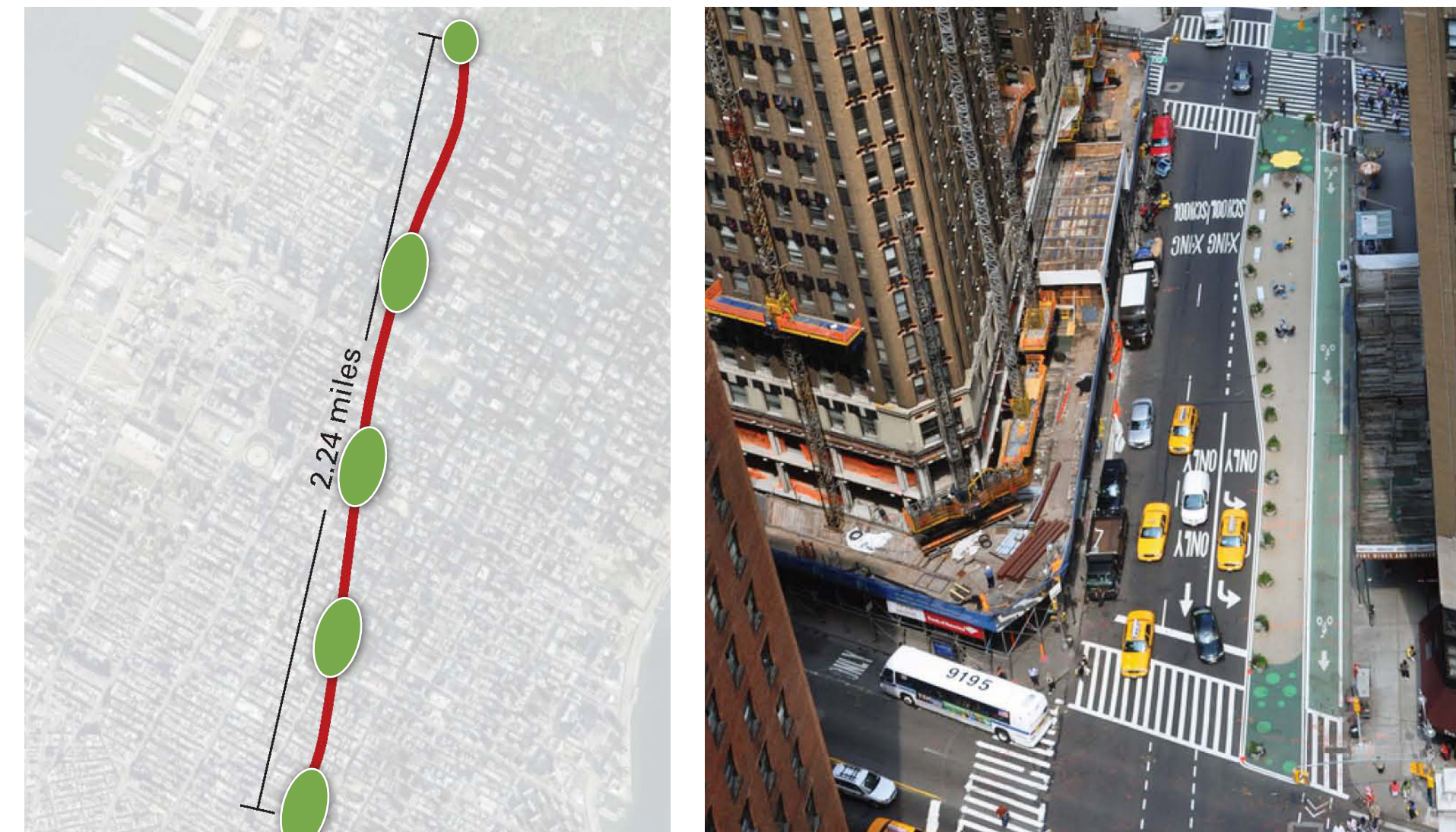


A vision for a Better Market Street

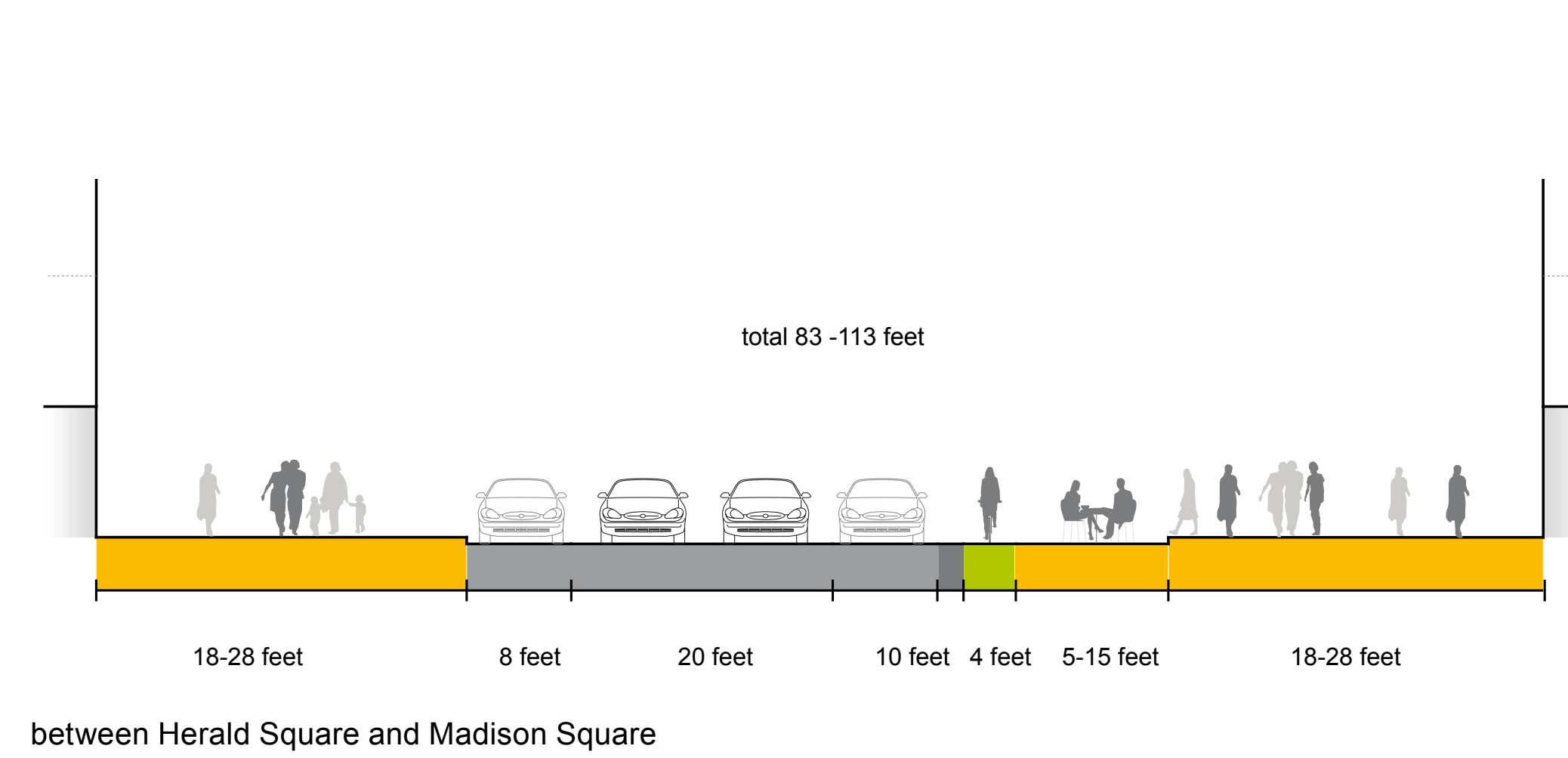
- Safe
- Healthy
- Lively
- Sustainable

MEASURES AND MODELS OF SUCCESS: TWO EXAMPLES

Broadway, New York City



A series of new public spaces



between Herald Square and Madison Square

Dramatic Changes



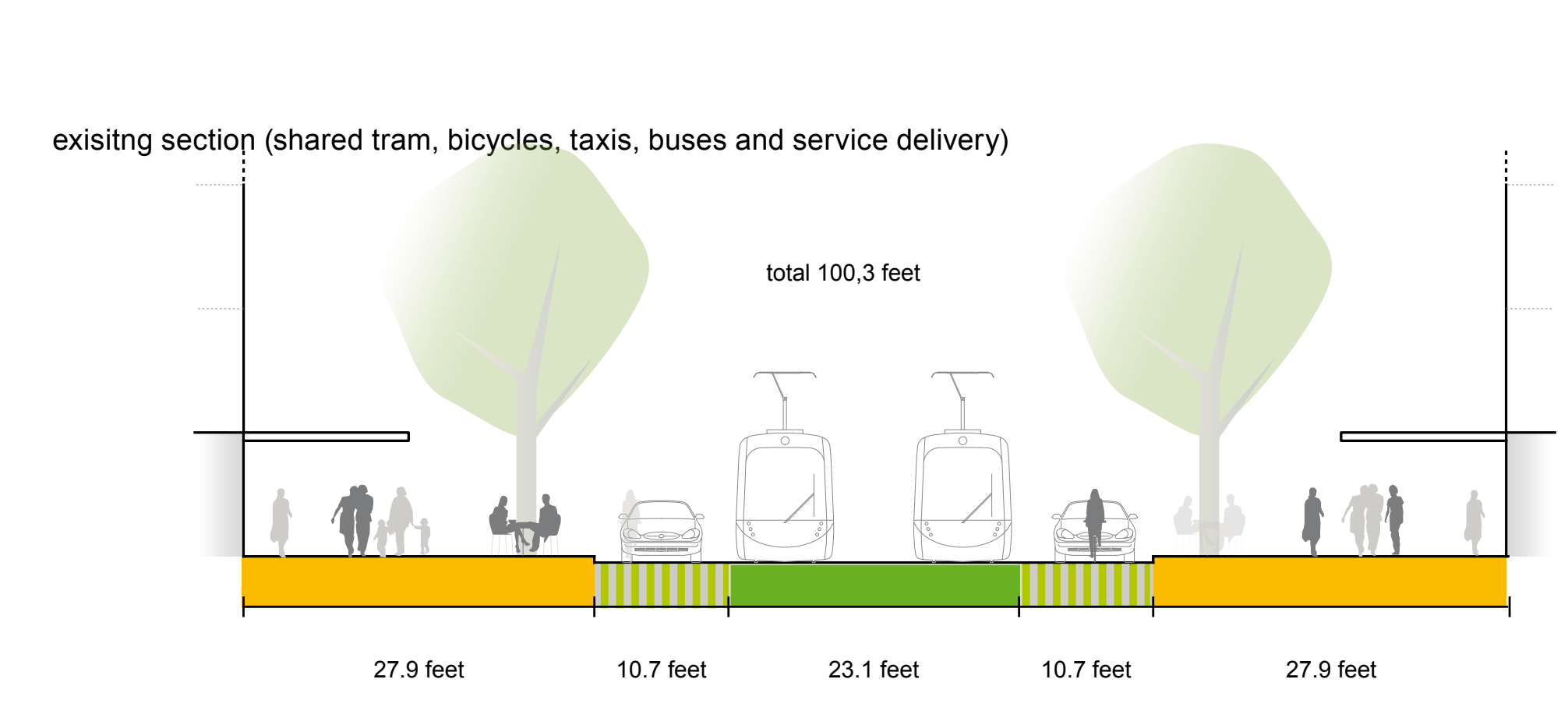
Success stories for Broadway

- 63% decrease in injuries due to motor vehicles
- 17% improvements in travel time
- 200% more cyclist commuters
- 11% increase in pedestrian traffic in Times Square

Swanston Street, Melbourne

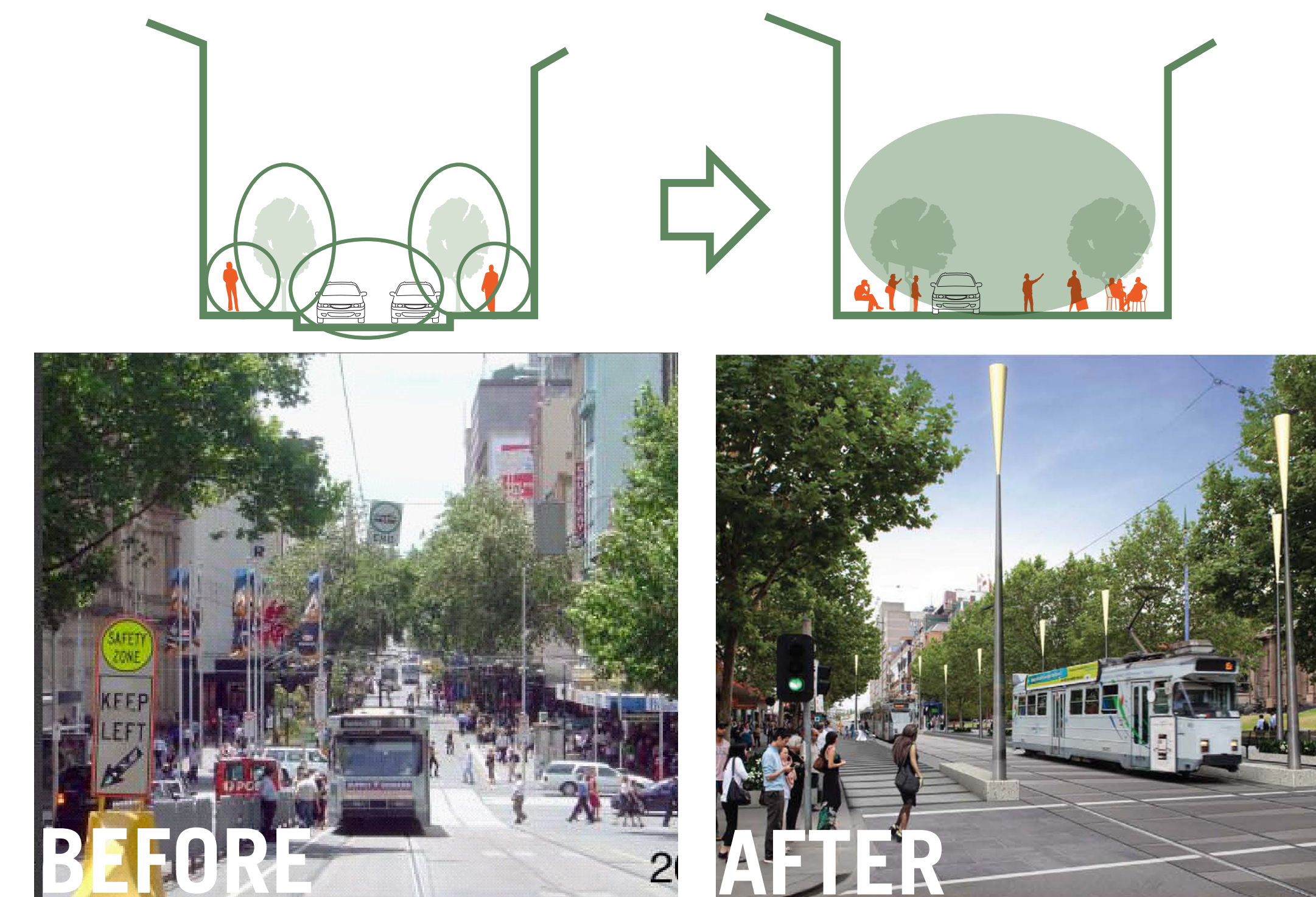


A lively Civic Spine



Integrated Design

Thinking across agencies



Success stories Swanston

- 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



WHAT ARE YOUR TOP 3 GOALS FOR MARKET STREET?

A Goal is a general purpose or aim for the redesign of Market Street.

Goal	[ Please place dot in the appropriate quadrant(s)]	Comments [ Please comment on post-it and place in the appropriate rows]
<p>Civic Role</p> <p>Make Market Street a central gathering place for civic celebration and enhance its identity as the region's most iconic street.</p>		
<p>Connecting Neighborhoods</p> <p>Enhance Market Street's role in linking districts, neighborhoods, destinations and open spaces, making it easier for people to connect to their destinations.</p>		
<p>Place Making</p> <p>Enhance the quality of the public spaces along Market Street to invite people to stop and enjoy its diverse and urbane character.</p>		
<p>Economic Vitality</p> <p>Support the economic vitality of businesses, particularly ground floor uses, along the Market Street corridor.</p>		
<p>Public Transit</p> <p>Increase Market Street's central role in the City's and region's public transit system and improve the travel time and reliability of public transit.</p>		
<p>Bicycling</p> <p>Create a continuous and comfortable bicycle facility along the Market Street corridor, attracting a wide range of age groups and skill levels.</p>		
<p>Walking</p> <p>Create an accessible pedestrian environment that promotes walking's central role on Market Street for residents, visitors and workers.</p>		
<p>Service and Taxi Access</p> <p>Improve loading of goods and people to businesses and destinations and make it easier to find and get a taxi along the Market Street corridor.</p>		
<p>Vehicular Circulation</p> <p>Manage region- and city-serving vehicle travel and crossings on Market Street.</p>		

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