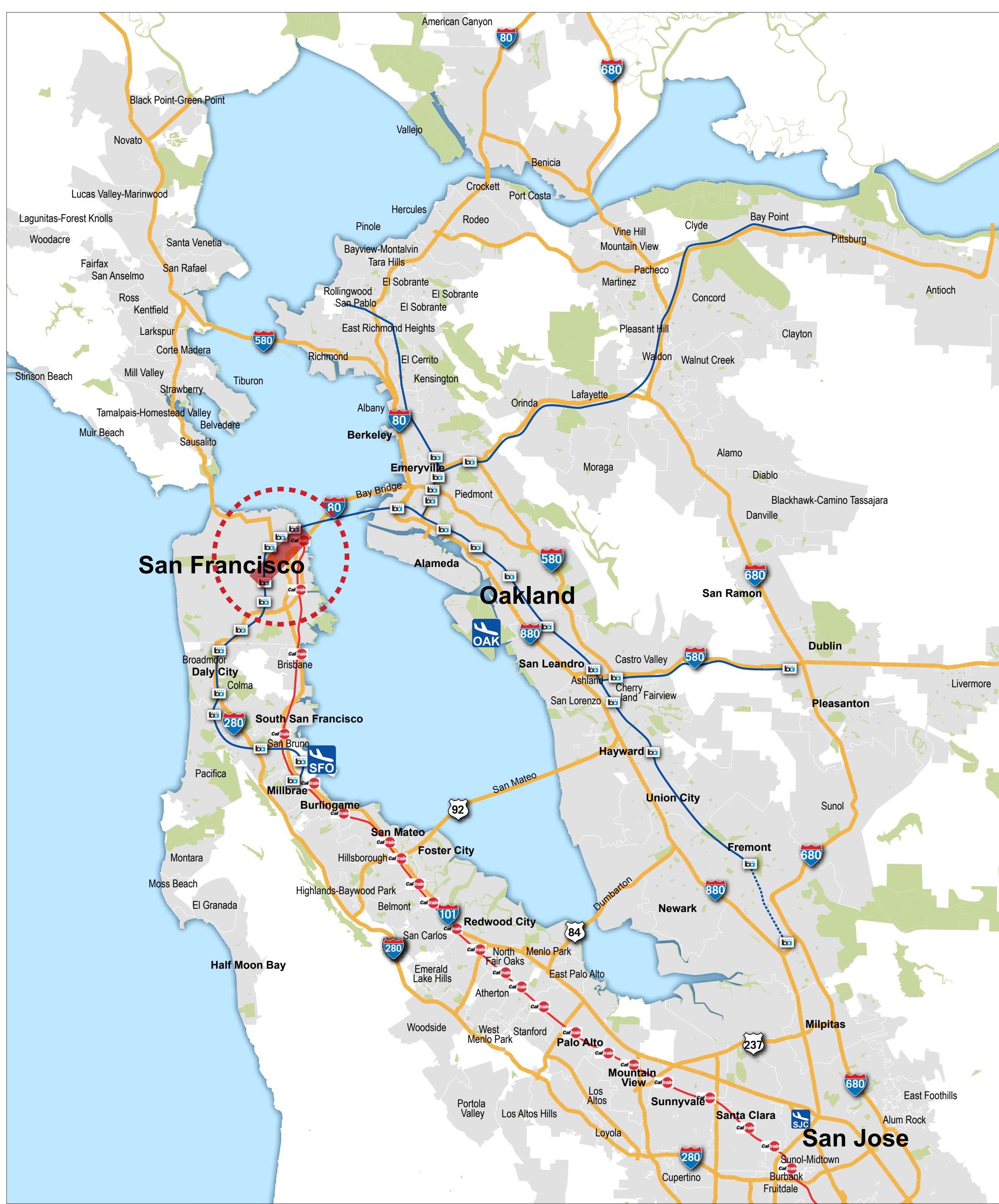


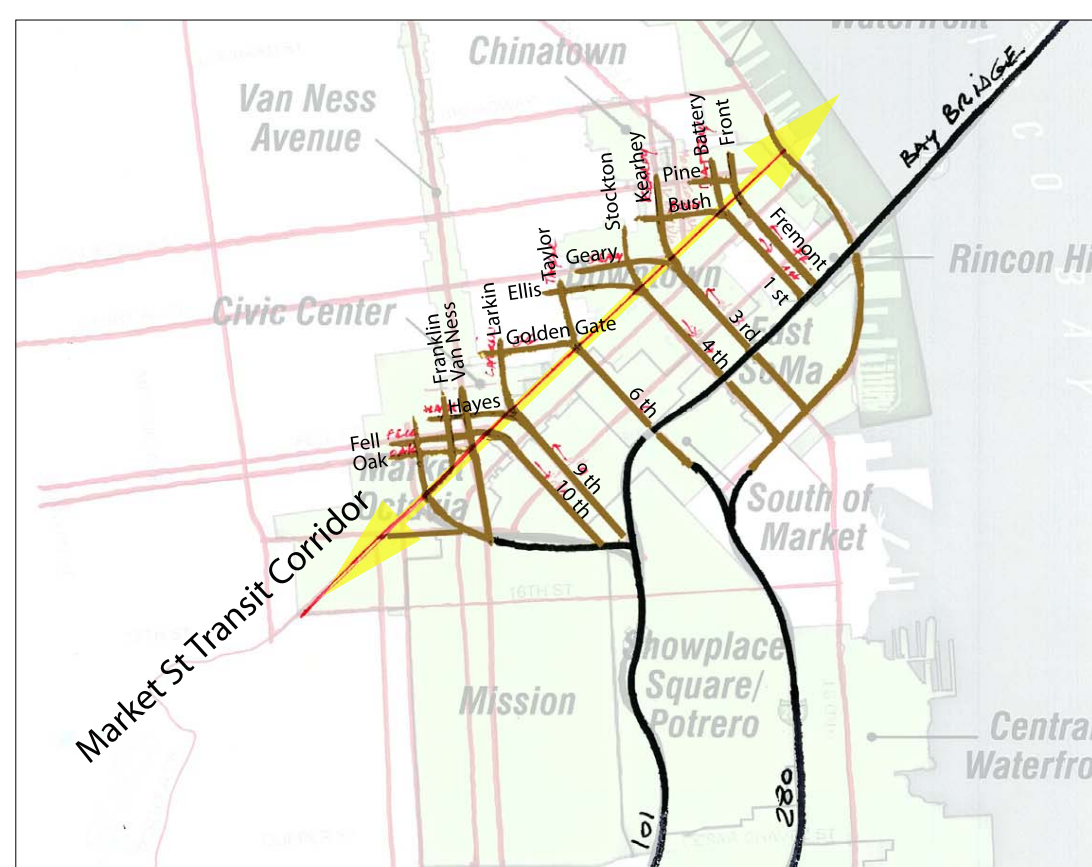
REGIONAL DESTINATION



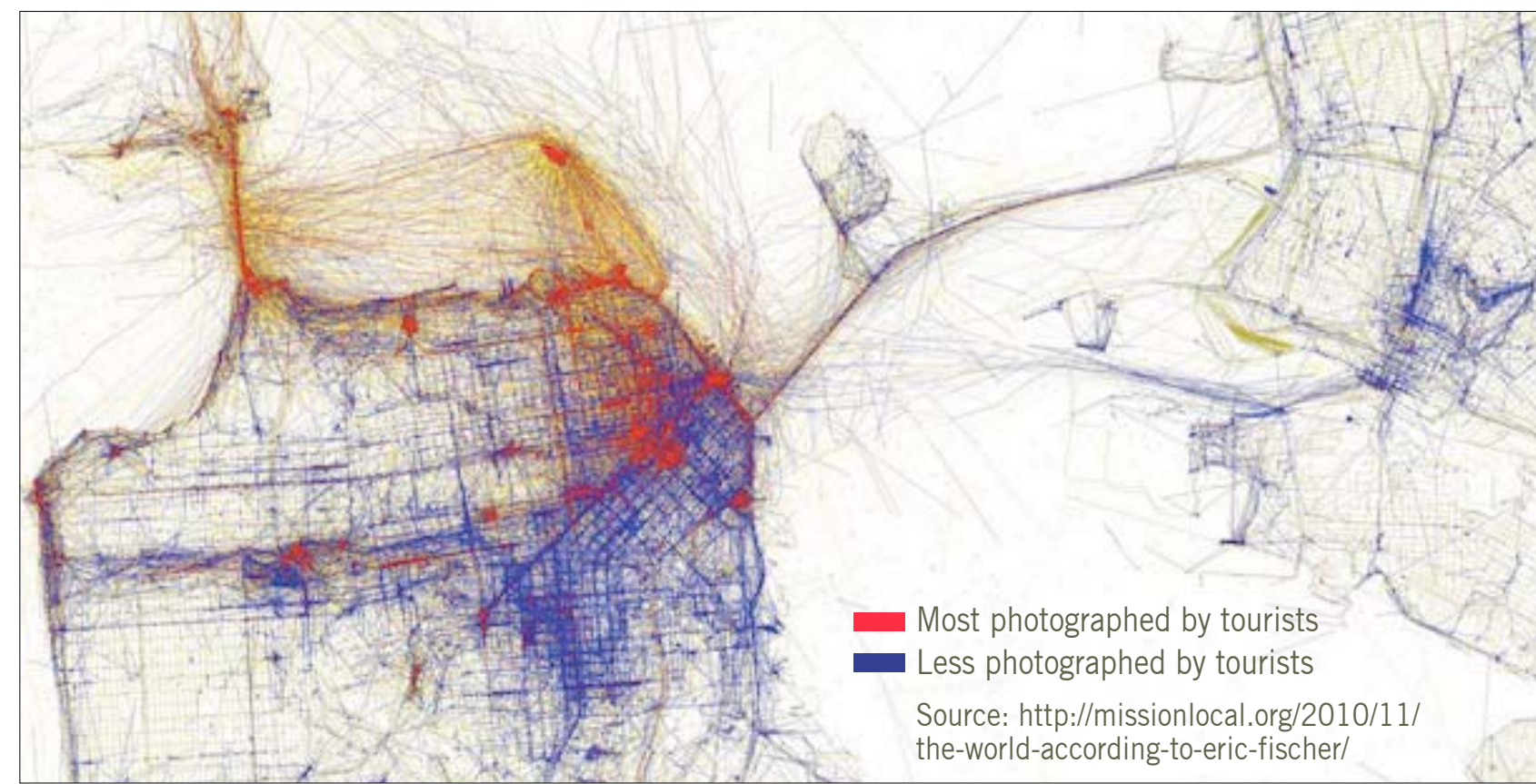
Market Street in the Bay Area transportation system



San Francisco transit map (Danny Man)



North-South "feeder" streets



Place most photographed (Eric Fischer)

Regional transportation destination and crossroads

- Market Street is the central destination of the Bay Area transportation system and a key city transit corridor
- Market Street's role as a transportation destination runs into multiple mode conflicts where north-south "feeder" streets cross Market

Lack of identity and imageability

- Although Market Street still serves as San Francisco's front door, its physical character, operational challenges, and lack of urban life diminish its identity as a distinctly San Francisco place and regional transportation destination
- Visitors seeking an iconic "postcard" photo of San Francisco seldom choose Market Street



Ferry Building clock tower from Market Street

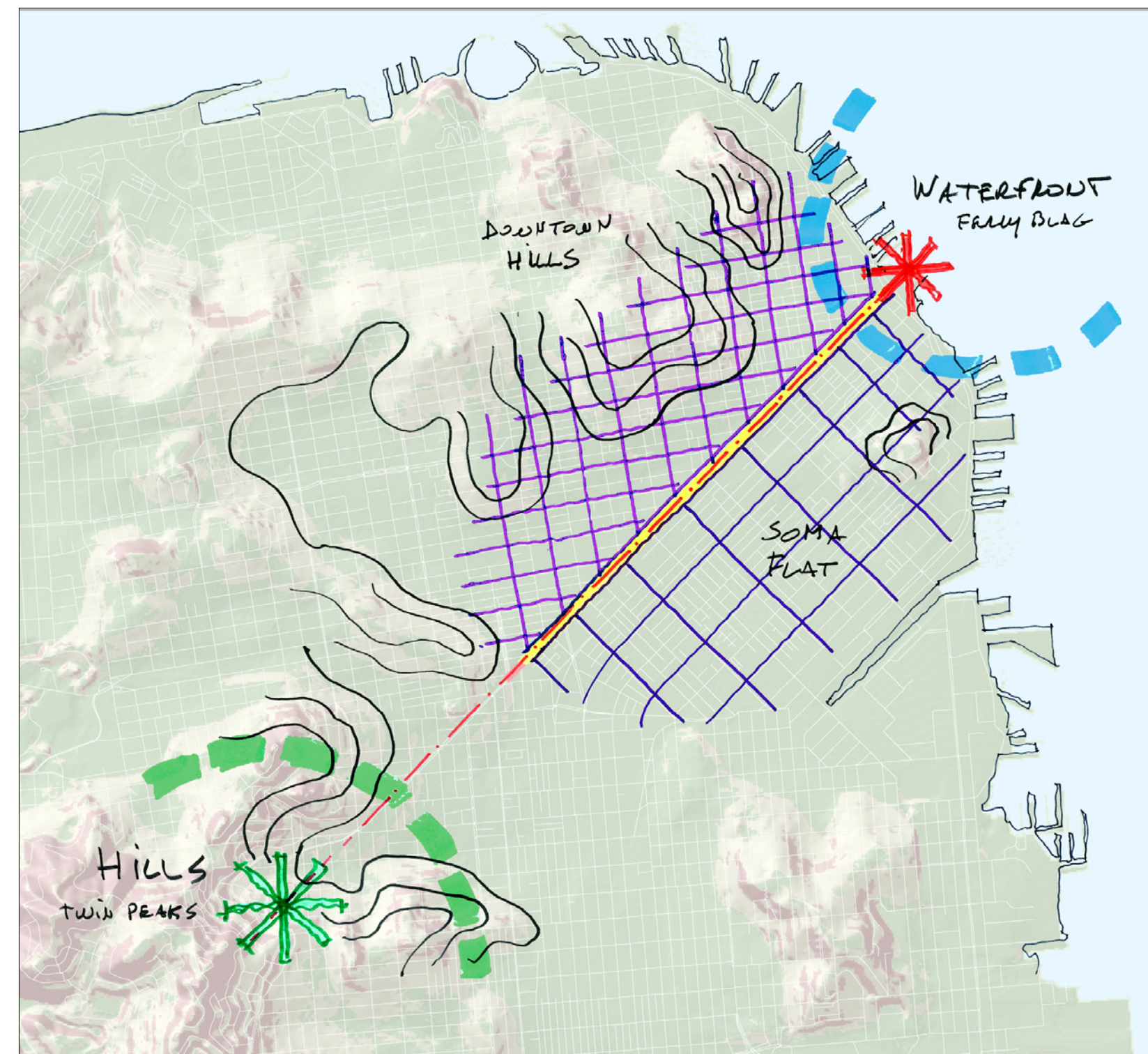


Cable car turnaround on Market Street

CITY CIVIC STREET & PLACE



Better Market Street context



A "hinge" in the City



View of Market Street from Twin Peaks



View of City Hall from Market Street

An organizing hinge

- Market Street forms a "hinge" between two very distinct street grids. These changes in block size and orientation were established when the street pattern was laid out in 1847 (see History).
- The dramatic San Francisco topography reinforces this role as a hinge – as northern and western hills transition to SOMA flatlands.

Featuring key city views and landmarks

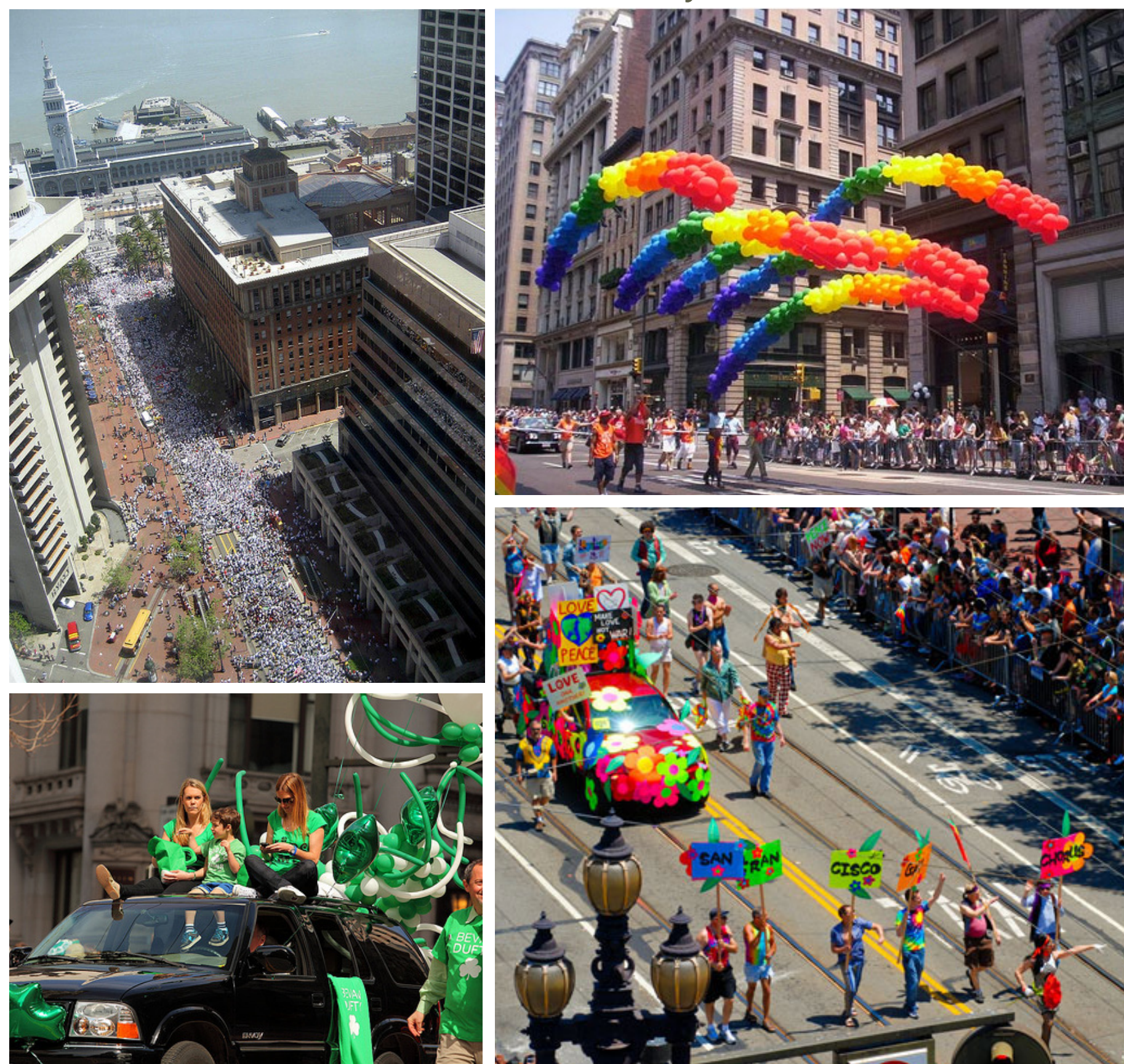
- Market Street is a strong reference point and orienting feature in the City offering iconic views to the Ferry Building, Twin Peaks/Sutro Tower and City Hall

A place for civic pride and celebration

- Market Street is the place for all major parades and civic celebrations in the City
- The Market Street parade route links two major City landmarks: the Ferry Building and City Hall

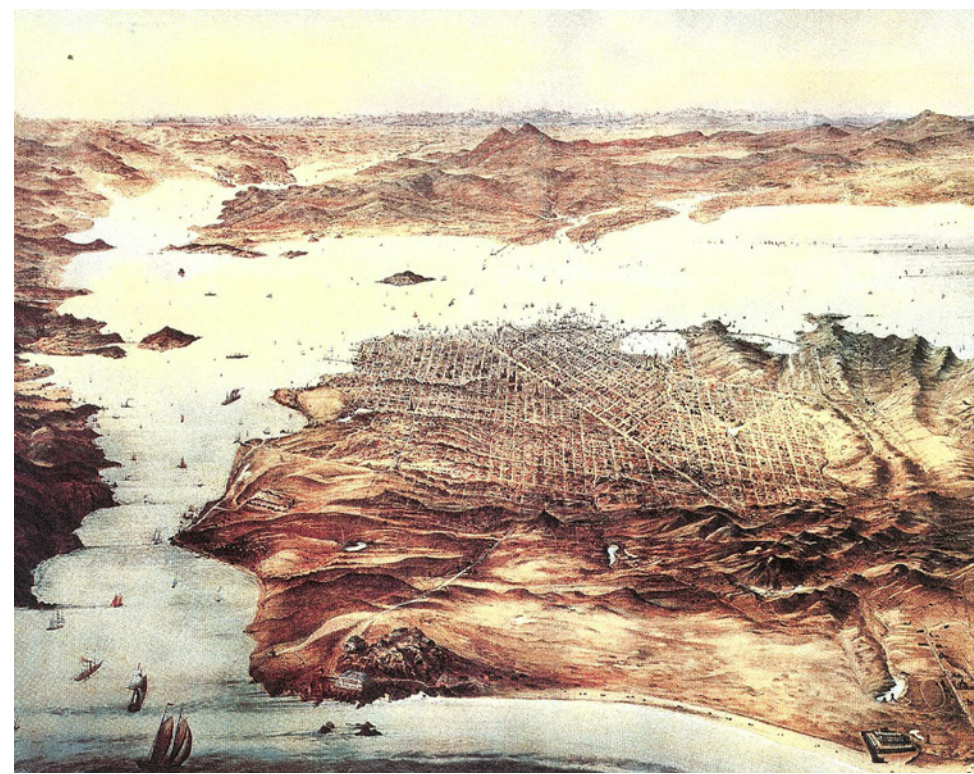


Nov. 2010 SF Giants victory parade on Market Street



Many parades take place on Market Street

HISTORY



View of San Francisco



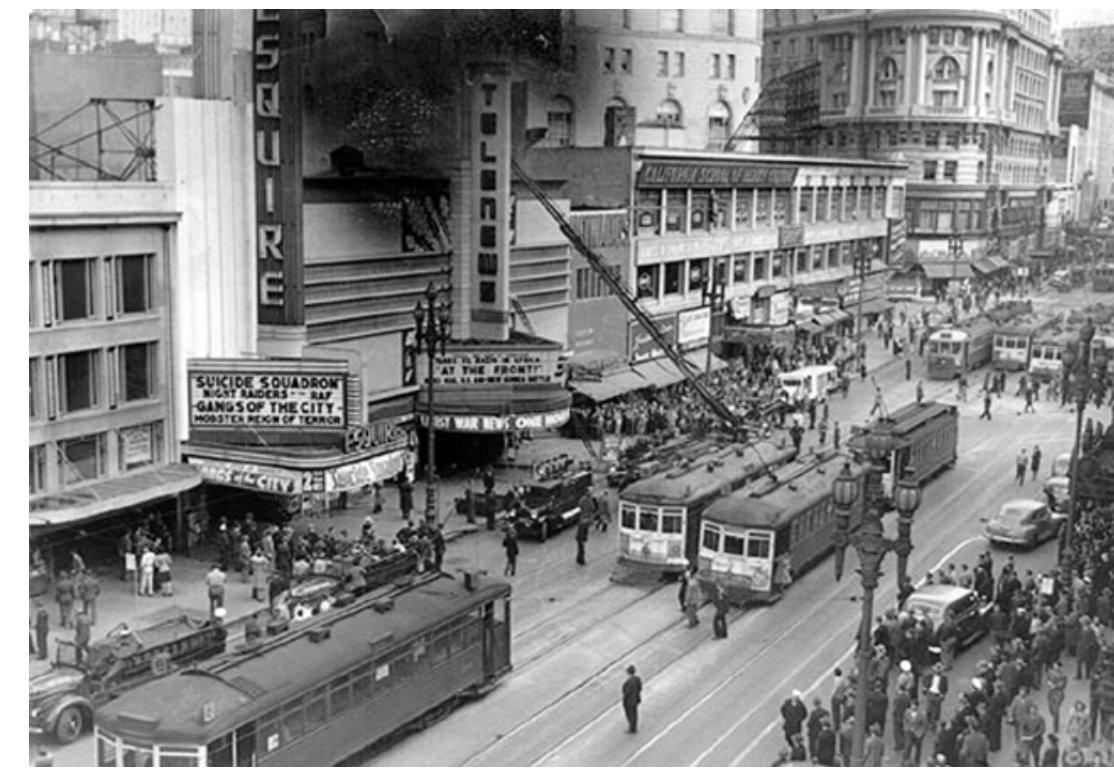
Market Street in 1905



Arch on Market Street



Streetcars in 1920s



Streetcars on four tracks in 1940s



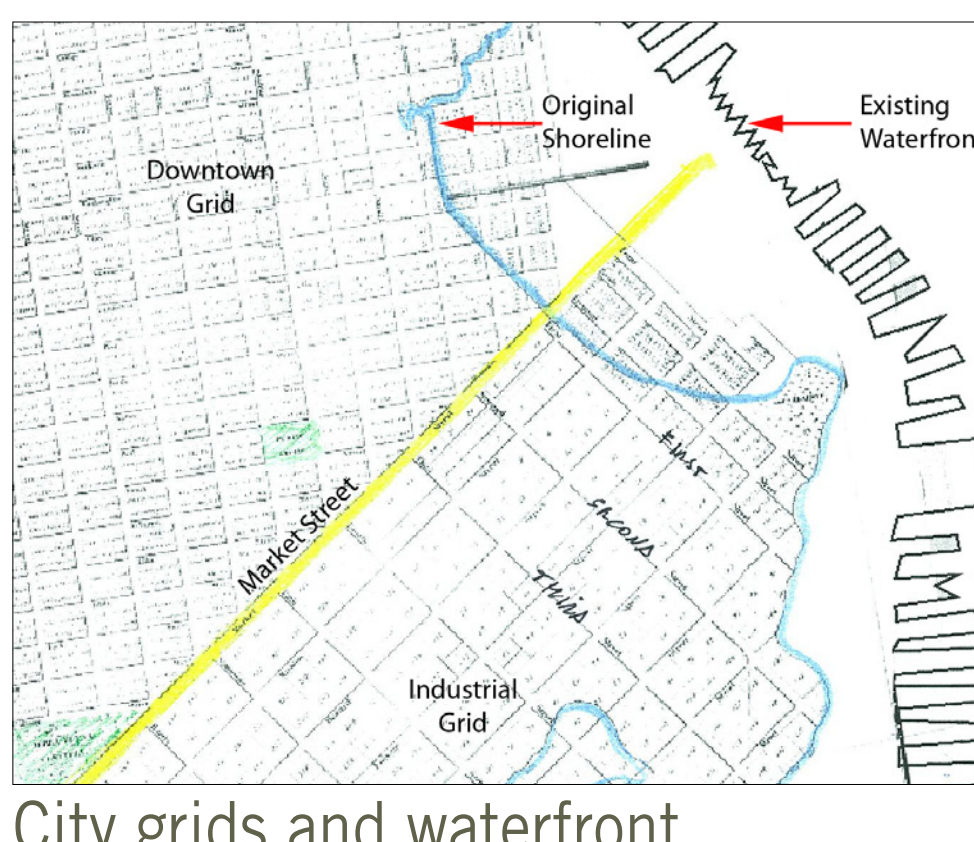
Freeway separating Ferry Building and Market Street

1840 - 1860 Citywide

1860 - 1906 (Pre-earthquake) Transportation

1906 - 1950 (Post-earthquake) Transportation & Theatre District

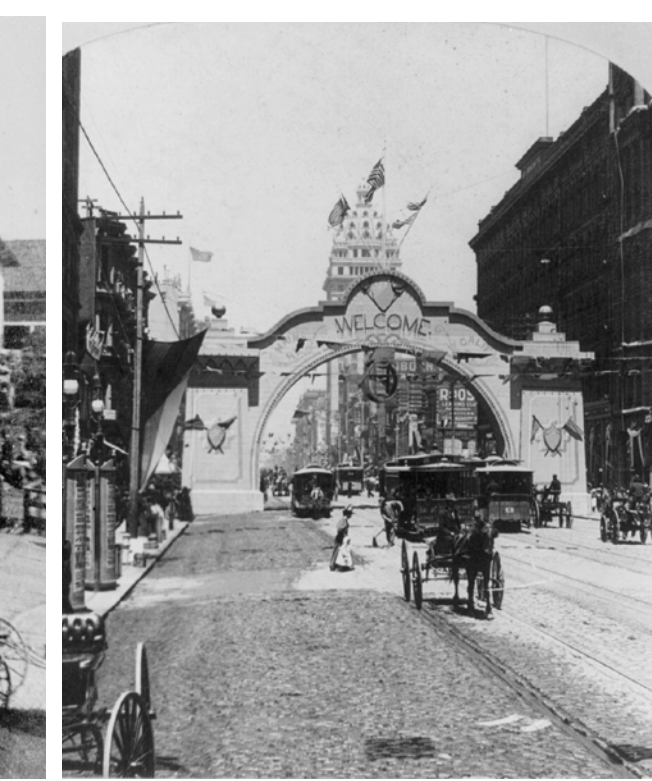
1950 - 1970 Redesign



City grids and waterfront



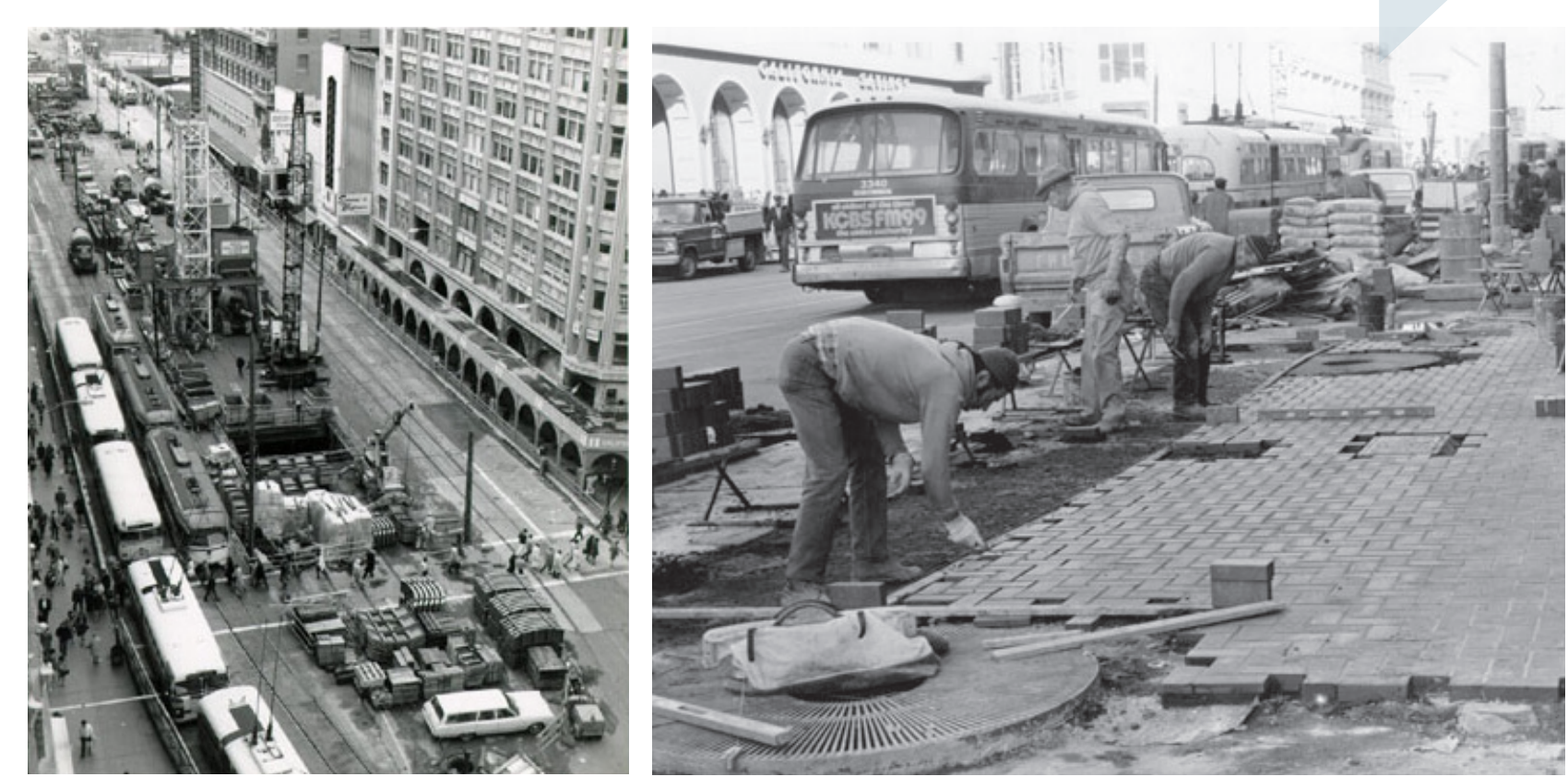
Ferry Building



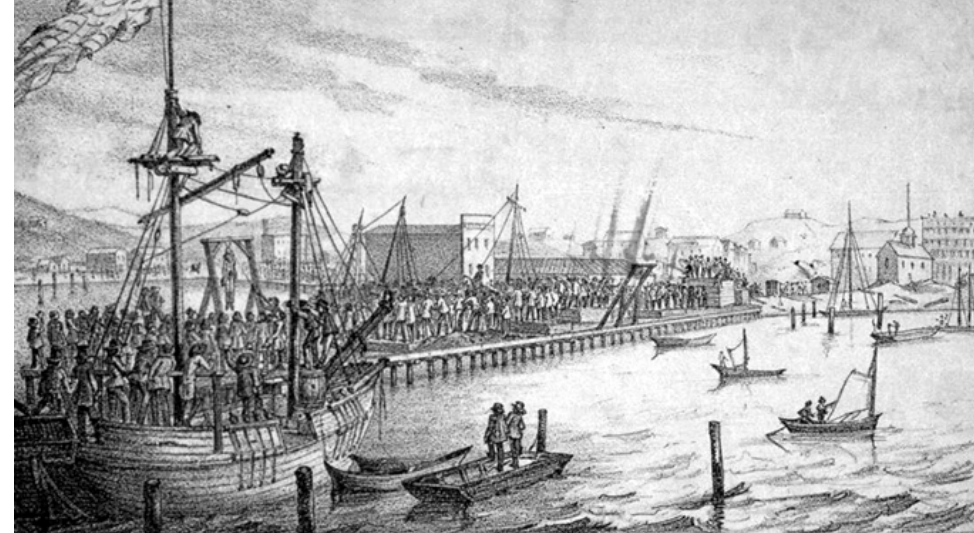
Arch on Market Street



Theaters and hotels on Market Street



Construction of BART Paving of Market Street sidewalks



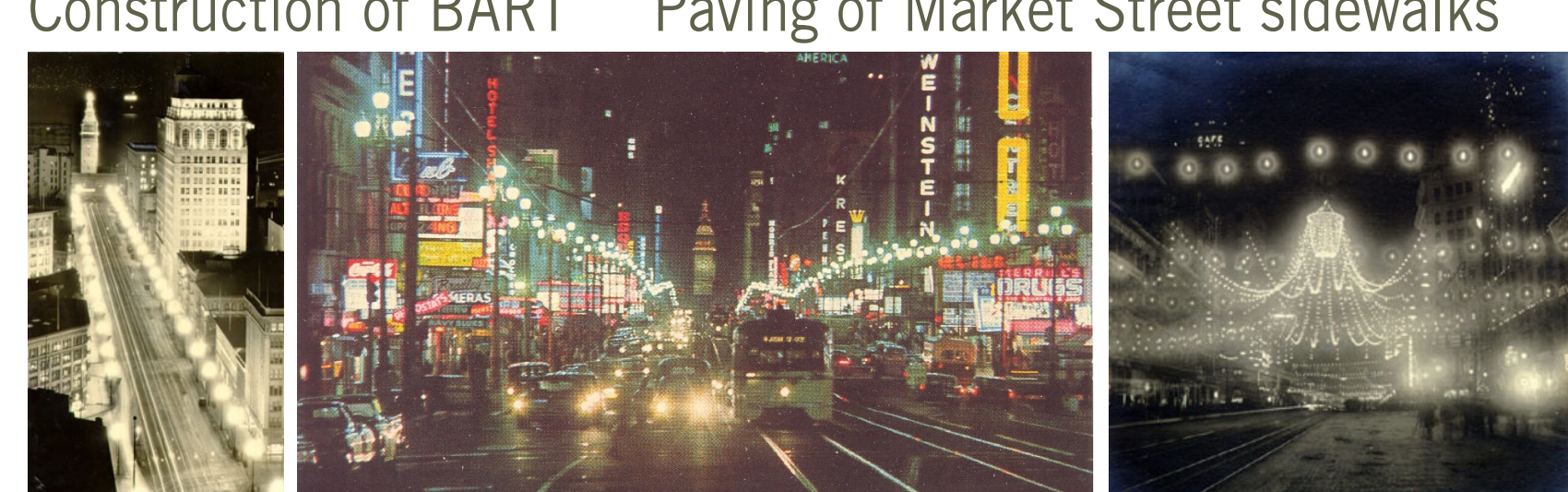
Market Street wharf



Street view of Market Street



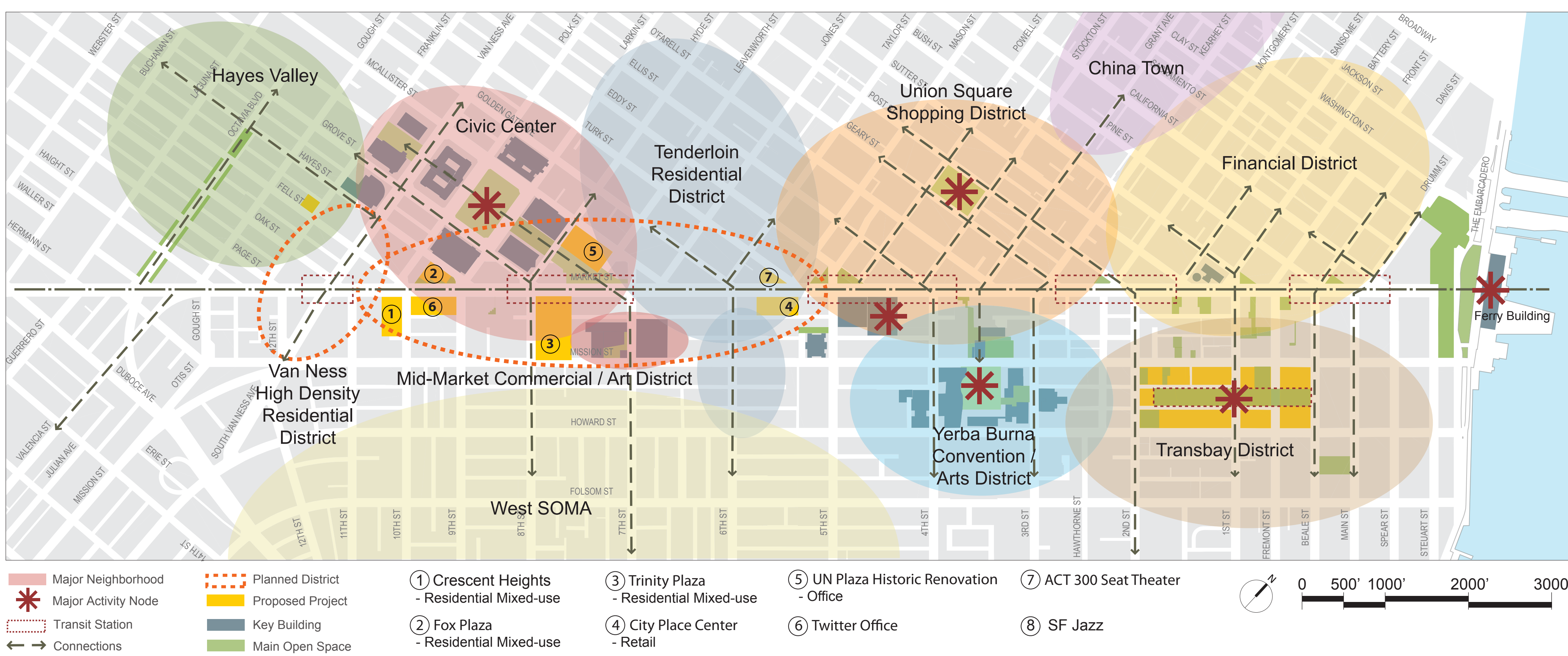
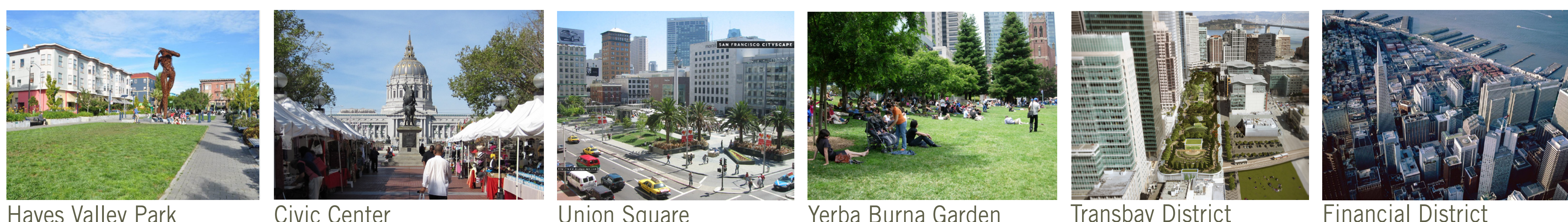
From Market to Mission



Path of Gold

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

DISTRICTS AND EMERGING SYNERGIES



Opportunities are lost where lively nearby districts lack identity on Market Street

- Adjacent existing activity nodes including Civic Center, Union Square, Yerba Buena Gardens/ Convention Center, Ferry Building, and upcoming Transbay Terminal don't directly activate Market Street
- Except for the retail between 4th St. and 5th St., Market Street lacks strong points of interest and is not perceived as a center

Capitalize on new projects synergies

- Market Street can leverage a number of upcoming projects and ongoing initiatives contemplated along or near the corridor, including residential and arts-oriented investments, to re-energize and activate the street

TRANSPORTATION INTERFACE

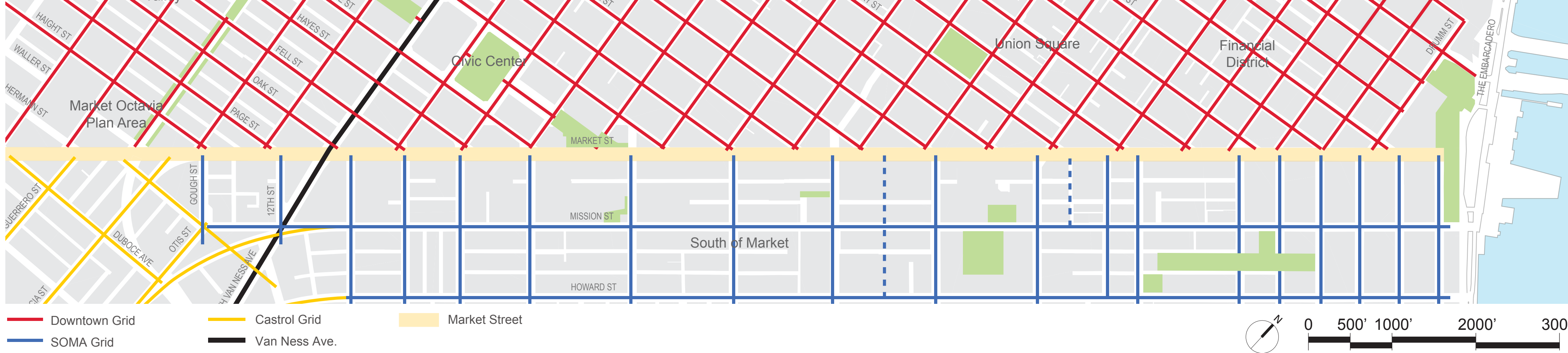


Transit plays a major role in Market Street identity and experience

- The great majority of people on Market Street corridor, above and below ground, are using transit.
- People's experience of Market Street depends greatly on their route and transit mode choices
- Improving travel modes and their interface is an opportunity to strengthen connectivity of districts and further activate the public realm

CORRIDOR AND EDGES

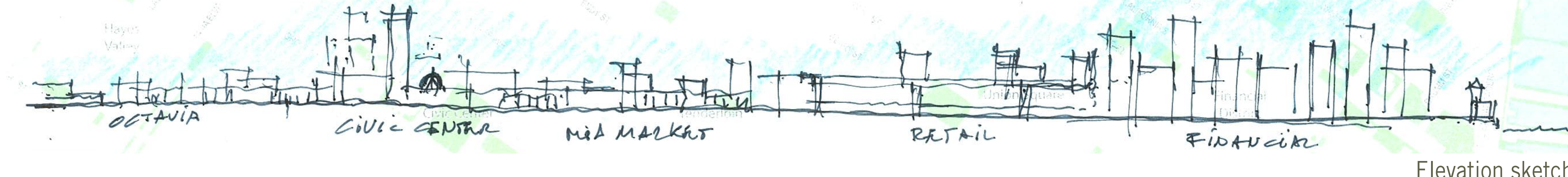
Street grids



Distinct grids

- The edges of Market Street are defined by two distinct grids that create connection challenges

Market Street edges



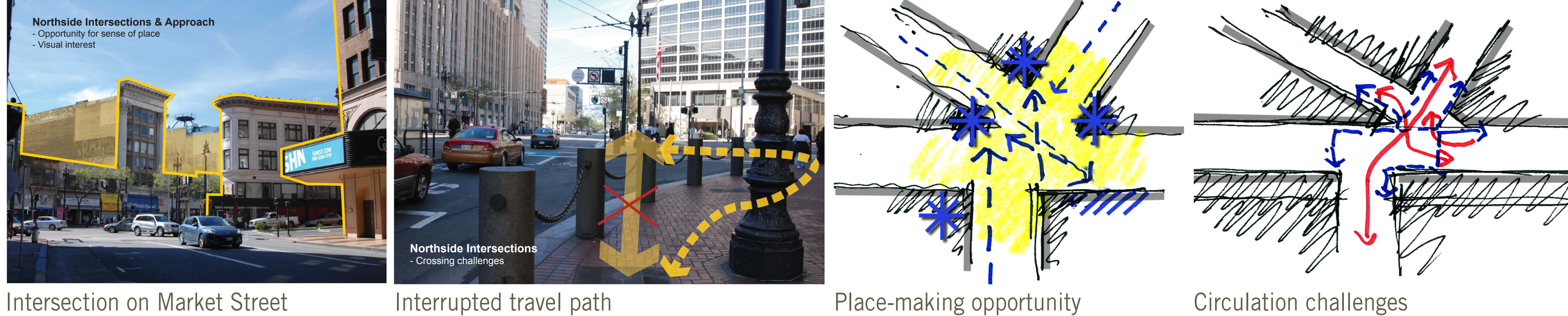
Density and contrasting edges

- The urban form varies along the street and reflects some of the highest densities in the city in particular in the Financial and Civic Center districts
- Buildings along the corridor substantially vary in height and frontage length, resulting in an irregular streetwall and contrasting sense of enclosure and scale along the corridor
- The two city grids joining at Market Street result in a distinct asymmetrical urban space clearly differentiating north and south sides

Intersections unique to Market

- Market Street intersections provide unique spatial qualities with multiple building corners, attractive angled views, and a sense of arrival onto Market Street from most side streets
- Street geometries resulting from the change of grids create a number of circulation and crossing challenges

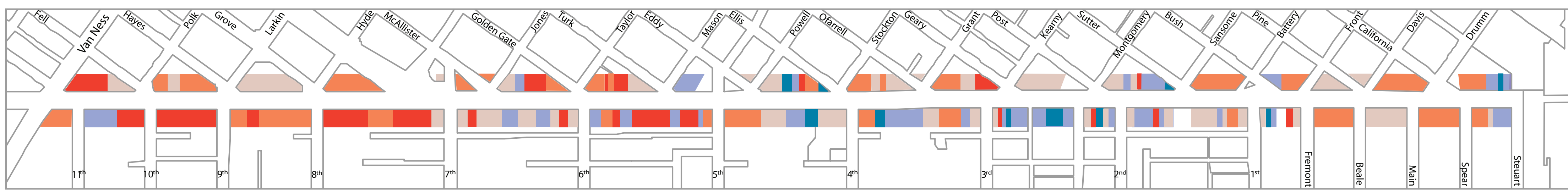
Intersections



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

GROUND FLOOR FAÇADES

Ground floor façades quality



Façades quality Index

5%	17%	28%	32%	12%
ACTIVE / ATTRACTIVE	PLEASANT	SOMEWHERE in BETWEEN	DULL	INACTIVE / UNATTRACTIVE
<ul style="list-style-type: none"> Small units, many doors (15-20/328') Diversity of Functions No closed or passive units Interesting relief in frontages Quality materials & refined details 	<ul style="list-style-type: none"> Relatively small units (10-14/328') Some diversity of functions Only a few closed or passive units Some relief in the façades Relatively good detailing 	<ul style="list-style-type: none"> Mixture of units sizes (6-10/328') Some diversity of functions Only a few closed or passive units Uninteresting design of frontages Somewhat poor detailing 	<ul style="list-style-type: none"> Large units with few doors (2-5/328') Little diversity of functions Many closed units Predominantly unattractive frontages Few or no details 	<ul style="list-style-type: none"> Large units with few or no doors No visible variation of function Closed and passive façades Monotonous frontages No details, nothing interesting

Inconsistent ground floor edges quality and activity

- Treatment of ground floor facades is key to an attractive and successful pedestrian environment.
- Currently, ground floor facades vary significantly, with long stretches of Market Street offering an unattractive, inactive pedestrian environment including blank walls and vacant storefronts.
- Retail District and the south side of the Financial District feature the highest concentration of attractive façades; conversely, the Central Market area currently has the highest concentration of dull and unattractive façades



Note: Methodology - This study used Gehl Architects' ground floor frontages quality index that has been developed in multiple Public Space and Public Life studies. Quality was rated by two independent observers in 2009.

ELEMENTS OF CONTINUITY AND VARIETY

Paving



Wayfinding



Civic Art



STREETSCAPE ELEMENTS CAN CREATE VISUAL IDENTITY, CONTINUITY, AND INTEREST.

- Historic Path of Gold lighting serves to identify the whole of Market Street corridor
- The brick paving serves to reinforce the continuity of the corridor yet it proves vastly monotonous and uncomfortably expansive in locations
- Overall, there is strong continuity with little variation and interest
- Wayfinding is inconsistent along the corridor
- Civic art offers opportunities to celebrate and create visual identity

Furniture



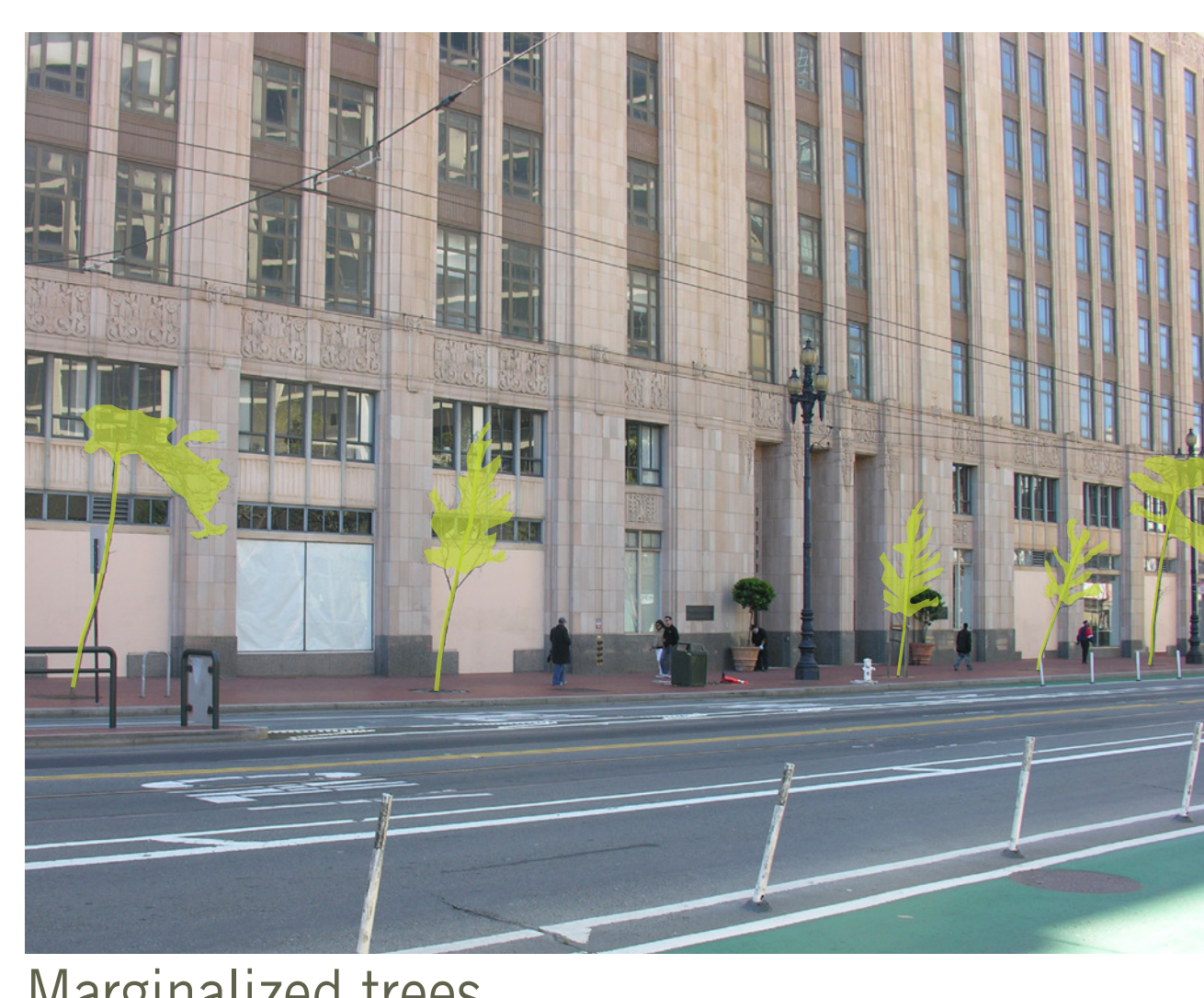
Lights



Street Element Precedents



TREES



- The condition and form of the Market Street trees do little to benefit the civic pride and identity of San Francisco's great street
- The health, form and scale of existing trees along Market Street vary greatly
- Many failing trees due to a high degree of shade and poor soil conditions
- The few robust trees on Market Street create physical comfort and entice people to stay



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



1. WHAT DO YOU THINK IS SPECIAL ABOUT MARKET STREET? BE AS SPECIFIC AS POSSIBLE.

2. WHAT FEATURES OR ELEMENTS WOULD YOU CHANGE ON MARKET STREET TO MAKE IT A MORE MEMORABLE PLACE?

3. THINKING OF YOUR FAVORITE STREETS HERE OR ELSEWHERE, WHAT ASPECTS COULD PROVIDE INSPIRATION FOR MARKET STREET? BE AS SPECIFIC AS POSSIBLE.

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

