

3 Relevant Projects and Studies

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3.1 Overview

Existing studies and projects provide context, goals, policies and guidelines relevant to potential improvements to Market Street. This section summarizes the relevant portions of those existing studies and projects, as provided by the San Francisco Planning Department, San Francisco County Transportation Authority (SFCTA) and the San Francisco Municipal Transportation Agency (SFMTA).

There are 34 individual studies and/or projects summarized here for easy reference in the Existing Conditions and Best Practices documents. This includes the thirteen studies suggested in the Better Market Street consultant scope of work, along with another 23 projects and studies that arose as relevant and valuable for the ongoing work of the project. The focus is on planning and transportation work as requested.

At the kickoff of this effort, the City provided an informational presentation of current efforts and policy directions. This included a PowerPoint show with a succinct summary of project focus and findings, and the convening of key participants in these studies at that presentation to enhance team understanding and discuss interrelationships.

The structure of this review provides a project name, year of completion, lead agency or group with responsibility, and a summary of key elements that hold direct relevance to Market Street and its immediate connecting streets and surrounding districts. Sample maps are provided for general reference, although access to actual documents will often be essential when direct design application is intended.

Please note that in addition to the summaries compiled here, relevant studies and projects are referred to in many other chapters of the Existing Conditions and Best Practices documents, with more technical, operational, and urban design discussions found there.

San Francisco Planning Department

Plans/Studies

- San Francisco Better Streets Plan, 2010
- Transit Center District Plan (draft), 2009
- Vision for Open Space and Draft Recreation and Open Space Element (2009)
- Market and Octavia Area Plan, 2008
- Market Street Public, Life Public Space Study, 2008
- Rincon Hill Plan, 2005
- Civic Center Sustainable District Plan (ongoing)
- Central Market Street Revitalization, 2010 and 2005
- Downtown Streetscape Plan, 1995
- Path of Gold Light Standards, Landmark Designation 1991
- Downtown Area Plan, San Francisco General Plan, 1983

San Francisco County Transportation Authority (SFCTA)

Public Projects

- Hallidie Plaza Project, 2004
- Embarcadero Open Space Redesign
- Powell Street Parklets

Private Development

- Crescent Heights
- Fox Plaza
- Trinity Plaza
- City Place Center
- 50 UN Plaza Historic Renovation
- Twitter Office
- ACT 300-Seat Theatre
- 1540 Market St. High-rise Residential
- Octavia Gateway Residential Mixed-Use

Plans/Studies

- Central Freeway/Octavia Circulation Study (ongoing), 2010
- Strategic Analysis Report, Transportation Options for a Better Market Street, 2009
- Tenderloin/Little Saigon Neighborhood Transportation Plan, 2007
- Van Ness Avenue Bus Rapid Transit (ongoing), 2006
- Market Street Study Action Plan, 2004

San Francisco Municipal Transportation Agency (SFMTA)

Plans/Studies

- San Francisco Bicycle Plan, 2009
- Transit Effectiveness Project (TEP) Implementation Plan (ongoing)
- Eastern Neighborhoods Transportation Plan, 2010

Projects (Ongoing)

- Market Street Projects (near-term): Safe-Hit Posts; Required Right Turns; Calm and Safety Zone
- Haight Two-Way Conversion Project
- Hayes Two-Way Conversion Project
- Bicycle Plan Implementation Projects
- Bicycle Sharing
- Central T Subway Project

3.2 San Francisco Planning Department

Plans/Studies

- San Francisco Better Streets Plan, 2010
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San Francisco Better Streets Plan, 2010

The San Francisco Better Streets Plan, adopted in 2010, provides a blueprint for the future of San Francisco's pedestrian environment.

The Better Streets Plan provides goals, objectives, policies and guidelines for improvements to streets throughout San Francisco, including Market Street's pedestrian realm. In addition, the Downtown Streetscape Plan section of the Downtown Area Plan (discussed below) also includes policies and guidelines related to improvements to downtown streets including Market Street.

The summary below highlights those Plan elements most applicable to Market Street, but the summary is not exhaustive. The reader should refer the Better Streets Plan for a full listing of relevant guidelines and standards.

Goals and Policies

Most of the goals and policies of the Better Street Plan (Chapter 3) apply to Market Street, as well as many of the associated guidelines. The goals and policies of the Plan relevant to Market Street follow.

Better Streets Plan Highlights

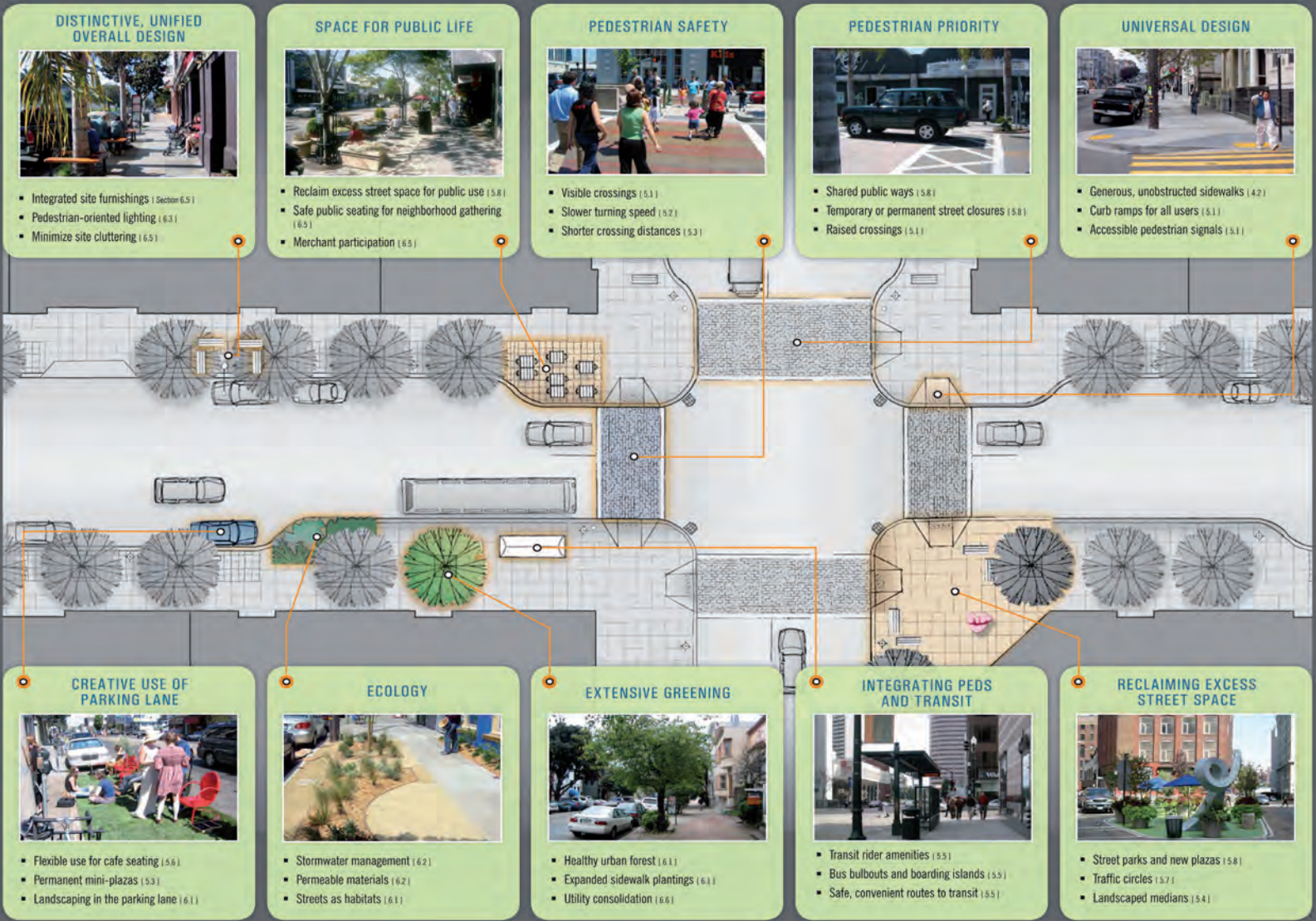


Table 3.2.1: Better Streets Plan Goals and Relevant Policies

Goals	Relevant Policies
1. Memorable	<p>1.1 Create a distinctive, unified streetscape environment for San Francisco that contains commonalities but is customizable to individual neighborhoods</p> <p>1.2 Provide distinctive design treatments for streets with important citywide functions</p> <p>1.3 Design streets to reflect and strengthen a sense of neighborhood identity</p>
2. Supports Diverse Public Life	<p>2.1 Design streets with comfortable spaces for casual Interaction and gathering</p> <p>2.2 Use excess portions of right-of-way, such as overly wide lanes, unused street space, or spaces created by streets coming together at odd angles to create landscaped and/or usable areas</p> <p>2.3 Design sidewalks to maximize the amount of pedestrian and usable open space</p> <p>2.5 Facilitate and encourage temporary community use of street space for public life, such as street fairs, performances, and farmer’s markets</p>
3. Vibrant Places for Commerce	<p>3.1 In commercial districts, facilitate and encourage adjacent businesses to use outdoor space for seating and merchandise displays while maintaining adequate pedestrian access</p> <p>3.2 In commercial districts, balance the need for short term parking for shoppers and loading for businesses with the need for pedestrian-oriented design</p>
4. Promotes Human Use and Comfort	<p>4.1 Create streetscapes that have a variety of seating opportunities for all users</p> <p>4.2 Design streets with a comfortable buffer or sense of separation from passing traffic</p> <p>4.3 Design streets with a comfortable micro-climate for walking, sitting, or interacting</p>
5. Promotes Human Health	<p>5.1 Enable opportunities to create active recreational spaces on streets, such as paths or pocket parks</p>

Goals	Relevant Policies
	5.2 Emphasize improvements to streets that link to parks, recreation centers, and other community uses
6. Safe	6.1 Design pedestrian crossings to maximize pedestrian safety and comfort
	6.2 Employ traffic control devices to maximize pedestrian safety and comfort
	6.3 Design intersections so that geometries and traffic operations maximize pedestrian safety and comfort
	6.7 Design streets to maximize personal security
	6.8 Design streets to calm traffic and reduce speeding
7. Convenient Connections	7.1 Provide generous, unobstructed sidewalks on all streets
	7.2 Increase connectivity and access across barriers to pedestrian travel
	7.3 Design transit waiting areas for comfort, accessibility, and ease of use
	7.4 Emphasize improvements to streets that link to major transit nodes and transfer points
	7.5 Design streetscape and pedestrian facilities to support transit operations
	7.6 Create convenient, safe pedestrian conditions at transit waiting areas and transfer points
8. Ecologically Sustainable	8.1 Maximize opportunities in the streetscape for on-site storm water retention and infiltration

Table 3.2.1: Better Streets Plan Goals and Relevant Policies

Goals	Relevant Policies
	8.2 Use sustainable streetscape materials in street designs, taking into account the life-cycle energy costs of such materials
	8.3 Minimize energy use in street lighting and other energy requiring streetscape elements
	8.4 Use streetscape landscaping to increase the ecological value of public streets for people and wildlife
9. Accessible	9.1 Ensure that streetscape and pedestrian projects meet universal design principles
	9.2 Ensure that streetscape and pedestrian projects meet legally-mandated accessibility requirements for public rights-of-way
10. Attractive, Inviting and Well-Cared For	10.1 Maximize opportunities for street trees and other plantings
	10.2 Use urban forest elements to impart design definition and neighborhood identity
	10.3 Minimize visual clutter in the streetscape environment
	10.4 Ensure consistency and continuity in the design of streetscape elements
	10.5 Ensure adequate light levels and quality for pedestrians and other sidewalk users; minimize light trespass and glare to adjacent buildings
	10.6 Use high-quality, durable materials in the design of streetscapes
	10.7 Include and integrate public art into street improvements
	10.8 Balance desired design treatments with the ability to provide adequate maintenance

Ceremonial Streets: Standard Improvements and Case-By-Case Additions

Street Type







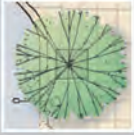




Market Street is street type “Ceremonial (Civic)” and is identified as “important to the City Pattern” in San Francisco’s General Plan.

Ceremonial Streets should be uniquely designed, and they should exhibit a high degree of design consistency, formality and care.

The treatments that are generally appropriate for Ceremonial Streets include:

- Curb ramps
- Market crosswalks
- Pedestrian signal countdowns and APS
- Corner curb extensions
- Street trees
- Tree grates
- Storm-water control
- Pedestrian lighting
- Special paving
- Site furnishings
- High-visibility crosswalk
- Special crosswalk treatment
- Mid-block crossing
- Extended bulb-out
- Mid-block bulb-out
- Center median
- Pedestrian refuge island
- Transit bulb-out/boarding island
- Pocket parks
- Boulevard treatment














Standard Improvements

<p>Marked crosswalks with curb ramps (Section 5.1)</p> 	<p>Stormwater control measures (6.2)</p> 
<p>Pedestrian signals (countdown and APS) (5.2)</p> 	<p>Pedestrian-scale lighting (6.3)</p> 
<p>Corner curb extensions (5.2)</p> 	<p>Special paving (6.4)</p> 
<p>Street trees (6.1)</p> 	<p>Site furnishings (6.5)</p> 
<p>Sidewalk planters (planter boxes) (6.1)</p> 	<p>Wayfinding signage (6.5)</p> 
	<p>Public art (6.5)</p> 

Additional Guidelines

- Ceremonial streets are special streets, and should have unique, high-quality designs
- Ceremonial streets should use consistent, unique plantings, lighting, furnishings, and paving treatments
- Ceremonial streets should have generous pedestrian and public spaces
- For specific stormwater control measures, see Section 6.2.

Case by Case Additions

<p>01 Mid-block crossing (5.1)</p> 	<p>07 Pedestrian refuge island (5.4)</p> 
<p>02 High visibility crosswalks (5.1)</p> 	<p>08 Transit bulb-out or boarding island (5.5)</p> 
<p>03 Special crossing treatments (warning signs, beacons, etc.) (5.1)</p> 	<p>09 Perpendicular or angle parking (5.6)</p> 
<p>04 Rashed crossing (5.1)</p> 	<p>10 Flexible use of parking lane (5.6)</p> 
<p>05 Extended bulb-out (5.2)</p> 	<p>11 Parking lane planters (5.6)</p> 
<p>06 Mid-block bulb-out (5.2)</p> 	<p>12 Sidewalk pocket park (5.8)</p> 
	<p>13 Shared public way (5.8)</p> 

Conversion of Slip Lanes to Public Space

Overall Street Guidelines

Non-Right-Angle Intersections

The Better Street Plan establishes guidelines for non-right-angle intersections, with special considerations for:

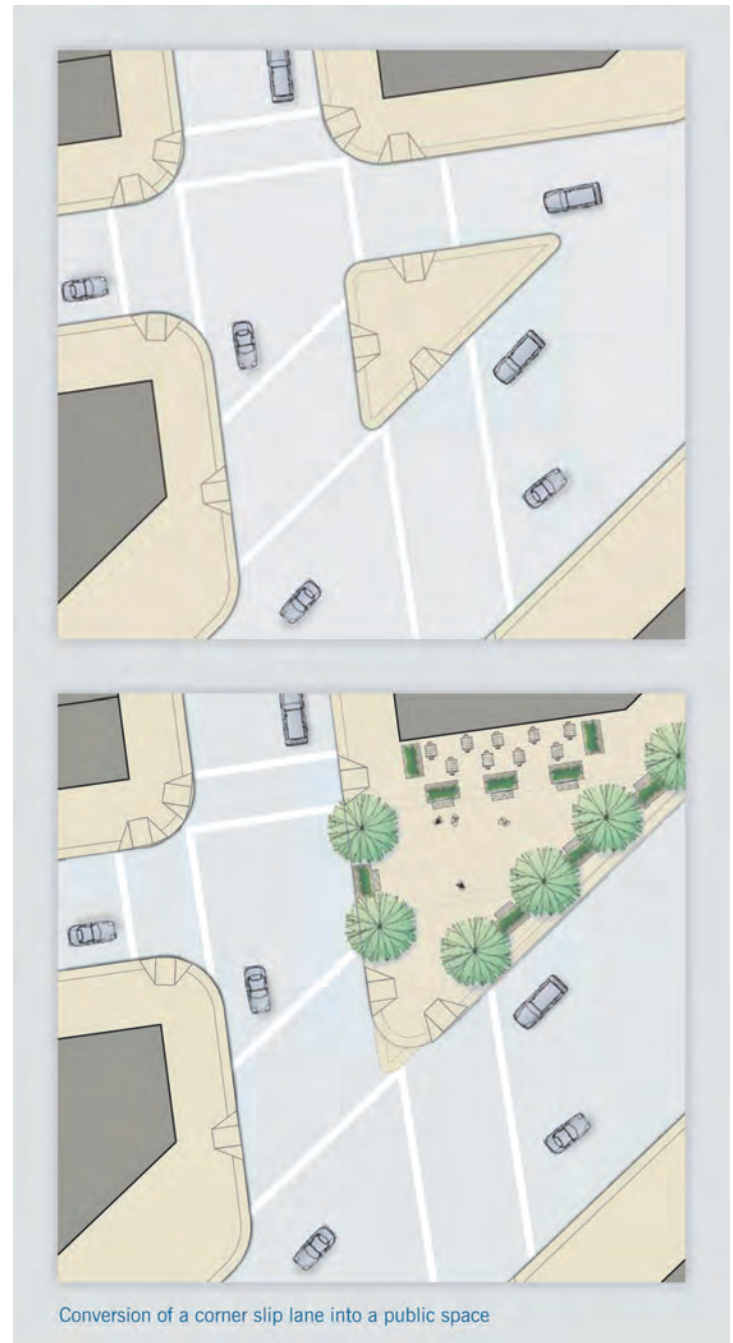
- Visibility at crossings
- Crosswalks/directionality
- Curb radii
- Slip lanes
- Public space and landscape opportunities
- Lighting

The guidelines encourage crosswalk configurations that provide options for pedestrians (see figure on opposing page).

Overall Street Guidelines: Sidewalks

The Better Street Plan establishes guidelines for five sidewalk zones:

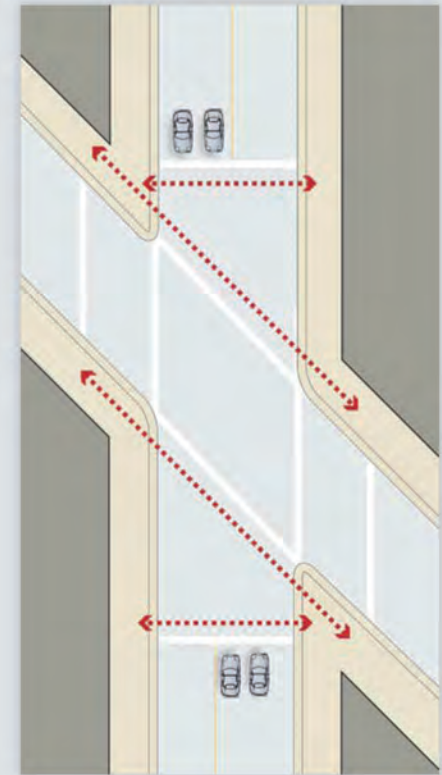
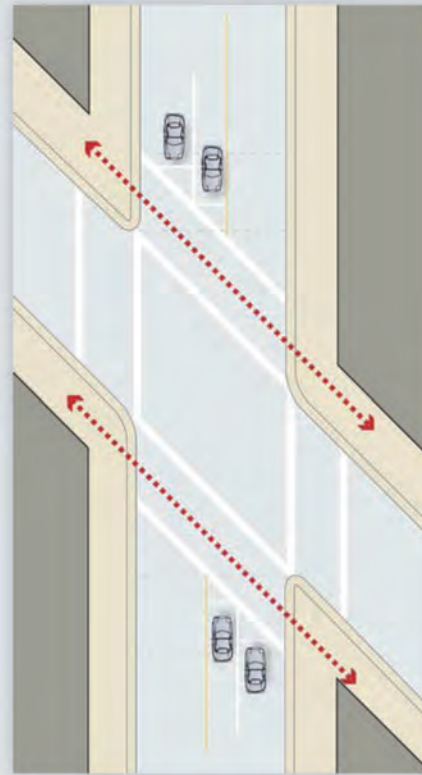
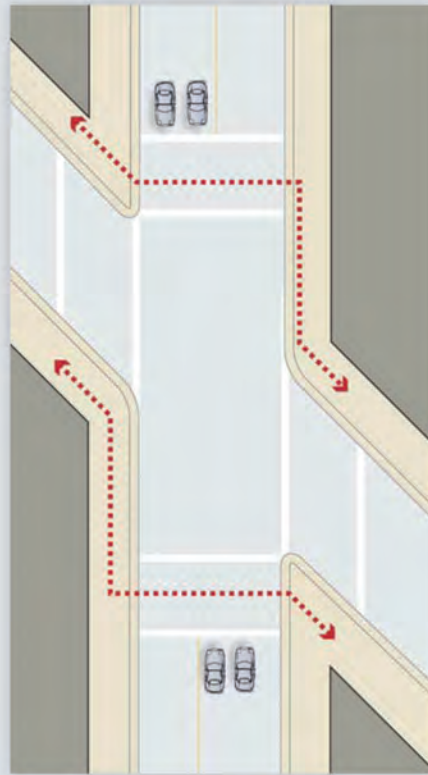
- Frontage zone
- Throughway zone
- Furnishing zone
- Edge zone
- Extension zone



Crosswalk Configurations

Crosswalk configurations at skewed intersections.

Left to Right: right angle crosswalk (shortest crossing distance); aligned crosswalk (shortest pedestrian route); funnel crosswalk (provides both options for pedestrians)



Street Design

The Better Street Plan provides guidelines and standards for:

- Crosswalks and Pedestrian Signals
- Corner Curb Radii
- Curb Extensions
- Medians and Islands
- Transit Supportive Streetscape Design
- Parking Lane Treatments
- Traffic Calming and Roundabouts
- Pedestrian-Priority Designs

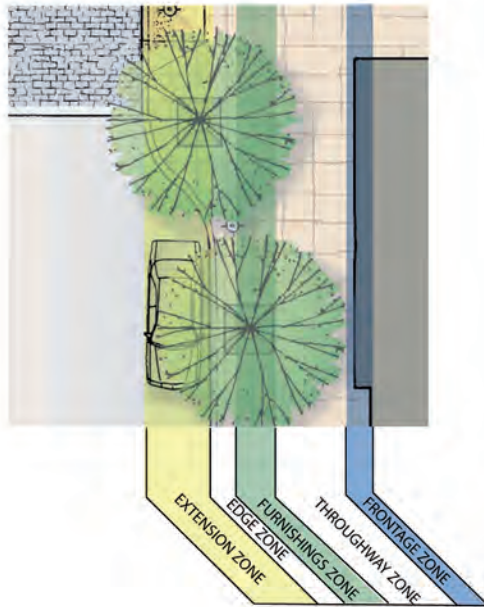
Streetscape Elements

The Better Street Plan provides guidelines and standards for:

- Urban Forest
- Market Street is in the Bay Zone microclimate, which has moderate to hot temperatures; clear days; light winds; and sand, clay, loam and rock soil (although Market Street sits mostly on deck)
- The Bay Zone provides an environment more suited to a wider variety of trees. Trees that may be used include those of taller stature (over 50 feet tall) and those not noted for wind resistance.
- Stormwater Management Tools
- Lighting
- Paving
- Site Furnishings
- Utilities and Driveways

Better Streets Plan Sidewalk Zones

Sidewalk Zones (Plan View)



Sidewalk Zones (Section View)



APPROPRIATE STREETScape ELEMENTS BY SIDEWALK ZONE

SIDEWALK ZONE	APPROPRIATE ELEMENTS (GENERAL)
FRONTAGE	Merchandise displays, cafe seating, furnishings aligned with building frontage, planting along building frontage
THROUGHWAY	Special paving, sub-surface utilities.
FURNISHINGS	Trees and plantings, seating, bicycle racks, kiosks, cafe seating, public art, utility boxes and vaults, other site furnishings
EDGE	Street lights, parking meters, signage poles, bollards, sub-surface utilities, non-continuous tree basins.
EXTENSION	Planting and seating areas in flexible parking zones or on curb extensions, trees in islands

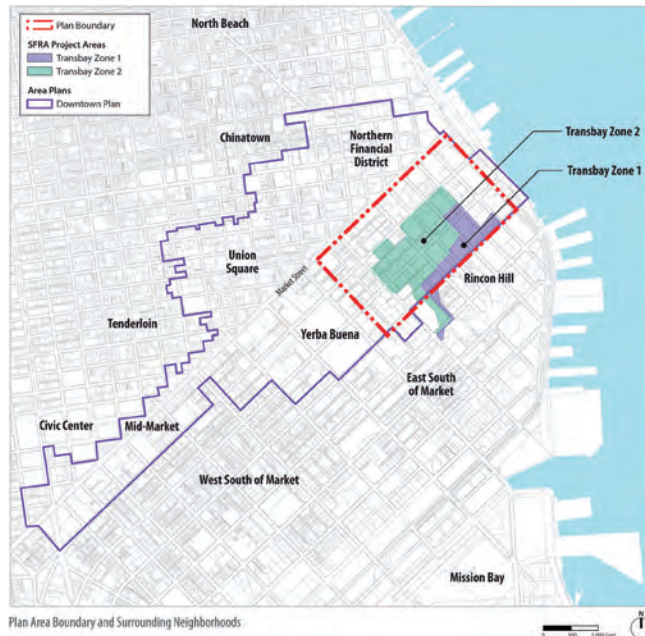
SUMMARY OF SIDEWALK ZONE GUIDELINES

ZONE	EXTENSION	EDGE	FURNISHINGS	THROUGHWAY	FRONTAGE
Width	<ul style="list-style-type: none"> Width of parking lane 	<ul style="list-style-type: none"> 0' (where no parking lane, or no continuous planting) 2' (where parking lane and continuous planting) 2'6" (where angled or perpendicular parking) 	<ul style="list-style-type: none"> 3' (where trees or landscaping are provided) 4' (+ 1' for every 5 mph increment over 25 mph) Wider (as needed for site furnishings/public space) 	<ul style="list-style-type: none"> 4' minimum per ADA and on alleys; widening to 5' every 200' 6' on other street types Wider (to accommodate expected pedestrian volumes) 	<ul style="list-style-type: none"> 18" 2'+ (commercial and mixed-use streets) Less (where continuous setback is provided)
Use	<ul style="list-style-type: none"> All site furnishings, trees and landscaping, street lighting, and utilities Flexible use of parking lane 	<ul style="list-style-type: none"> Walkable surface Non-continuous vertical elements such as street lights, utility poles, parking meters, etc. with 18" clearance to curb Street trees and basins, with non-continuous planting 	<ul style="list-style-type: none"> All site furnishings, trees and landscaping 	<ul style="list-style-type: none"> Clear of obstacles; accessible walking surface Overhanging elements (>80") Tree grates (not preferred) 	<ul style="list-style-type: none"> Displays, cafe seating Furnishings aligned with frontage Planters (surface or above-ground) Overhanging elements

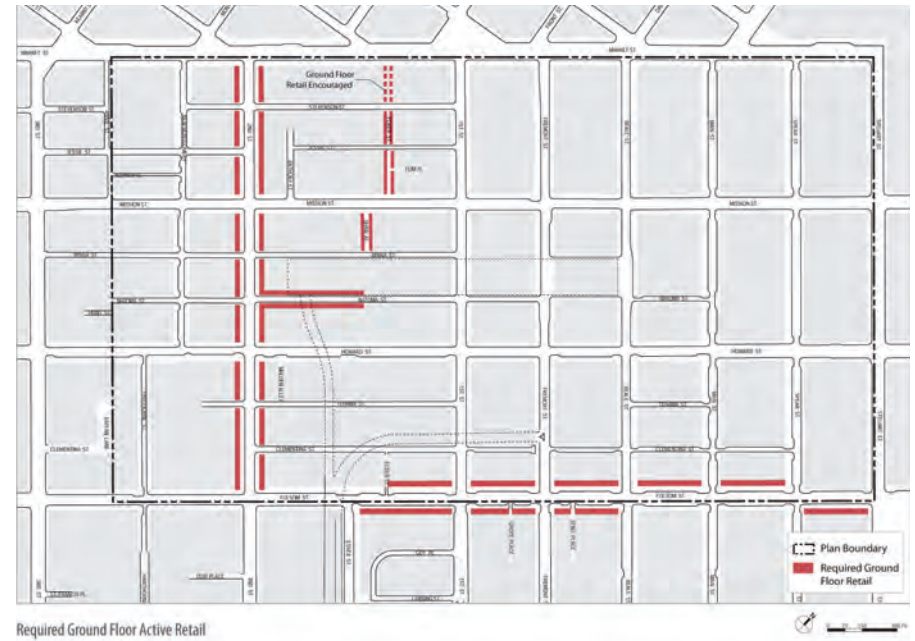
Transit Center District Plan (draft), 2009

Building on the City's Downtown Plan, the Transit Center District Plan presents policies and controls for 1) land use, urban form, and building design of private properties and properties owned by the Transbay Joint Powers Authority around the Transbay Transit Center and 2) for improvement and management of the District's public realm and circulation system of streets, plazas, and parks. The Plan proposes a high-density office and residential district centered on the Transbay Transit Center project now under construction.

Plan Area Boundary



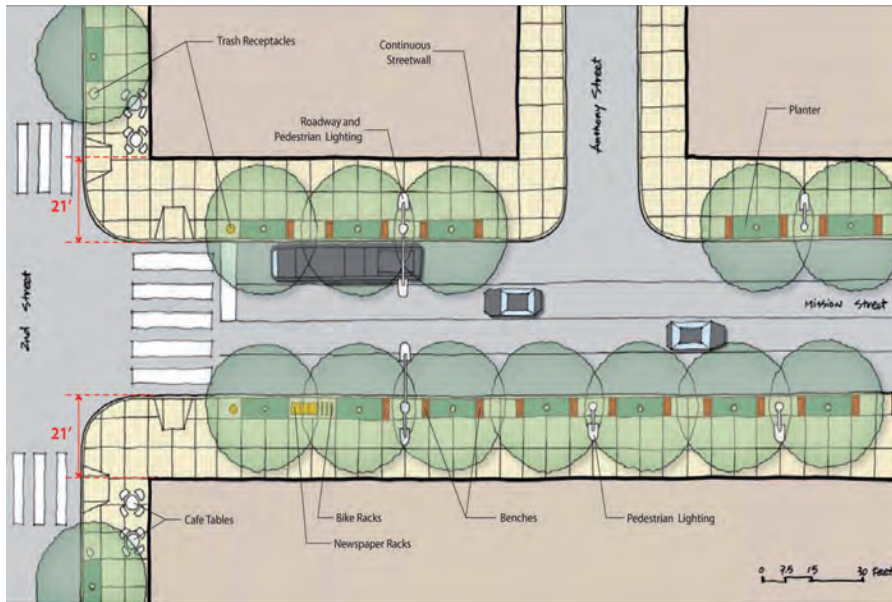
Ground Floor Retail



Building Setbacks



Pedestrian Environment

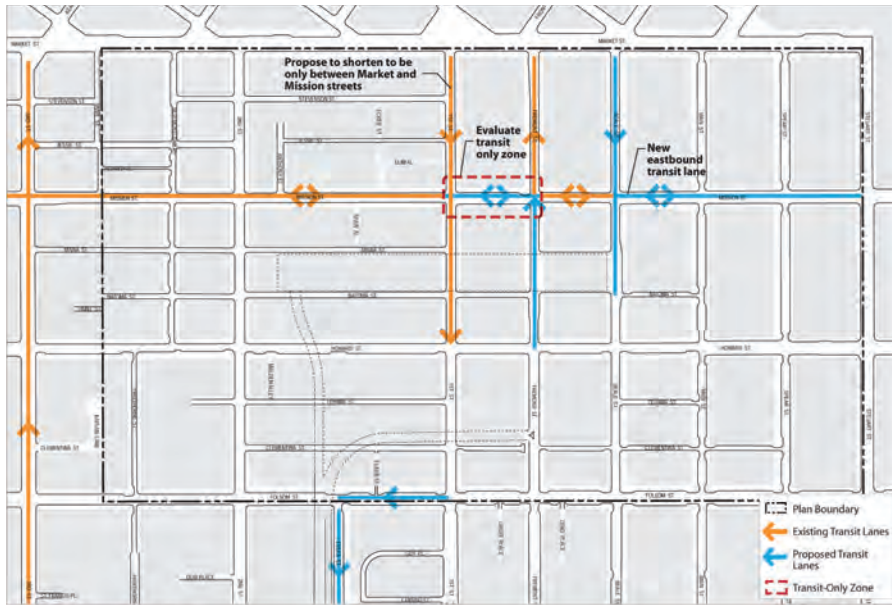


Open Space Network



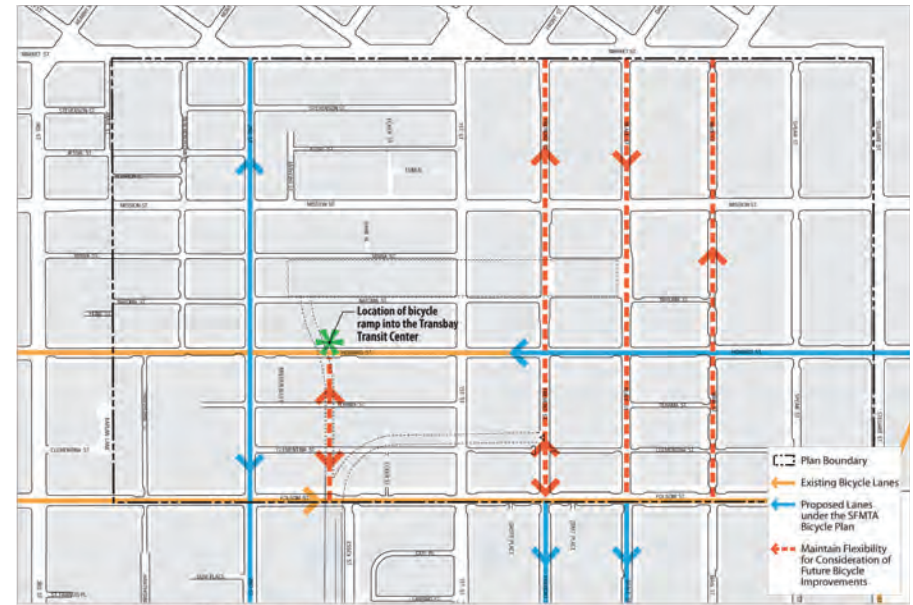
Open Space Network

Transit Lines



Existing and Proposed Transit Lanes

Bicycle Improvements



Streets for Future Consideration of Bicycle Improvements

Vision for Open Space and Draft Recreation and Open Space Element, 2009

Relating to Market Street, the Transit Center District Plan proposes:

- Retail frontage on 2nd Street
- Potential building setback on 1st Street, affording additional pedestrian realm amenity
- Expansive sidewalks and public open space to accommodate increased number of pedestrians and transit users
- Expansive open space network, including a 5.4 acre park atop the Transbay Transit Center
- Transit lane improvements on 1st, Fremont, and Beale Streets
- Future consideration of bicycle improvements on 2nd, Fremont, Beale, and Main Streets

An Open Space Framework, developed by the City of San Francisco, aims to provide all the elements needed to achieve San Francisco's goal of a comprehensive open space network, one that is made up of local, citywide, regional and even national destinations, and that provides space for people to relax, recreate and enjoy the natural beauty of the area on a daily basis. The Open Space Framework consists of a broad Vision for Open Space (completed); a policy document in the form of a Recreation and Open Space Element of the City's General Plan (in draft form); and a task list in the form of an Action Plan for moving forward (to be developed). Portions of the Open Space Vision and of the Recreation and Open Space Element relevant to Market Street are summarized below.

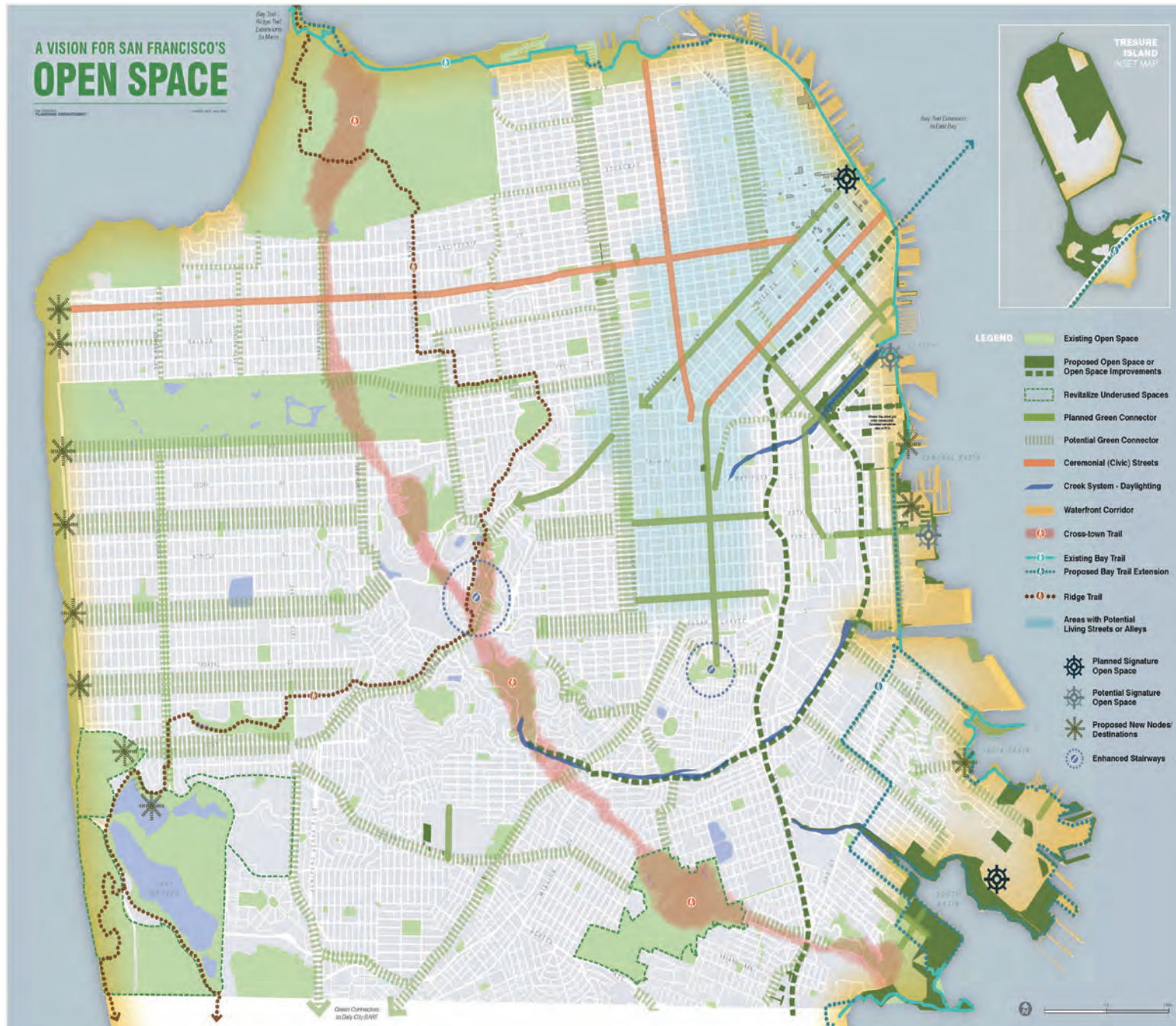
Vision for Open Space

Providing a broad outline of what the City's ideal open space network should look like, the Vision for Open Space sets forth the City's long-term goals for the next 100 years (see figure). The Vision calls for public realm connections that can be easily identifiable through memorable and distinct urban design elements that lead the traveler along a high-quality and rich open space experience

Portions of the plan particular to Market Street and intersecting streets include:

- Market Street as a designated Planned Green Connector
- Van Ness Avenue and Geary Street as designated Ceremonial Civic Streets
- Powell Street as a designated Potential Green Connector
- Foot of Market Street at the Embarcadero as a designated Planned Signature Open Space

Vision for Open Space



Draft Recreation and Open Space Element (2009)

An Element of the General Plan of the City and County of San Francisco, the Draft Recreation and Open Space Element is the City's guiding policy document for open space.

Two policies have particular relevance to Market Street.

Policy 2.4 Support the development of civic-serving open spaces

For **Civic Center**, the policy states: A series of connected open spaces, along a "Civic Center axis" from Market Street to City Hall could be created with the development of pedestrian mall along Fulton Street between the new Main Library and Asian Art Museum, and with corresponding activity improvements to increase the usability of the Civic Center and UN Plazas. Some components that should be included in the revamping of these public spaces include an event lawn or amphitheater for performances, a gathering plaza, and pavilions for special events.

For the **Embarcadero Open Spaces**, the policy states that: The numerous, yet underutilized, open spaces along the Embarcadero—Embarcadero Plaza, Justin Herman Plaza, and Sue Bierman Park—offer a glaring opportunity for synthesis into the City front door civic open space. A series of linked outdoor "rooms" would enable the reconnection of Market Street to the Ferry Building, enhance visual connections to the bay, activate public space edges with uses that draw people to inhabit and use the space, and create a series of distinct activity spaces including space for civic and news events, space for large gatherings, and performance space.

Policy 3.1 Creatively develop existing publicly-owned rights of way and streets into open space.

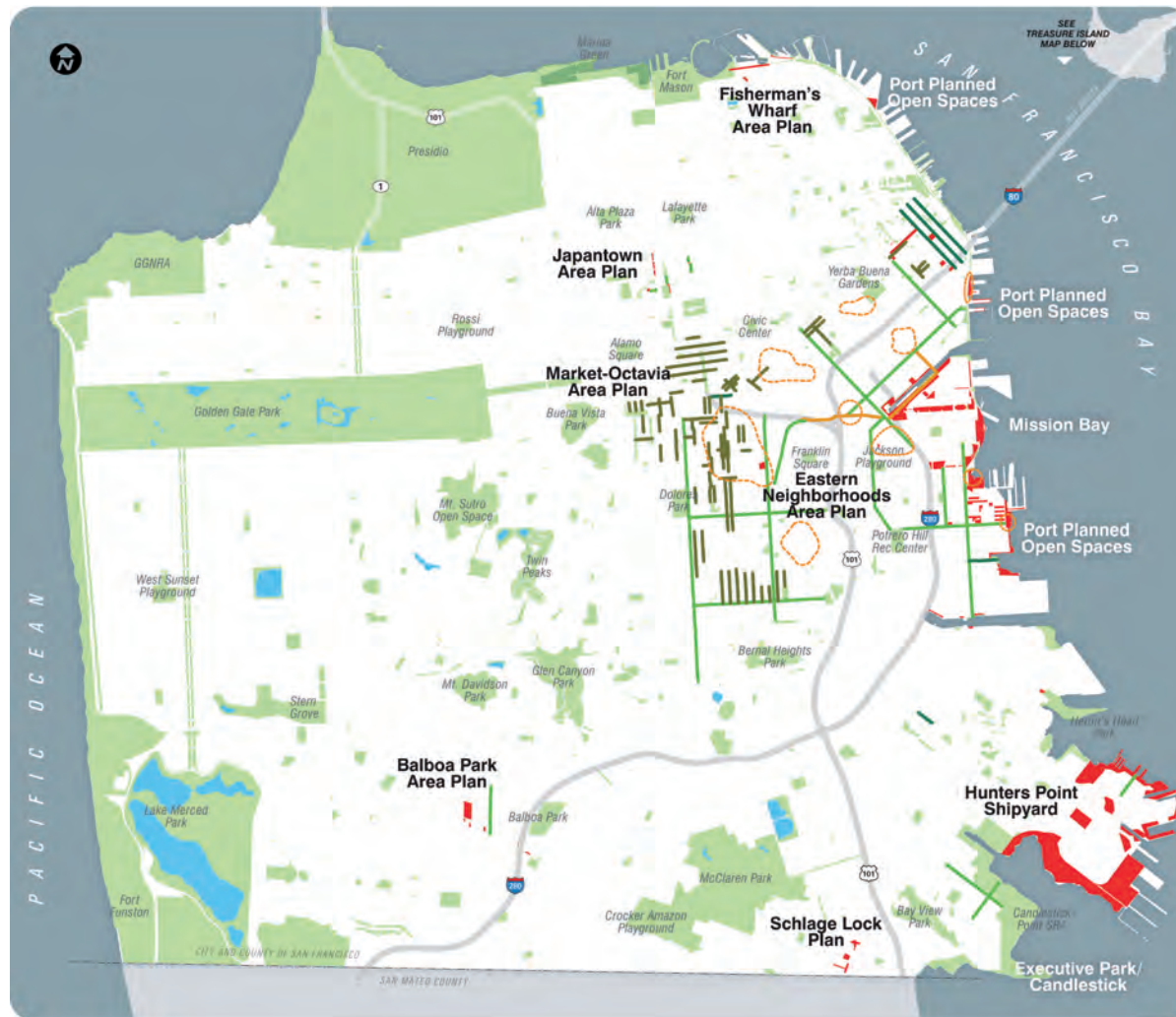
For **Green Connectors**, the policy states: These are streets that are designed to significantly calm and/or divert traffic, prioritize pedestrian and bicycle travel, and connect to larger open spaces.

The Vision for Open Space designates Market Street as a Green Connector.

For **Living Streets**, the policy states: Many of the streets, especially in the downtown area where dense residential developments are being built on wide streets provide an opportunity to develop living streets, or streets where sidewalks are expanded on streets with significant excess right-of-way to accommodate formal open spaces or pocket parks. Many of these areas are deficient in open space, and the streets should include places for neighbors to gather, relax and recreate.

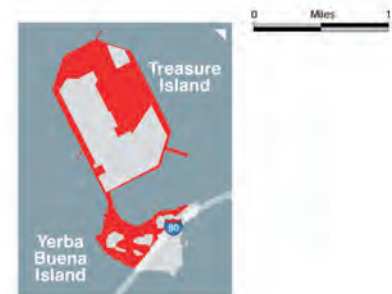
The Draft Recreation and Open Space Element designates Spear, Main and Beale Streets as Living Streets.

Draft Recreation and Open Space Element: Existing and Proposed Open Space



Existing and Proposed Open Space

-  Living Alleys
-  Living Streets
-  Green Connectors
-  Off Street Multi-Use Paths
-  Proposed Open Space
-  Existing Open Space
-  Acquire and develop sites for open space (Eastern Neighborhoods Area Plan)



Market and Octavia Area Plan, 2008

The Market and Octavia Area Plan, adopted in 2008, establishes a framework for public and private improvements, with the objective of helping the area reach its potential as a mixed-use urban neighborhood. Market Street passes through the center of the plan area.

Plan Objectives and Policies

The Plan objectives and policies relating to Market Street include:

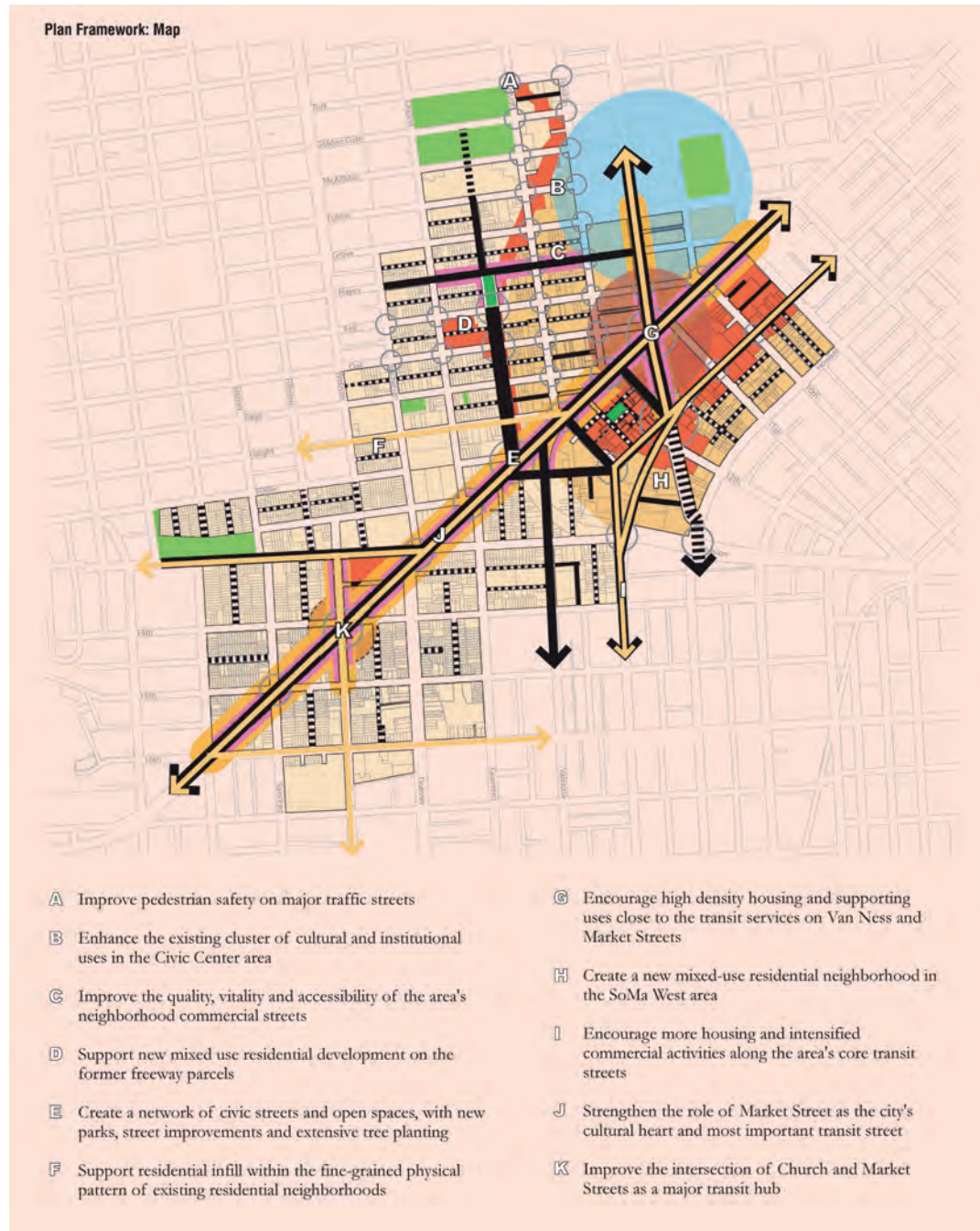
- Objective 4.3. Reinforce the significance of Market Street Streetscape and celebrate its prominence as San Francisco's symbolic "Main Street."
- Policy 4.3.2. Improve the visual appearance and integrity of Market Street within the plan area through more consistent tree planting, better tree maintenance, de-cluttering sidewalks, and installing new pedestrian amenities.
- Policy 4.3.3. Mark the intersections of Market Street and Van Ness Avenue, Octavia Boulevard, and Dolores Street with streetscape elements that celebrate their particular significance.
- Policy 4.3.6. Improve BART and Muni entrances and exits to make them less intrusive on sidewalk space.

Plan Framework

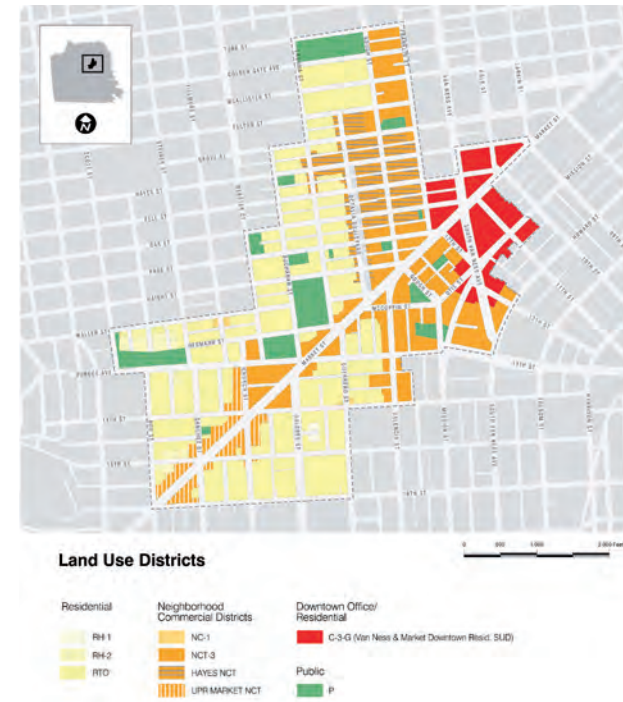
Elements of the Plan framework specifically relating to Market Street include:

- Encourage high density housing and supporting uses close to the transit services on Van Ness and Market Streets.
- Strengthen the role of Market Street as the city's cultural heart and most important transit street.

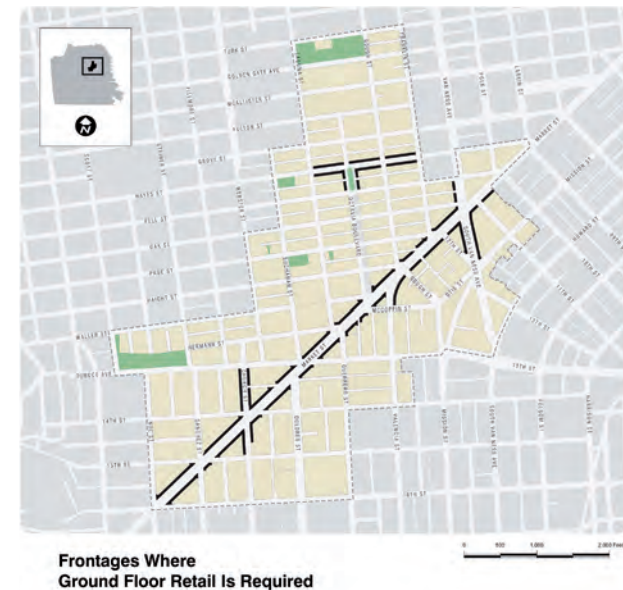
Plan Framework



Land Use



Retail Frontages



Streets and Open Space

The Plan establishes a system of civic streets and open spaces and calls for pedestrian and streetscape improvements. It recognizes Market Street as San Francisco's visual and functional spine, primary ceremonial space and most important transportation corridor.

- Market Street and Van Ness Avenue. The Van Ness Avenue intersection will be provided with pedestrian-oriented additions on the north side and major improvements on the south side, associated with the introduction of the Van Ness Avenue Transitway. The intersection should be designed with prominent streetscape elements that signify the crossing of two important streets. This will break up the width of the street into three separate sections, providing pedestrian refuges for

people crossing Van Ness Avenue. Widened sidewalks can do the same at the corners, as can extended streetcar platforms on Market Street.

- Market Street and Octavia Boulevard. The freeway touchdown added a new public plaza on its south side, west of the freeway touchdown, and wide sidewalk corners and medians on its north side. These spaces should be provided with prominent gateway elements that signify a major entry into the city.

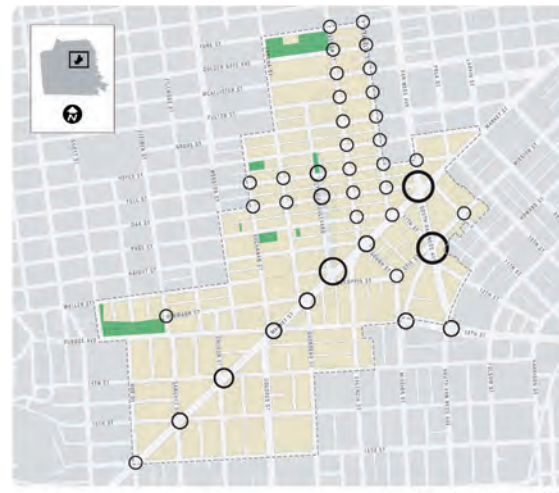
Civic Streets and Open Spaces



System of Civic Streets and Open Spaces

- Priority Streets for Civic Improvements
- Streets for Civic Improvements
- Intersections for Traffic Calming
- Alleys
- Residential alleys suitable for "living alley" improvements
- Public Open Spaces

Pedestrian Improvements



Priority Intersections for Pedestrian Improvements

- Improvement Level
- Low High

Tree Plantings



Priority Streets for Tree Plantings

- First Priority Streets for Tree Planting
- Second Priority Streets for Tree Planting
- Second Priority (Should public ROW be re-established)

Transportation

The Plan designates Market Street and Van Ness Avenue as “Transit Preferential Streets.” The Plan calls for dedicated transit lanes both on Market Street (east of Octavia Boulevard) and Van Ness Avenue.

Regarding Market Street, the Plan states that in addition to urban design improvements to make Market Street more friendly to pedestrians, it is critically important that the operations of Market Street be improved to eliminate Muni delays. Two important ways of achieving this are by refining signal timing and creating enforceable transit-only lanes. The City should also consider the following means to improve transit speed and reliability:

- Changes to traffic signal timing.
- Transit lane delineation.
- Increased enforcements of existing rules against driving in transit only lanes or raising fines and post them prominently.
- Designation of other routes for private automobiles.

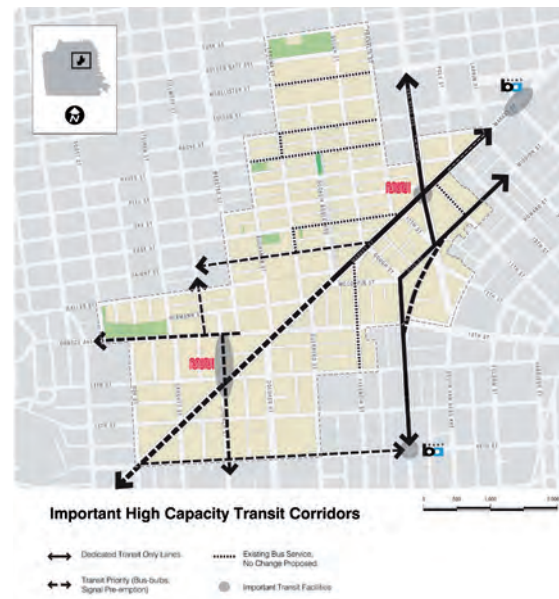
Bicycling

The Plan calls for establishing a bicycle network that provides a safe and attractive alternative to driving for both local and citywide travel needs.

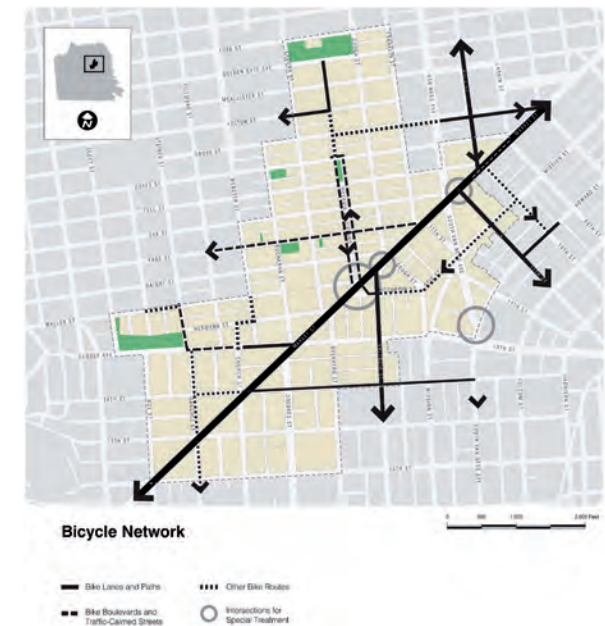
The Plan states that on Market Street east of Octavia Boulevard, further studies should explore extending the bicycle lanes as far east as 8th Street, where Market Street narrows and sidewalks widen to accommodate the larger subway portals.

While removing some on-street parking may be appropriate to better accommodate pedestrians, transit and bicycles, additional loading and disabled parking bays may be needed to serve businesses on these blocks.

Transit Corridors



Bicycle Network



Market Street Public Life, Public Space Study, 2008

The Market Street Public Life, Public Space Study prepared for this study (see Existing Conditions report) incorporates and expands on the findings of the Market Street Public Life, Public Space Study prepared by the San Francisco Planning Department.

SOMA Neighborhood

The Plan establishes a new street system for the SOMA neighborhood, including new open space amenities along Market Street and a new park one block off Market Street at Brady Lane and Stevenson Alley.

SOMA Streets and Open Space



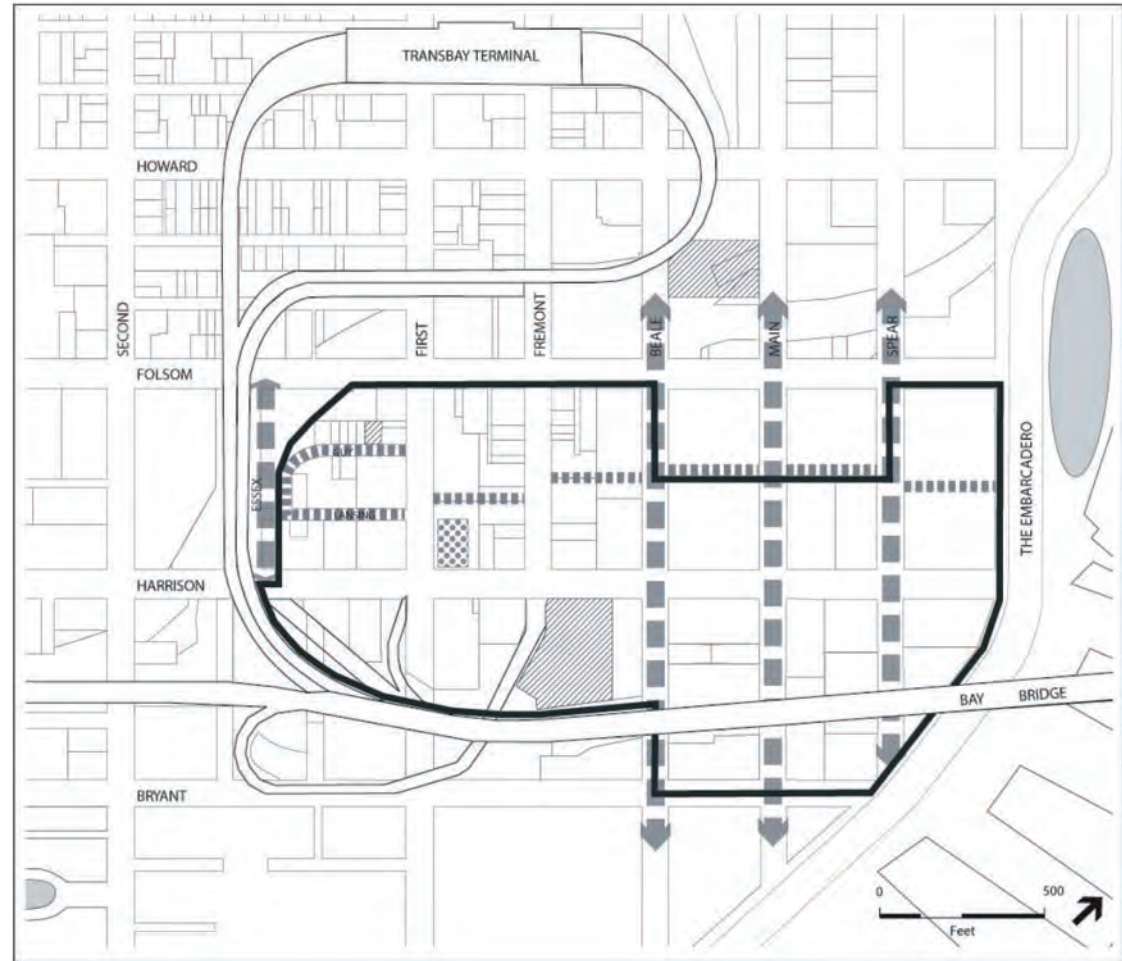
Rincon Hill Open Space System







Rincon Hill Plan, 2005

An Area Plan of the General Plan of the City and County of San Francisco, and adopted in 2005, the Rincon Hill Plan is a plan for the emergence of a new mixed-use neighborhood on Rincon Hill, a twelve-block area close to downtown. Rincon Hill is south of the Financial District and Transbay District, and north of the South Beach neighborhood. It is bounded generally by Folsom Street, the Embarcadero, Bryant Street, Beale Street, the Bay Bridge approach and Essex Street.

The Rincon Hill Plan aims to transform Rincon Hill into a mixed-use downtown neighborhood with a significant housing presence, while providing the full range of services and amenities that support urban living. This plan will set the stage for Rincon Hill to become home to as many as 10,000 new residents.

The new Rincon Hill neighborhood is envisioned with buildings from 45 to 85 feet in height, punctuated by slender high-rise residential towers, spaced to allow light and air to streets and maintain an airy feeling to the skyline. A variety of open spaces, ranging from public parks, plazas and pedestrian pathways to private roof decks, terraces and porches, will be ample and interspersed throughout the district. Building service functions, loading, and parking will be set away from the street or underground.

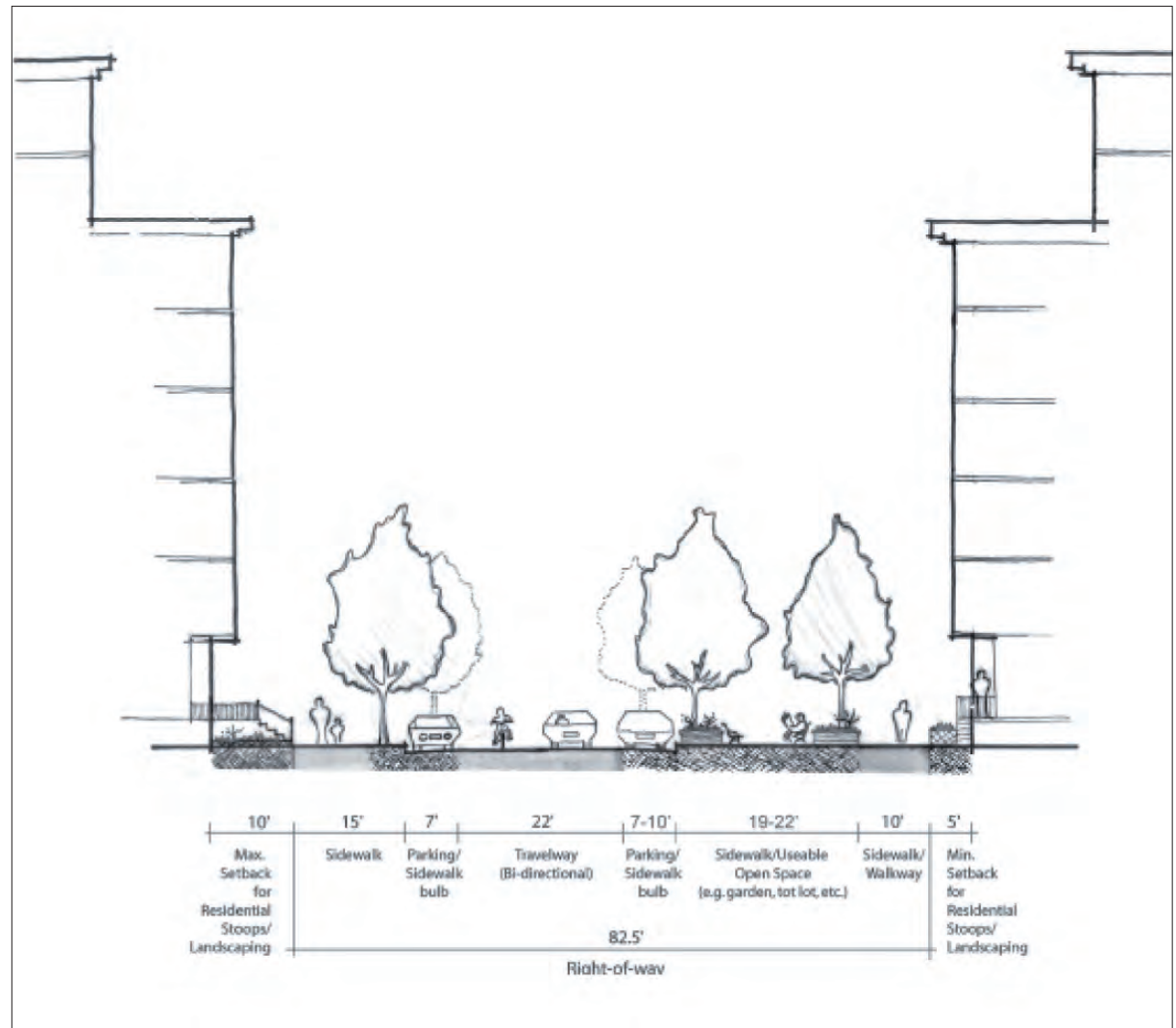


-  Acquire and develop as neighborhood parks.
-  **Sailor's Union of the Pacific:** Convert existing vacant space into publicly-accessible community arts, recreation and educational spaces.
-  Existing open spaces
-  **Main, Beale, Spear and Essex Streets:** "Living Streets"; significantly widen one sidewalk up to 32 feet, remove one lane of traffic, activate sidewalk with recreation uses and landscaping. Conjoin Living Street improvements with hillside and stairway improvements on Essex Street.
-  **Guy and Lansing Streets:** Create pedestrian-oriented shared street, with curb-to-curb special paving, special streetscaping
-  **Mid-block Pedestrian Pathways:** Create exclusive pedestrian routes midway between Folsom and Harrison Streets.

Open Space Plan

The open space network includes transforming Spear, Main and Beale Streets into “Living Streets”, with significantly widened sidewalks, pocket parks and plaza spaces for active and passive recreational use, decorative lighting, seating, trees and other landscaping. The Transbay Redevelopment Plan will continue the Living Street concept north of Rincon Hill, providing a continuous pedestrian promenade from the Financial District to the Embarcadero.

Rincon Hill Plan: Living Street Section



Civic Center Sustainable District Plan (ongoing)

The vision of The Civic Center Sustainable District Plan is to guide physical changes towards a vital, active district that reduces its impact on the natural environment by reducing water and energy consumption. The goals and objectives of this plan are to create a district that will provide a lively, livable, contemporary mixed-use place that respects the past while it embraces a creative, sustainable future. Design and placemaking policies and strategies will be developed reducing water and power demand while creating a vibrant urban district that is at once economically, socially and environmentally sustainable.

It will achieve this by:

- Creating vibrant streets and public spaces
- Achieving tangible reductions in potable water use, wastewater generated and total power demand
- Developing an iconic, gracious public realm
- Ensuring a rich mix of uses
- Integrating all ways of moving about (transit, pedestrian, bicycle and auto)
- Capture and reuse stormwater and wastewater
- Calming traffic
- Respecting the district's rich architectural resources and fabric
- Achieving round-the-clock life and activity
- Visibly celebrating and demonstrating sustainability
- Supporting insurgent/resurgent retail (from interim to permanent)
- Designing with nature: sun access and wind protection

Central Market Street Revitalization, 2010 and 2005

The San Francisco Office of Economic and Workforce Development and the San Francisco Redevelopment Agency has been working to improve the Mid-Market Area.

Central Market Partnership, 2010

In January 2010, the San Francisco Office of Economic and Workforce Development (OEWD) launched the Central Market Partnership – a public/private initiative to renew and coordinate efforts to revitalize Mid-Market and the larger Central Market neighborhood. The emphasis of this effort is on arts-based economic development initiatives.

Mid-Market Current Landscape



Draft Vision Statement

Central Market is a unique arts district that is home both mainstream performing and visual arts establishments and smaller, community-based venues that fill an important niche in the San Francisco arts community and also engage residents in the Tenderloin and South of Market communities.

The arts district is anchored by two vibrant public plazas – UN and Hallidie – which feature a physical design and eclectic arts programming that includes residents and tourists alike in positive activity.

Buildings along the street, particularly the historic ones, are renovated and populated by new residents and workers. Inviting storefronts house diverse restaurants and retail establishments that enjoy foot traffic from the arts venues as well as existing neighborhood residents and generate employment opportunities, particularly for the surround neighborhoods.

Activity from these storefronts spill out onto the sidewalks, which feature landscaping and amenities that encourage pedestrian activity. New affordable and mixed-income housing helps stabilize existing residents as well as bring in new people to support the establishments in the area.

Reconsideration of Mid-Market Redevelopment Plan, 2010

In support of this broad initiative, the San Francisco Redevelopment Agency has initiated the process necessary to reconsider a Mid-Market Redevelopment Plan. In July 2010, the San Francisco Board of Supervisors approved the Agency's 2010-11 budget including funds for the preparation of a Mid-Market Redevelopment Plan.

The proposed redevelopment program includes several areas of focus and priority projects. Those areas and projects with particular relevance to Market Street include:

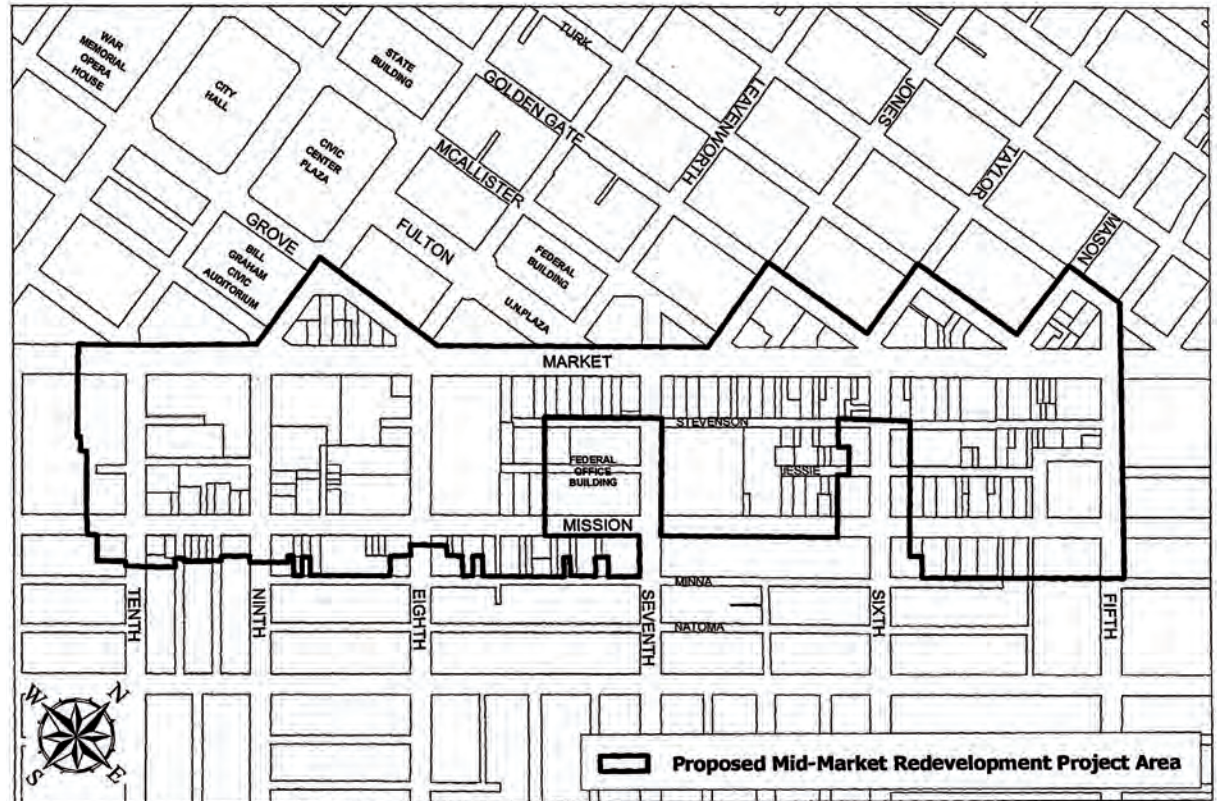
- Establishment of a Central Market Cultural and Heritage District, with assistance for existing and new arts and entertainment activities and restoration of key historic properties
- Assistance to small scale retail and property improvements
- Acceleration of major civic improvements to Market Street's public spaces and amenities
- Historic theatre renovation and new theatre development
- Small business/non-profit facade and tenant improvement program
- Capital fund for arts facilities
- Reuse/renovation of key historic building(s) and historic facade restoration(s)
- Streetscape and public improvement investments

Report on the Mid-Market Redevelopment Plan, 2005

A Mid-Market Redevelopment Project was considered in 2005 and is outlined in a report by the San Francisco Redevelopment Agency. According to this report, the Plan is an incremental 30-year urban infill and rehabilitation program that would authorize the Redevelopment Agency to participate in and/or assist with certain projects and programs to correct or alleviate documented physical and economic blighting conditions in the Project Area that, taken together, aim to create a more vibrant and balanced mixed-use district over time.

Revitalization goals and objectives relevant to the Better Market Street project include those related to Art, Culture and Entertainment and Transportation and Parking.

Mid-Market Redevelopment Project Area



Art, Culture & Entertainment Goal

The art, culture and entertainment goal is to create a unique and diverse Theater, Arts, Cultural and Entertainment District that celebrates Mid-Market's historic theatres, intermingles new complementary arts and culture facilities, and caters to the needs of both the local and regional populations. Within this broader goal subcategories are identified relating Land Use, Specific Improvement Programs, Organization, Community Identity & The Built Environment, Community Identity, Urban Design, and Historic Preservation. The goals and objectives identified under the Urban Design section relating to Market Better consist of the following:

- Develop a comprehensive set of urban design guidelines for Mid-Market's streetscapes, open spaces, storefronts, and buildings. Invite professionals in fields such as urban design, architecture, historic preservation and public art to assist the Agency and Planning Department, with PAC advice, in developing these design guidelines. The guidelines must consider the district's historic resources and set standards for restoration, rehabilitation and new construction.
- Promote new development and urban design initiatives that enhance neighborhood livability and health.
- Create vibrant, pedestrian-friendly streetscape designs that visually and physically link Mid-Market's major north-south arterials with Market Street.

- Establish pedestrian connections (public and private) between Mission and Market Streets through purchase of easements and development controls. Encourage strategies that utilize existing vacant lots and underutilized properties and/or coincide with the rehabilitation of existing buildings.
- Promote pedestrian connections (public and private) to adjacent districts, including South of Market, North of Market, Civic Center, Union Square, and Yerba Buena Center.
- Increase planting, maintenance, and pruning of appropriate street trees.
- Develop public open spaces, a neighborhood park, and pedestrian pathways, provided that mechanisms are available to program, maintain and secure these gathering places.
- Increase the amount of street-level amenities such as appropriate street furniture, lighting, cafes, and other features that create a safe and pleasant experience.

Transportation and Parking Goal

The transportation and parking goal is to create a community that promotes public transit use, bicycling, walking, carpooling and car sharing by its residents, employees, and visitors, provides short-term parking options for visitors of retail and entertainment establishments, for other desired uses, and for visitors of Project Area residents, and provides for the safety and convenience of transit passengers, pedestrians, cyclists, and motorists in the Mid-Market Project Area.

Downtown Streetscape Plan, 1995

The Downtown Streetscape Plan (“DSP”) was adopted in 1995, and sets specific design standards for all downtown sidewalks, including type and location for streetscape elements, paving, and other features. The plan also categorizes most downtown streets into certain categories and provides specific guidelines for many of them. Market Street is called out as not being subject to the scope of the plan.

Objective 22 of the Downtown Area Plan (Downtown Area Plan discussed below) is to accomplish the following: improve the downtown pedestrian circulation system, especially within the downtown core, within which Market Street is depicted as an essential backbone, and provide for efficient, comfortable, and safe movement.

Following are policies relating to this objective:

- Provide sufficient pedestrian movement space
- Minimize obstructions to through pedestrian movement on sidewalks in the downtown core
- Ensure convenient and safe pedestrian crossings
- Create a pedestrian network that includes streets oriented to pedestrian use
- Future decisions about street space, both in this plan and beyond, should give equal, if not greater, consideration to pedestrian needs.
- Improve the ambience of the pedestrian environment

- This policy outlines specific design criteria regarding the incorporation of street elements into three different types of streets, as described in the Downtown Area Plan. Market Street is not specifically called out as one of the street types discussed. This policy also calls for specific streetscape plans with recommendations for street design for several streets that connect to Market Street. These streetscape plans and design criteria are outlined under Policy 22.5 in the Downtown Area Plan.
- There are a number of general design policies that aim to improve pedestrian conditions throughout the downtown area. These are outlined in the Downtown Area Plan under the section entitled “Fundamental Principles for the Downtown Pedestrian Network”. These policies include general principles as well as specific suggestions.

Market Street Path of Gold Light Standard



Path of Gold Light Standards, Landmark Designation 1991

Designated a historic landmark in 1991, the 327 Path of Gold light standards are a significant legacy from the City Beautiful movement of the early 20th Century. Extending from 1 Market Street to 2490 Market Street in the Castro District, the light standards' distinctive character, color and pattern of light, and the lamps' golden hue, give Market Street a unique identity.

According to a 1991 Draft Case Report prepared for the Landmarks Preservation Advisory Board, the "Winning of the West" bases by San Francisco sculptor Arthur Putman feature three bands of historical subjects: ox-drawn covered wagons with weary pioneer and doge; seated pumas (mountain lions) looking down at a scared jackrabbit and overlooked by an Indian head; and alternating prospectors and mounted Indians. Willis Polk designed the ensemble of base and pole in 1908 for United Railway's trolley poles-with-street-lights.

Downtown Area Plan, San Francisco General Plan, 1983

This plan is a policy document for Downtown San Francisco and contains objectives and policies to guide decisions affecting the downtown area. It includes five chapters and 23 objectives. Following are the chapters relevant to the Better Market Street project:

Open Space

This chapter calls for preservation and enhancement of existing open spaces and creation of additional open space through public and private efforts. These open spaces would be connected by a pedestrian network. This Plan envisions a downtown where almost everyone will be within 900 feet (approximately the length of two east-west blocks north of Market Street) of a publicly accessible space to sit, to eat a brown-bag lunch, to people-watch, to be out of the stream of activity but within sight of its flow.

This chapter addresses the following policies relevant to Market Street:

- Provide different kinds of open space downtown.
- Give priority to two categories of highly valued open space; sunlit plazas and parks.
- Provide a variety of seating arrangements in open spaces throughout downtown.
- Improve the usefulness of publicly owned rights-of-way as open space.
- Develop an open space system that gives every person living and working downtown access to a sizable sunlit open space within convenient walking distance.
- Encourage the creation of new open spaces that become a part of an interconnected pedestrian network.
- Keep open space facilities available to the public.
- Provide open space that is visible and easily reached from the street or pedestrian way.
- In the design of open spaces minimize wind and maximizing sunshine.
- Place and arrange open space to complement and structure the urban form by creating distinct openings in the otherwise dominant streetwall form of downtown.
- Introduce elements of the natural environment to contrast with the built-up environment.

Preserving the Past

This chapter addresses the importance of conserving historic resources and the creation of conservation districts in the downtown area.

Some conservation districts are near Market Street and some of them include sections of Market Street within their boundaries.

Urban Form

The urban form chapter includes objectives, policies and actions governing downtown building height and bulk, separation of buildings, sunlight access, wind protection, building appearance, and the relationship of buildings to the street. The following policies in this section are relevant to Market Street:

- Use designs and materials and include activities at the ground floor to create pedestrian interest. This policy discusses the importance of the following aspects of the ground floor: incorporate retail uses on the ground floor; use of clear untinted glass; the incorporation of visually interesting details at the base; and texturing of blank walls.
- Encourage the incorporation of publicly visible art works in new private development and in various public spaces downtown.

Moving About

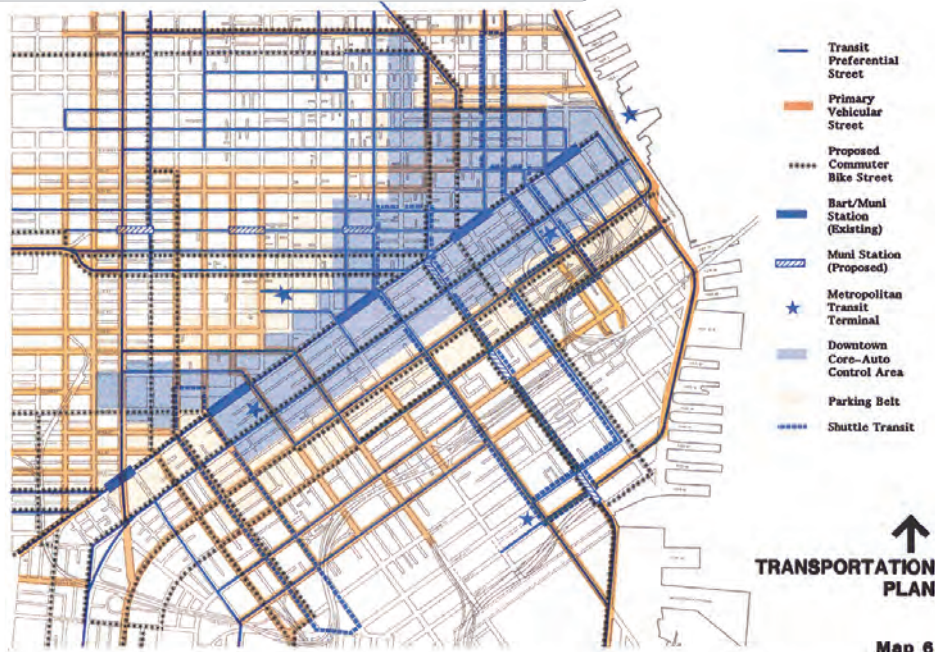
This chapter discusses the importance of promoting alternate means of travel to the automobile and includes objectives and policies regarding moving to and from downtown and moving around downtown. The following objectives in this chapter are relevant to Market Street:

- Develop transit as the primary mode of travel to and from downtown.
- Provide for safe and convenient bicycle use as a means of transportation.
- Provide for the efficient, convenient and comfortable movement of people and goods, transit vehicles and automobiles within the downtown: This objective refers to the importance of improving speed of transit travel and service by giving priority to transit vehicles where conflicts with auto traffic occur, and establishing a transit preferential streets system.
- Implement a downtown streetscape plan to improve the downtown pedestrian circulation system, especially within the core, to provide for efficient, comfortable, and safe movement: This objective is discussed in detail in the section below entitled “Downtown Streetscape Plan, 1995 (update in progress)”

Downtown Area Plan: Transportation Plan

MAP TO BE EDITED

- Delete "short-term parking belt" east of 2nd Street.
- Add "Bike Street" designation to Beale and Main Streets (Market Street to Embarcadero) and the Embarcadero in its entirety.
- Amend the map to reflect the bicycle network as proposed in the 2009 Bicycle Plan (Fig. 1-5), prepared by the S.F. Municipal Transportation Agency (SFMTA).



NOTE: The notations shown in italics represent recent amendments to the General Plan. This map is intended only as a temporary placeholder; and will be replaced by final maps illustrating these amendments in graphic form.

↑
TRANSPORTATION PLAN

Map 6

Downtown Area Plan: Proposed Pedestrian Network

MAP TO BE EDITED

- Designate Folsom Street (2nd Street to Embarcadero), Howard Street (Fremont Street to Embarcadero), Beale, Main and Spear Streets (Market to Embarcadero) as "Pedestrian Oriented/Vehicular Streets"
- Add proposed Transbay park (between Folsom/Howard/Beale/Main Streets) as "open space"
- Add new "Exclusive pedestrian walkways" from Folsom Street to the proposed Transbay park (mid-way between Beale and Main Streets), and along Natoma Street between Fremont and Beale Streets (southside of Transbay Terminal).
- Add designation for removal of eastern Transbay Terminal ramp upon construction of new Terminal.



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PROPOSED PEDESTRIAN NETWORK: DOWNTOWN DISTRICT

Map 7

- Pedestrian/ Service Street
- Part Time Pedestrian Street
- Exclusive Pedestrian Walkway
- · — · — Pedestrian Oriented/ Vehicular Street
- Open Space (Existing, Planned, and Proposed)
- ~~~~~ Arcade
- Provide Open Space In The General Vicinity

NOTE: The notations shown in italics represent recent amendments to the General Plan. This map is intended only as a temporary placeholder; and will be replaced by final maps illustrating these amendments in graphic form.

Public Projects

- Hallidie Plaza Project, 2004
- Embarcadero Open Space Redesign
- Powell Street Parklets

Hallidie Plaza Project, 2004

In October 2004 BART, Muni, the San Francisco Department of Public Works and the Union Square Business Improvement District co-hosted a design charrette to explore changes to Hallidie Plaza that would truly make it a grand civic space and gateway worthy of its location, importance, and usage as a portal to the City (from the Powell St station). The 2004 Charrette resulted in a report that made recommendations to raise the plazas (both sides of Cyril Magnin Street) to street level to create a grander unified civic space and create a new elegant station portal. The report provided a summary of the Design Team's eight leading principles and overarching ideas for the transformation of Hallidie Plaza, including the following:

- The main station exit should be oriented towards the eastern half of the plaza.
- Create a station that is a landmark, is highly visible and symbolizes the best of San Francisco.
- Raise the eastern sunken plaza and create a new street-level plaza.
- Retain the Visitor Information Center but relocate it to within the station area to provide more space and higher visibility, accessibility, and identity.
- Raise the West Plaza to street level, providing a quiet, landscaped area with new green spaces, opportunities for chess, public performances, and other recreational activities.

- Improve pedestrian access across and along Fifth Street and Cyril Magnin to create a more convenient, attractive, and safe walking environment.
- Create a management structure that allows for a single entity to monitor, maintain, and manage the plaza and the station.

The report consisted largely of recommendations for a “kit of parts,” identified a few technical issues for further analysis, and provided two different potential visions for the arrangement of plaza as outlined below:

Scheme A: Open Plaza with Central Station Exit Facing Plaza

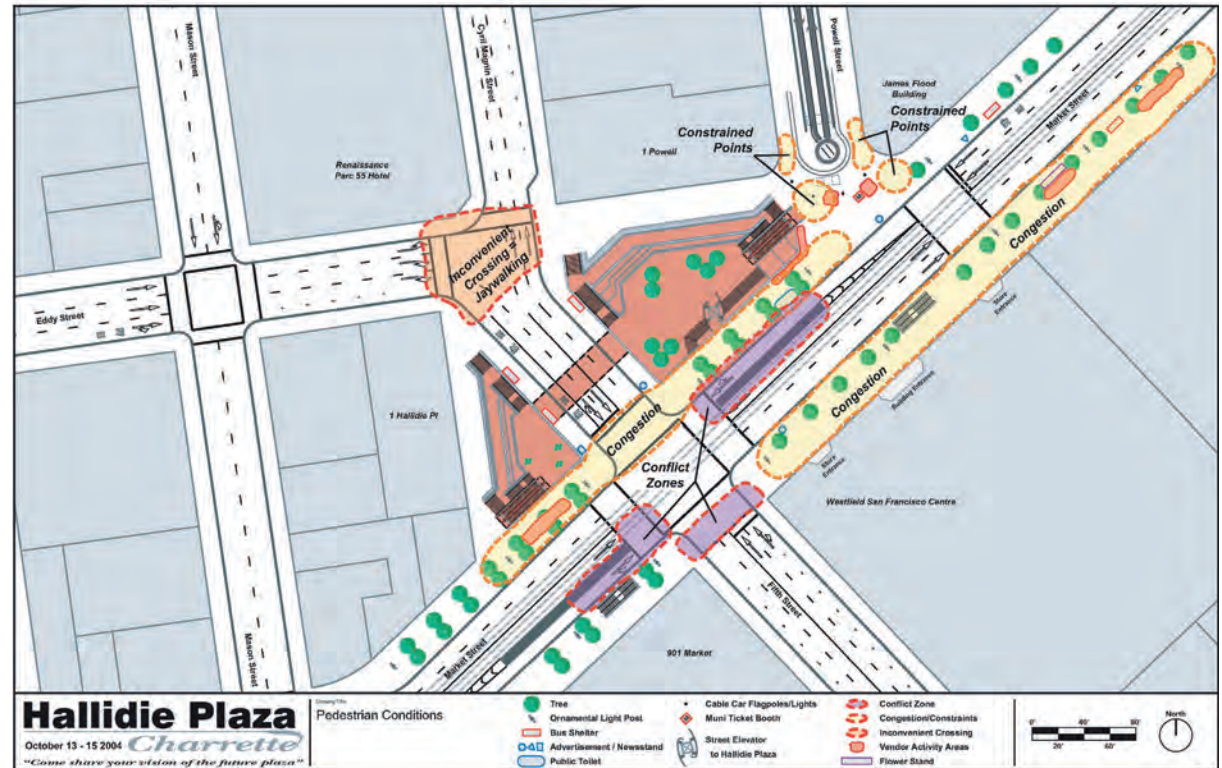
- Hallidie Plaza – East: Open plaza with space provided for a cafe and outdoor seating.
- Hallidie Plaza – West: Space planted with trees. Area is provided for chess players along Market Street.
- Transit Station and Exits: One main station exit with canopy. Exit leads transit users to open space.
- Cyril Magnin Street: Street remains as is with bulb-out added at the corner of Cyril Magnin and Eddy Streets.

Hallidie Plaza Pedestrian Condition

Scheme B: Open Plaza with Station Canopy Facing Market Street

- Hallidie Plaza – East: Open plaza with cafe
- Hallidie Plaza – West: Space planted with trees. Area is provided for chess players along Market Street.
- Transit Station and Exits: One main station exit with canopy. Exit leads transit users to cable car turnaround.
- Cyril Magnin Street: Street remains as is with bulb-out added at the corner of Cyril Magnin and Eddy Streets.

In December 2006, the Planning Department provided for Mayor Newsom and OEWD an “Action Plan” for the improvement and redesign of the plaza, building off the 2004 report. The Action Plan listed several immediate, short term low-cost measures to improve the appearance and function of the plaza (some of which have been implemented), as well as a plan for moving forward with the long-term redesign, including: 1) Distill the 2004 Report into One Conceptual Design and Kit of Parts, 2) Complete Additional Necessary Technical Studies, 3) Seek Agency Approval of Conceptual Design, 4) Secure Funding for a Final Design, 5) Hire a designer via RFQ or Competition process to create a Final Design, and 6) Seek Capital Funding Based on the Final Design.



Hallidie Plaza Pedestrian Conditions

Embarcadero Open Space Redesign

The terminus Market Street - between Drumm Street and The Embarcadero – is the premier gateway to San Francisco. Its design must serve two equally important purposes: First, it must accommodate thousands of commuters who pass through here every day on their way to destinations throughout the City and Bay Area. Second, it must invite people to linger and enjoy one of the grandest “urban rooms” San Francisco has to offer - the place where the City meets its waterfront. The redesign addresses the following issues:

Serving Those Passing Through

No other place in the Bay Area is so richly served by such varied forms of transit. Not only is this stretch of Market Street home to the heavily used Embarcadero BART/Muni Metro station - it is also served by the historic Muni F-line, multiple bus lines, the California Street Cable Car Line, and commuter ferries via the Ferry Building. For those travelling by foot or bike, the intersection of Market Street and The Embarcadero is a key link between two of the City's most prominent pedestrian promenades and cycling routes. Although not currently designed as such, the last few blocks of the street in essence function as transit mall. Any redesign efforts should celebrate this role and gracefully accommodate this unique confluence of transit modes.

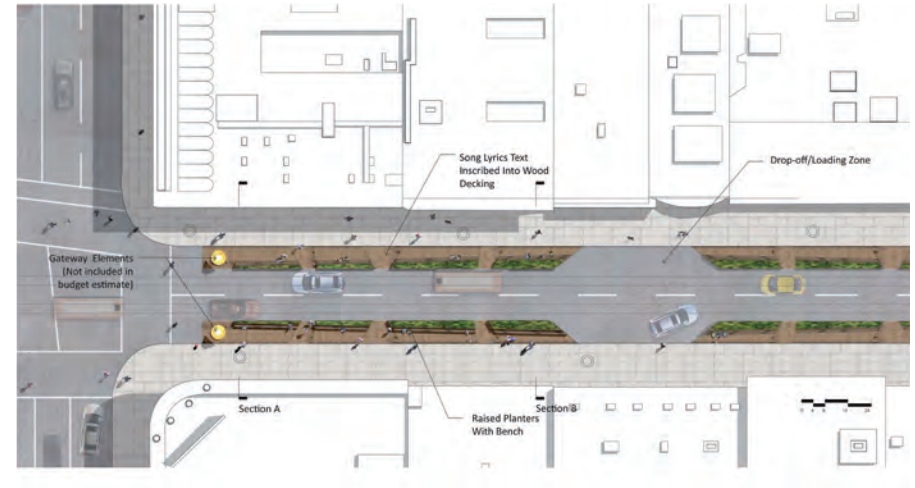
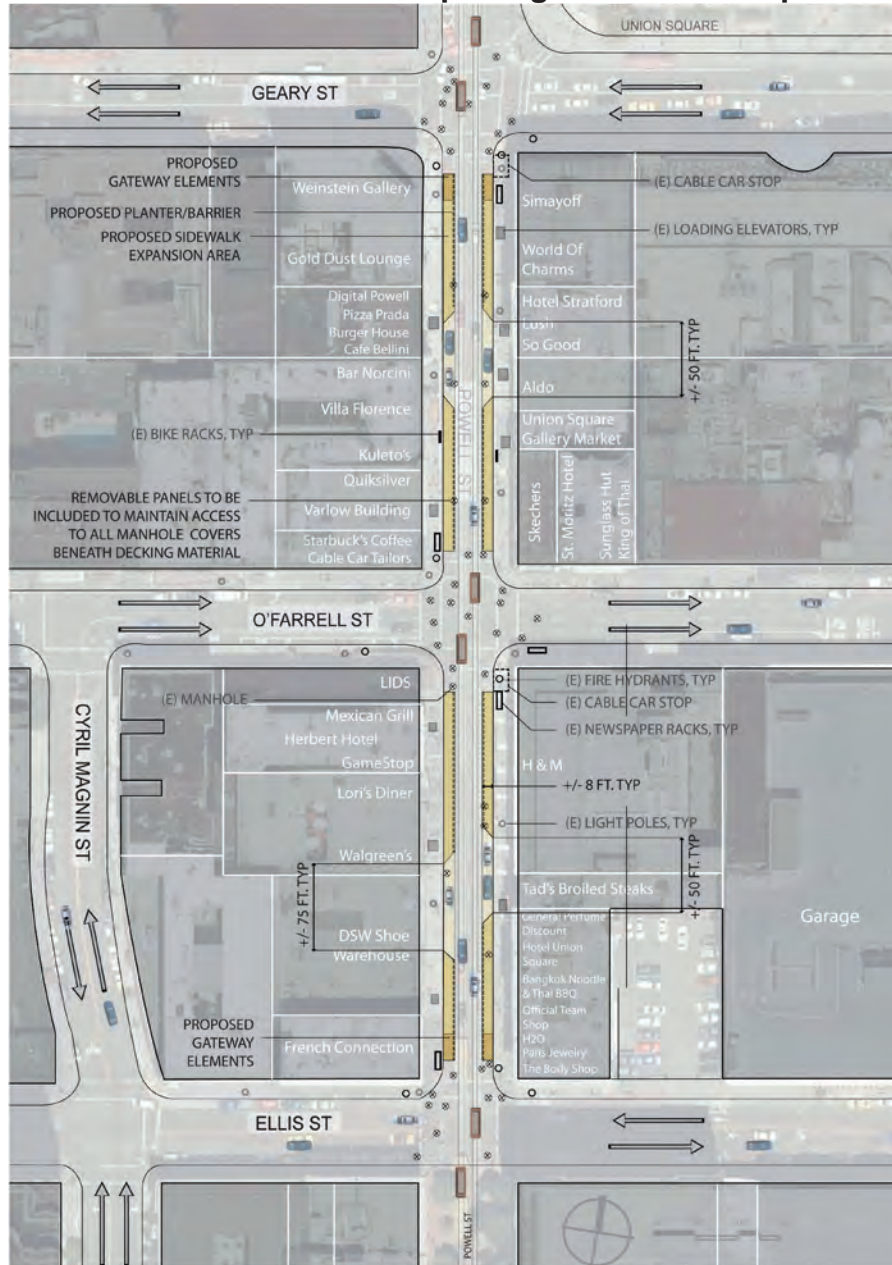
Creating a Place to Enjoy and Linger

In terms of placemaking, Market Street's relationship with the Ferry Building is key. Historically, the Ferry Building was the terminus of Market Street. When viewed from a distance, it still appears as if the street ends at the foot of the building's landmark clock tower. Unfortunately, the corridor's relationship with the Ferry Building has become muddled over the years due to various reconfigurations of the roadway and adjacent open spaces. While the roadway itself needn't be extended, elements of its street design should be carried to the foot of the Ferry Building so the historic axial relationship with Market Street is visually re-established. The edges of adjacent open spaces such as Justin Herman Plaza should be redesigned to embrace this axis. Landscaping and street furnishings should be of the highest quality and should welcome people to linger and enjoy this special space. Public art installations should celebrate the area's role as a portal between the City, the waterfront, and the entire Bay Area. Together, these improvements will transform the terminus of Market Street into a grand urban room, with the Ferry Building's clock tower serving as a fitting culmination to the City's greatest street.

Powell Street Parklets

Powell Street Parklet is part of the City's Pavement to Parks project and comprises a new public space in the heart of San Francisco's commercial downtown as part of a new partnership between the City & County of San Francisco, The Union Square Business Improvement District (BID) and Audi of America. This new public space which began at the end of 2010 is taking the form of a continuous pedestrian promenade along Powell Street for two blocks between Ellis and Geary Streets and running alongside the famed Cable Car. The new Powell Street Promenade will provide more space for pedestrians to sit and relax and enjoy one of San Francisco's most vibrant corridors.

Powell Street Parklet: Concept Diagram and Concept Plan



R | H | A | A

CONCEPT DIAGRAM: MID BLOCK ACCESS
Powell Street Sidewalk Expansion Project



Private Development—Planned and Proposed

Several major planned and proposed projects on Market Street will bring added vitality to the Mid-Market area. These projects include:

1. Crescent Heights Residential Mixed-Use Project
2. Fox Plaza Residential Project
3. Trinity Plaza Residential Mixed-Use Project
4. CityPlace Retail Center
5. 50 UN Plaza Historic Renovation Office Project
6. Twitter Headquarters Office Project
7. ACT 300-Seat Theatre Cultural Facility
8. 1540 Market St. High-rise Residential
9. Octavia Gateway Residential Mixed-Use Project

1. Crescent Heights Residential Mixed-Use Project

Crescent Heights is a planned residential mixed-use project consisting of:

- 720 dwelling units
- 19,000 square feet of retail space
- Up to 668 parking spaces

The project is located at Market and 10th Streets. The development will consist of four buildings and four retail spaces. The largest will be 350-feet, 35 story tower on the Market Street side. The other three will be 9, 18, and 19 stories in height.

2. Fox Plaza Residential Plaza

Approved by the Planning Commission in 2009, the Fox Plaza project consists of the demolition of an existing two-story retail and office building adjacent to the existing Fox Plaza office/residential tower and construction of:

- 250 residential units
- Approximately 19,880 gross square feet of ground floor retail space

The site is a triangular lot covering the entire block bounded by Hayes Street to the north, Polk Street to the west and Market Street to the southeast. The new building will be a 120-foot tall, 11-story building. Parking for the project will be provided within the existing two-level basement garage at Fox Plaza.

3. Trinity Plaza Residential Mixed-Use Project

Trinity Plaza is planned residential mixed-use project including:

- 1,900 residential units
- 60,000 square feet of commercial space
- 91,878 square feet of usable open space
- Up to 1,450 parking spaces (1,200 residential and 250 commercial)

The site for Trinity Plaza is bounded by Market, 8th and Mission Streets.

4. CityPlace Retail Center

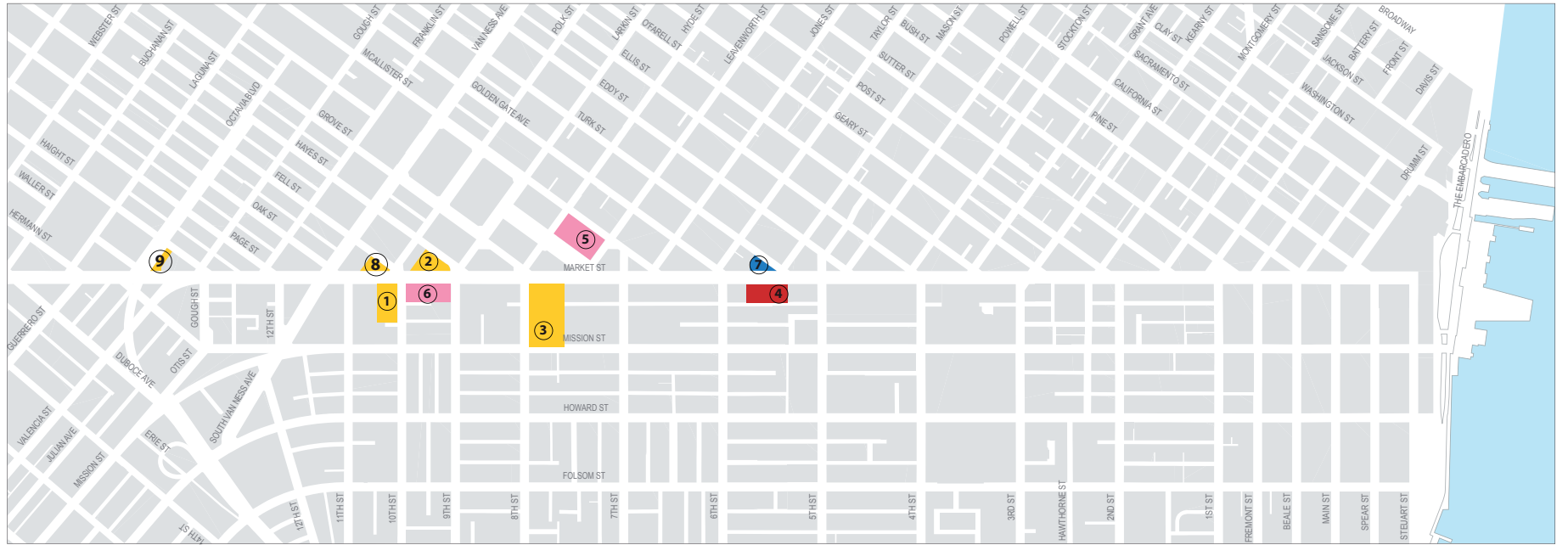
Creating a commercial anchor on Market Street between 5th and 6th Streets and extending the reach of the Union Square retail district, CityPlace is a planned seven-story value retail center consisting of:

- 250,000 square feet of retail space on seven levels (including a mezzanine and basement level)
- Two underground parking levels

5. 50 UN Plaza Historic Renovation Office Project

This project is the renovation of the historic 50 UN Plaza building, to be occupied by the General Administration Services Region 9 offices. The Beaux-Arts structure at Leavenworth and McAllister Streets has been vacant since 2007.

Private Development—Planned and Proposed



- | | | | | | | |
|---|--|---------------------|------------------|----------------|--------------------|--------------------|
| Residential / Mixed-use | Office | 1. Crescent Heights | 3. Trinity Plaza | 5. 50 UN Plaza | 7. ACT | 9. Octavia Gateway |
| Commercial / Retail | Cultural | 2. Fox Plaza | 4. City Place | 6. Twitter | 8. 1540 Market St. | |



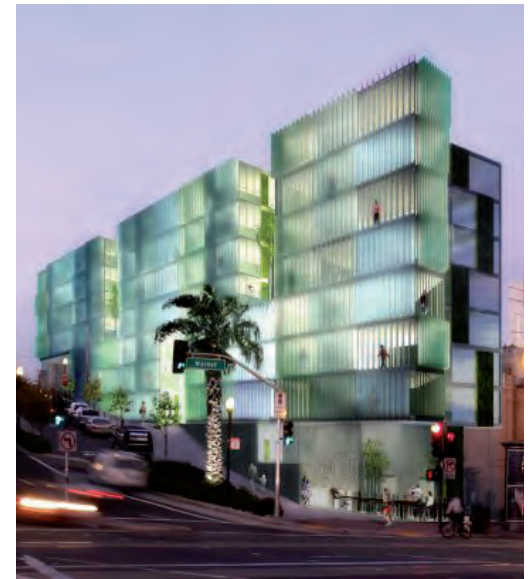
1. Crescent Heights



3. Trinity Plaza



4. City Place



9. Octavia Gateway

6. Twitter Headquarters Office Project

Twitter plans to move into the San Francisco Furniture Mart on Market Street between 9th and 10th Streets, providing a high-tech corporate anchor in the Mid-Market area.

7. ACT 300-Seat Theater

In the conceptual stages, the American Conservatory Theatre has proposed a new theater facility on Market Street at Mason Street, consisting of:

- 300-seat theatre
- Housing for visiting actors
- Cabaret, classroom, and retail space

8. 1540 Market St. at Van Ness High-rise Residential Project

The planned high-rise residential project at 1540 Market St. includes:

- 400-foot tower
- 180 housing units
- 65-foot podium building connected to tower by third-story pedestrian bridge
- Amenities for the residential building
- Space for the San Francisco Conservatory of Music

9. Octavia Gateway Residential Mixed-Use Project

Situated at the corner of Market Street and Octavia Boulevard, this building is a gateway to San Francisco for visitors arriving via the 101 Freeway, and encompasses the following:

- 52 apartments (two designs: 2-bedrooms and studio flats)
- A below-grade spa

3.3 San Francisco County Transportation Authority (SFCTA)

Plans/Studies

- Central Freeway/Octavia Circulation Study (ongoing), 2010
- Strategic Analysis Report, Transportation Options for a Better Market Street, 2009
- Tenderloin/Little Saigon Neighborhood Transportation Plan, 2007
- Van Ness Avenue Bus Rapid Transit (ongoing), 2006
- Market Street Study Action Plan, 2004

Central Freeway/Octavia Circulation Study (ongoing), 2010

This Central Freeway/Octavia Circulation Study will quantify and evaluate the performance of the transportation system in the Market-Octavia area and recommend changes for improving travel options and traffic distribution in the area. The study will focus on multimodal and system-level perspectives including:

- Transit routing and reliability, and connectivity to regional transit
- Automobile traffic circulation
- Pedestrian crossings and facilities
- Bicycle access
- General wayfinding
- Travel demand management strategies

The Study will help support and advance key priorities of the 2008 Market and Octavia Better Neighborhood Plan including improved pedestrian circulation and transit facilities, as well as conversion of streets from one-way to two-way operation.

The Fall 2010 outreach worked on identifying priority projects and areas of study. The funding and implementation plan was created in the winter of 2011 and the final report was due in spring 2011.

Central Freeway/Octavia Study Area



Strategic Analysis Report on Transportation Options for a Better Market Street (2009)

The Strategic Analysis Report (SAR) study could be thought of as the preamble/impetus behind the Better Market Street (BMS) study. The study was adopted in May, 2009, and a number of its recommendations have been implemented, including: piloting of auto restrictions, further experimentation with color and bike boxes as part of Calm the Safety Zone, and kicking of the BMS study.

Summary

This SAR investigates strategic options for improving transportation conditions on Market Street, with a focus on potential effects of automobile restrictions. Automobile restrictions appear effective at supporting a comprehensive strategy to realize the potential of Market Street as a “great street” and to promote wider economic goals. A central tenet of the transportation approach discussed in this SAR is to develop Market Street as a “shared space” where all travelers are more aware and respectful of one another—with a prioritization of transit and non-motorized modes. Coordinated infrastructure investment is important to deliver an identity for Market Street that supports the “great street” vision. A partnership model for carrying out a multi-agency effort to deliver this vision is recommended. The planned resurfacing of Market Street in 2013 is a major opportunity to transform the street; however, a phased approach beginning in the next 3-6 months is recommended to demonstrate, evaluate, and expand measures that can be replicated once refined.

Potential Solutions of Automobile Restrictions

Suggested treatments to improve travel conditions described above include high-visibility treatments such as stamped concrete or streetprint to indicate shared zones; curb bulbs to shorten crossing distances and slow or discourage right turning vehicles. In addition, roadway markings to channelize bicycle and car queues at intersections, speed tables between intersections, bicycle boxes at intersections, and fully separated bicycle lanes through the use of plastic bollards along the footprint of the bicycle lane west of Eighth Street would help reduce bicycle conflicts. If it changes the curb line, a striped bicycle facility would significantly increase the cost of the project but may be considered in concert with relocating boarding islands away from current transit station portals. Thus, circulation enhancements for cars crossing Market could be used to mitigate restrictions on Market. An example of this would be to restrict southbound lefts onto Market Street at Battery Street, and reorganize the lanes there to increase throughput of Bush/Battery traffic in the PM peak. Other useful measures may include:

- Real-time parking information and guidance systems on surrounding streets (this is part of MTA's SFpark pilot project)
- Re-thinking and re-design of wayfinding/signage (for all modes) on Market Street
- Education campaign about Market Street's role as a "Transit First," local circulation street rather than major auto arterial, including changing designations for online and physical mapping services

Finally, while automobile restrictions would be helpful in reducing conflicts, they must be combined with traffic calming, enforcement and transit and/or bicycle priority measures to ensure that the remaining cars do not use the increased capacity to drive at greater speeds through the mid-block. One cost-effective method would be pursuit of state legislation expanding the use of on-board cameras to cite cars traveling in the transit-only lane, but could also be accomplished using traffic control officers to periodically manage traffic at key locations.

Economic Development Effects

Unlike in the case of transportation effects, the automobile does not seem to be a primary factor affecting economic conditions in the corridor. Although automobiles passing by are considered by some to help lend a sense of security to the street, merchants and other stakeholders acknowledge that increasing foot-traffic and transit service levels would be a superior way to increase "eyes on the street." Improved retail and pedestrian experiences through the closure of auto traffic on Broadway in New York, Nicollet Mall in Minneapolis, and 16th Street Mall in Denver, indicate that well planned automobile restrictions can enhance economic vitality. In San Francisco, place-making and development improvements have been combined at the Cable Car turnaround near Hallidie Plaza and are now being tested at the 17th Street pilot plaza.

Any consideration of automobile restrictions or re-design of Market Street needs to address potential negative impacts and ensure that proper mitigation measures create a net economic benefit for the areas along Market Street. A number of merchants along Market Street feel that out of town visitors driving along Market Street are a source of business for their operations, and that driving is the primary access mode for their customers.²⁰ This is a common belief among San Francisco merchants, but several Authority studies show that the perception does not match observations.²¹ Still, it is important to maintain access for commercial loading and unloading, and to mitigate any potential construction impacts of the long term, more extensive options.

Tenderloin Little Saigon Neighborhood Transportation Plan, 2007

The Tenderloin-Little Saigon Community Transportation Study was intended to identify the community's high priority transportation needs, and develop conceptual designs and strategies for transportation improvements in the Little Saigon and Tenderloin neighborhoods. The Plan also intended to prioritize, and develop conceptual cost estimates for near and medium term transportation and access improvements in the study area. The community was integral and essential to the process.

The top priority projects identified by residents and other stakeholders in the Tenderloin and Little Saigon neighborhoods fall into three key areas:

Pedestrian Safety and Streetscape

- Lighting: The City's Better Streets Plan is developing a pedestrian lighting fixture. Also, establish program to help businesses install building lighting.
- Countdown Signals: add in more countdown signals
- Corner Bulbs: install real-time arrival information.
- Visible Crosswalks: The City's Better Streets Plan is developing a visible crosswalk design for non-school intersections
- Widen Sidewalks: Expand space for businesses and pedestrians by widening sidewalks and reducing the number of car lanes

Slower Traffic

- Study the benefits and impacts of alternative traffic calming options: Options for study include two-way street operation.
- Widen sidewalks: Expand space for businesses and pedestrians by widening sidewalks and reducing the number of car lanes.
- Potential to streamline transit routes: can eliminate circuitous routes and improve wayfinding if buses run in both directions on the same street

Transit Reliability and Access

- Bus Bulbs: buses no longer need to pull in and out of the traffic lane.
- Lifeline Fast Pass: expand awareness and access to the discounted Muni Fast Pass for low-income individuals.
- Next Bus: install real-time arrival information.

Priority projects that are moving forward include Ellis/Eddy traffic calming/bulbs in coordination with repaving.

Tenderloin/Little Saigon Plan Boundary



South Van Ness Proposed BRT Improvements

Van Ness Avenue Bus Rapid Transit (ongoing), 2006

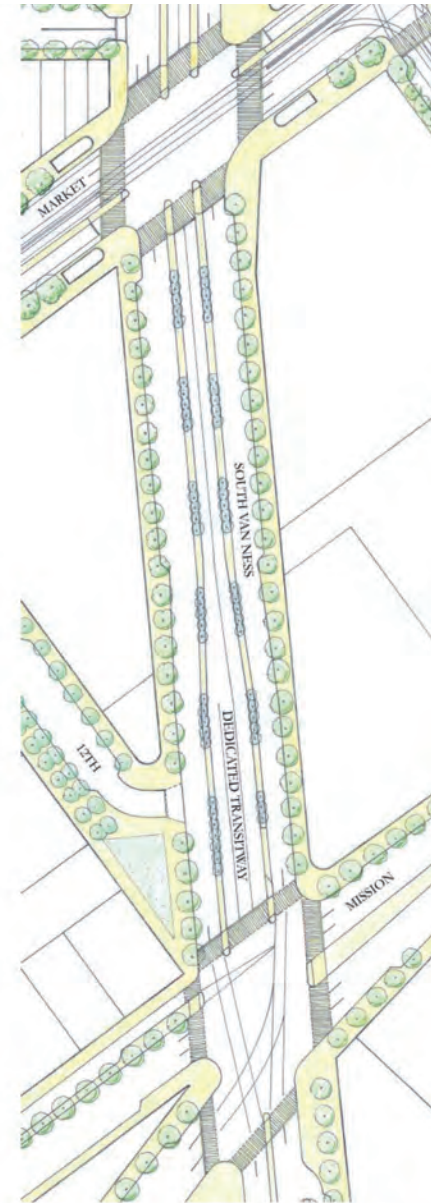
Bus rapid transit (BRT) is an affordable approach to creating true rapid transit. The Van Ness Avenue BRT Feasibility Study was called for in the 2004 Countywide Transportation Plan and adopted in 2006 by the Transportation Authority and San Francisco Municipal Transportation Agency boards. The Van Ness BRT is expected provide significant transit benefits with manageable impacts. It will run on Van Ness Avenue (and one block of South Van Ness Avenue), extending approximately 2 miles (from Mission Street to Lombard Street).

The Van Ness Avenue BRT Draft EIS/EIR analyzed three BRT alternative configurations and one design variation. In early 2012, a locally preferred alternative (LPA) will be selected based on the technical analysis and public and agency input. The LPA is the BRT configuration that will be recommended for construction. The Transportation Authority and San Francisco Municipal Transportation Agency boards will consider adoption of the LPA in spring 2012.

Under each proposed alternative, two mixed-flow traffic lanes (one southbound and one northbound) are converted into two dedicated transit lanes. Each alternative incorporates dedicated bus lanes; all-door level boarding and proof-of-payment; high-quality shelters; pedestrian safety enhancements; transit signal priority; and traffic signal optimization, most of which are elements that may be considered for Market Street.

The Van Ness BRT is important to the Better Market Street project in several ways:

- It is a significant capital improvement project that crosses Market Street at Van Ness
- The intersection is an important transit transfer location
- The completed project will affect pedestrian circulation patterns and potential multi-modal conflicts
- It will influence considerations for improved character of Market Street in this location



Street improvements proposed for South Van Ness Avenue, from Market to Mission Streets

Market Street Study and Action Plan, 2004

The Market Street Study, led by the San Francisco County Transportation Authority, was an examination of pedestrian, bicycle, and vehicle circulation issues on the two-mile length of Market Street between Justin Herman Plaza and Octavia Street. The accompanying Action Plan describes the recommended improvements, and lists them in different phases, providing a clear road map for implementation even if funding is limited. Where appropriate, some improvements are suggested for later implementation and/or follow-up studies. The focus of the action plan was on easy-to-implement, near-term solutions.

The purpose of the study was to address the following four goals while preserving Market Street's character and its pre-eminence as one of San Francisco's truly grand streets:

- Decrease transit travel time and improve transit reliability;
- Improve pedestrian circulation and safety;
- Create a safer, more inviting bicycle route; and
- Accommodate necessary motor vehicle trips.

The study was adopted in 2004 with the following recommendations by phase:

- Early Action: Implementation within one year
- Short Term: Implementation in one to two years:
- Mid Term: Implementation in two to five years:
- Other: Implementation in one to five or more years:

Early Action: Implementation within one year

- Implement recommended pedestrian safety improvements
- Relocate traffic signals to reduce the incidence of auto encroachment into the crosswalk
- Restripe crosswalks
- Stripe advance limit lines at selected locations
- Install pedestrian countdown timers
- Install pedestrian-scale street signs
- Create a new Market Street PCO beat
- Develop and implement a new transit lane symbol and related signage
- Install bicycle lanes between Octavia and Eighth Streets

Short Term: Implementation in one to two years

- Implement proof-of-payment
- Change Market Street signal timing to improve transit performance
- Improve wayfinding, directional, and advisory signage for motorists
- Install new gore area signage
- Calm the 'safety zone'
- Install improved bicycle facility between Eighth Street and Justin Herman Plaza
- Improve transit lane enforcement
- Allow PCO enforcement
- Improve transit lane demarcation or designation
- Employ video enforcement
- Require eastbound automobiles to turn right at Eighth Street during Peak periods

Mid Term: Implementation in two to five years

- Extend transit lanes easterly as appropriate
- Prohibit southbound automobiles from turning right at Montgomery Street during peak periods
- Require eastbound automobiles to turn right at Fourth Street during peak periods
- Repave Market Street

Other: Implementation in one to five or more years

- Deploy low-floor buses
- Examine center-lane transit operation
- Establish paratransit drop-off points near BART/MUNI portals
- Designate more taxi stands/loading zones
- Install bicycle lanes between Eighth Street and Justin Herman Plaza

Various recommendations from the action plan have been implemented, including: Restriping of crosswalks, advanced stop bars, pedestrian countdown signals and APS at all intersections, pedestrian-scale-street signs, bicycle lanes between Van Ness Avenue and Eighth Street, enhanced bicycle facility (i.e., safe-hit-posts) between Van Ness Avenue and Eighth Street, and removal of diamond symbol from transit-only lane. A number of additional recommendations are either underway or need further study, the most prominent being the Calm the Safety Zone Project (see below), the next phase of which will include bike boxes. A third set of projects have been further delayed for various reasons, and some of them will be picked up by BMS Study (e.g. wayfinding).

3.4 San Francisco Municipal Transportation Agency (SFMTA)

Plans/Studies

- San Francisco Bicycle Plan, 2009
- Transit Effectiveness Project (TEP) Implementation Plan (ongoing)
- Eastern Neighborhoods Transportation Plan, 2010
- Calm the Safety Zone Project

San Francisco Bicycle Plan, 2009

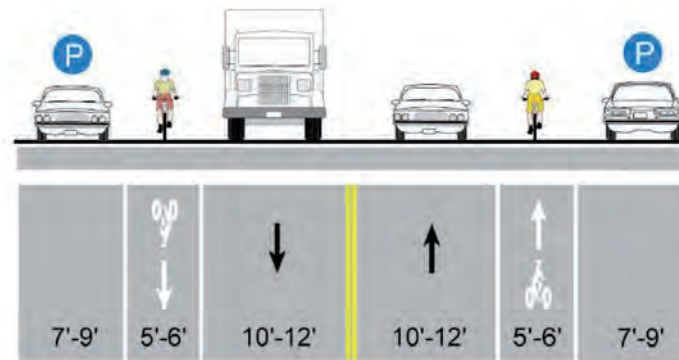
The San Francisco Bicycle Plan's vision is to make bicycling an integral part of daily life in San Francisco. The Plan's overall goal is an increase in safe bicycle use.

Market Street is an integral part of the Plan's bicycle route network. The street includes bicycle lanes (Class II) west of 8th Street and signed routes (Class III) east of 8th Street. Recommended near-term improvements include:

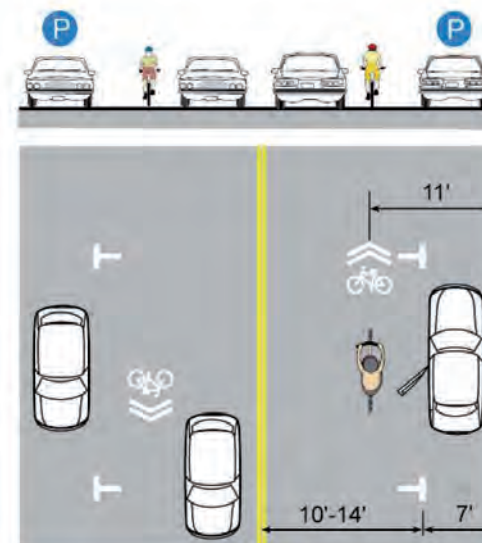
- Market Street and Valencia Street intersection improvements
- Market Street bicycle lanes, 17th Street to Valencia
- Market Street bicycle lanes, Octavia Boulevard to Van Ness Avenue

Existing bicycle parking facilities exist off Market Street, particularly east of 5th Street. A bicycle station exists at the eastern end of Market Street.

Typical Class II and III Facilities

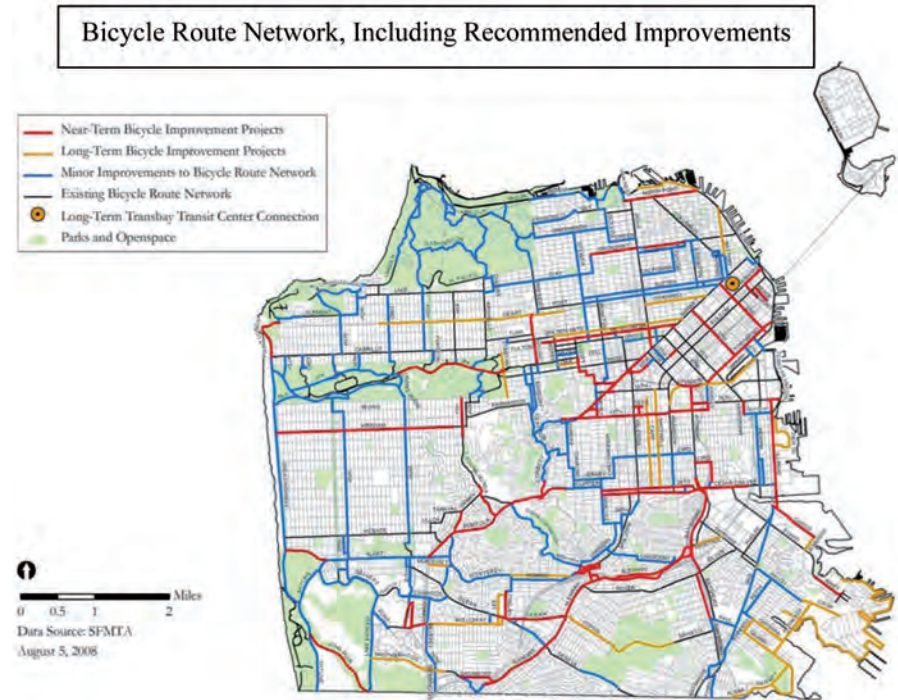
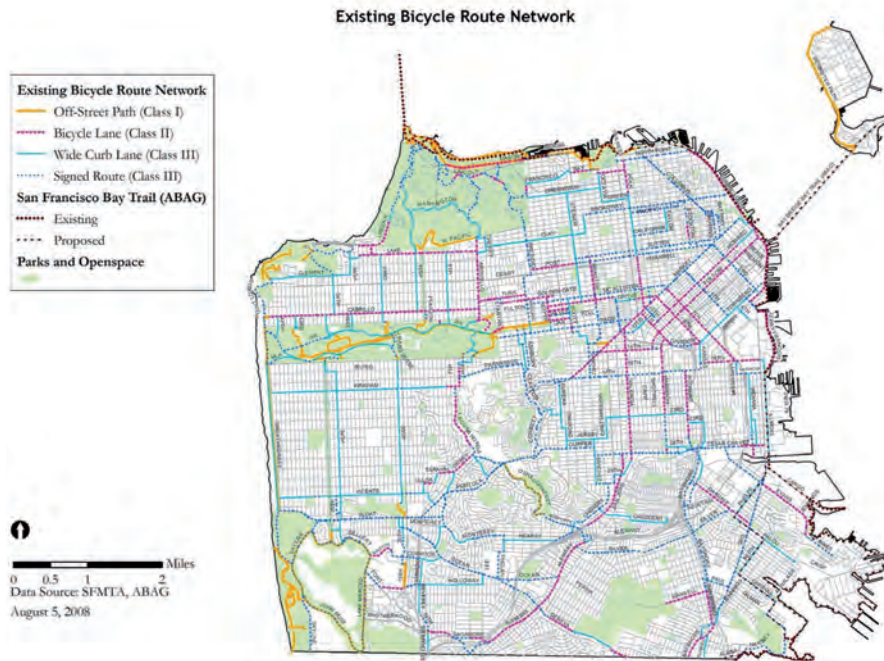


Typical Class II Facilities - Bicycle Lane



Typical Class III Facilities - Signed Bicycle Route

Bicycle Network: Existing Network and Recommended Improvements



Transit Effectiveness Project (TEP) Implementation Plan (ongoing)

The Transit Effectiveness Project (TEP) was a system-wide Muni study undertaken to make transit more convenient for current customers and attract new customers. Since the planning phase concluded in 2008, principles from the TEP have informed a range of SFMTA activities. The TEP Implementation Plan prioritizes capital projects to support TEP-recommended Muni route updates, improve transit reliability, improve customer amenities and reduce transit travel times and will align capital projects with anticipated funding sources.

Since November 2008, SFMTA staff has been working with a consultant team led by Parsons Brinckerhoff to develop a TEP Implementation Plan (intended to span FY11 to FY15). Progress on the TEP Implementation Plan slowed over the past year because staff resources were diverted toward implementing service changes, and it may continue to suffer delay from future plans.

With the accent clearly on delivering safe, efficient and customer-centric service, the SFMTA, in partnership with the City's Controller's Office, performed the first top-to-bottom analysis of Muni service in a generation. Known as the Transit Effectiveness Project (TEP), the SFMTA is utilizing the wealth of data and analysis generated by the TEP to make service changes surgically while also advancing a bold, new universe of market driven transit services aimed at meeting market demand. Because we are shifting resources from inefficient to efficient routes, systemwide performance indicators will improve.

Eastern Neighborhoods Transportation Implementation Planning Study (EN TRIPS), 2010

The Eastern Neighborhoods Transportation Implementation Study (EN TRIPS) will develop transportation infrastructure improvements to serve the existing and projected needs of San Francisco's Eastern Neighborhoods, as envisioned by the Eastern Neighborhoods Area Plans, which were adopted by the San Francisco Board of Supervisors in 2009. The study area of EN TRIPS includes not only the Eastern Neighborhoods themselves (the Mission District, Eastern South of Market, Potrero Hill/Showplace Square, and the Central Waterfront), but also surrounding planning districts (Mission Bay, the Transbay District, and Western South of Market) that share key transportation corridors with the Eastern Neighborhoods. Market Street serves as the northern boundary of the study area.

As a second major work product for EN TRIPS, the Future Conditions Report provides an assessment of the likely impacts of growth and change over the next 20 years. As a next step, the EN TRIPS project team will recommend, design and develop implementation plans for priority transportation improvements.

Calm the Safety Zone Project

Calm the Safety Zones Project is one of the projects recommended as part of the Market Street Study Action Plan. The 'safety zone' is the area of curbside travel lane between the curb and the boarding island. This zone is a major point of conflict for all modes. Analysis has shown that most pedestrian collisions occur within this zone. Treatments to alert motorists of increased pedestrian traffic in the safety zone, such as coloring or texturing the pavement or by improved signage, may help reduce pedestrian-auto conflicts. By slowing automobiles, it may also help reduce bike-auto conflicts.

Projects (Ongoing)

- Near-Term Market Street Projects (ongoing)
- Haight Two-Way Conversion Project
- Hayes Two-Way Conversion Project
- Bicycle Plan Implementation Projects
- Bicycle Sharing
- Central T Subway Project

Near-Term Market Street Projects (ongoing)

Safe-Hit Posts

SFMTA installed Safe-Hit posts between the bicycle and traffic lanes on westbound Market Street between 9th and 10th streets in December 2009. Ninety percent of cyclists surveyed said they felt safer bicycling on Market Street with the new posts. SFMTA needs to collect “after” data and evaluate issues, including street sweeping access to curb lane.

Required Right Turns

All private vehicles heading eastbound on Market Street are required to turn right at 10th and 6th streets. Average surface Transit travel time on Market Street improved by five percent, and the project has been well received by bicyclists and taxi drivers. Additional data is being collected for environmental clearance to make the traffic restrictions permanent if so desired.

Calm the Safety Zone

This project includes implementation of safety measures in the safety zones next to the boarding islands along Market Street between Castro Street and the Embarcadero.

Haight Two-way Project (ongoing)

Haight Street two-way project includes conversion of Haight Street between Octavia Boulevard and Market Street from one-way west bound to two-way operation. This change will improve bus line 6, 71 and 71L operation by providing a direct access from Haight Street to Market Street. This project also includes streetscape improvement along Haight Street and the intersection of Gough/Haight/Market Streets that will improve pedestrian safety and circulation in this area.

Hayes Two-way Project (ongoing)

Hayes two-way between Gough and Van Ness Avenue, and Fell Street two-way between Van Ness and Franklin, was approved at an SFMTA public hearing in January 2011, and then subsequently approved by the SFMTA Board of Directors. Signal work is scheduled for implementation in 2012. Hayes Street is not expected to be made two-way between Van Ness and Market Street.

Bicycle Plan Implementation Projects (ongoing)

Funding is in place to implement the package of 45 projects in the Bicycle Master Plan which, taken together, will put in place the following improvements over the next five years:

- 34 miles of new bike lanes, bringing the total to 79 miles.
- 75 miles of streets with sharrows, bringing the total to 98 miles of shared lanes.
- Bicycle parking: 500 new racks in 2010 and 400 per year after that for a total of 2,100 new racks over five years, providing parking for 4,200 additional bikes.
- Five bicycle corrals.

Bicycle Sharing

The SFMTA is currently exploring bicycle sharing in San Francisco; a regional pilot program led by the Bay Area Air Quality Management District (BAAQMD) in partnership with the SFMTA will bring approximately 50 bike share stations and 500 bikes to San Francisco's downtown core beginning in spring 2012. The following elements could guide the program's delivery on Market Street:

- Stations should be placed at major anchors for jobs, transit, retail, or public facilities. Potential locations include BART/Muni Stations, UN Plaza, Halladie Plaza, Justin Hermann Plaza, Union Square, and the Public Library/Civic Center Plaza.
- Stations can be used in privately owned, but public open space, or on sidewalks, plazas or parking lanes. Stations should be placed after coordinating with City partners and the public

Central T Subway Alignments

Central T Subway Project (ongoing)

The Central Subway Project is Phase 2 of the Third Street Light Rail Project that will link Little Hollywood and Visitación Valley with SoMa (South of Market), Moscone Center, Union Square and Chinatown. The subway alignment is along 4th Street south of Market Street and along Stockton Street north of Market Street. A subway station is planned for Stockton Street just north of Market Street.

T Third Phase 1 & Phase 2 Alignments

