

# BETTER MARKET STREET

## Public Outreach — Round One Findings



Prepared by: Perkins+Will Consultant Team

7 December 2011

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### Prepared for:

San Francisco Department of Public Works  
San Francisco Planning Department  
San Francisco Municipal Transportation Agency  
San Francisco County Transportation Authority  
San Francisco Office of Economic and Workforce Development

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# BETTER MARKET STREET

## Public Outreach - Round One Findings

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# Overview

Public Outreach efforts are an integral part of the Better Market Street project from start to finish. As such the project team seeks to engage the public to envision a revitalized Market Street—a place of vibrant public life, comfortable and reliable transportation and thriving commerce—and then to realize a physical plan for those improvements.

Over a period of one year, the first three rounds of active, substantive public engagement will be conducted providing a variety of places, times and platforms for people to learn together about the opportunities and challenges, and then develop and consider alternatives for action. The first round was completed in May 2011 and included a public workshop, the program for which was repeated on two dates and held along Market Street; Webinars held on two occasions to provide access to materials in tandem with the workshop; and the creation for the Better Market Street website of presentation materials and a framework wherein a wide range of participants could respond to all key questions raised at the workshops.

The substance of the workshop materials drew from the research and analysis being conducted by the City and consultant teams, and displayed preliminary findings for public view and comment. Components included a verbal presentation of key findings, display of findings and questions on twenty large presentation boards, and numerous stations for public comment—answering questions and providing notes and comments. The content and results of those public work sessions (workshops, webinars and online survey) are summarized in this document. A full record of all comments received will be available as part of Appendix materials.

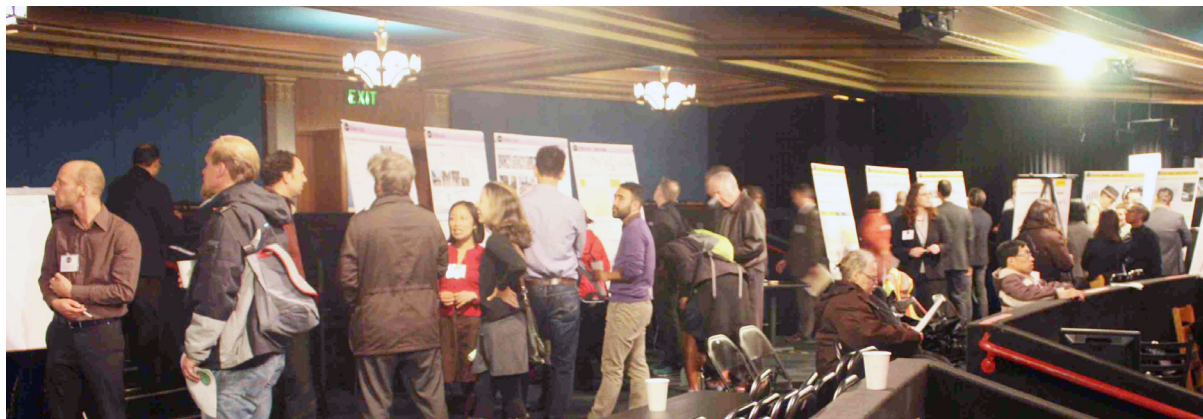
In the document that follows findings are reported by area of public discussion including: an overview of public comment, graphics from workshops as appropriate, summary graphs and charts, and a selection of public comments covering primary topics. As noted, verbatim comments are also available. (See Appendix).

## Round One Objectives

- Build momentum for the project
- Present updated information on project, purpose and need, and environmental planning process
- Begin to engage people in the substance of the work—providing an overview of existing conditions and best practices and sharing findings from the public life and public space surveys
- Solicit input on perceptions of Market Street
- Discuss vision/goals and how the public can effectively engage in this phase of the study

## Desired Input from the Public

- Help define the vision/goals for the future of Market Street
- Identify the key issues, needs and opportunities along and adjacent to Market Street (feedback on existing conditions and best practices)
- Understand what the public would like to do and see on Market Street
- Understand how the public would like to arrive at and travel along Market Street



## Outreach and Noticing

- Better Market Street website: [www.bettermarketstreetsf.org](http://www.bettermarketstreetsf.org)
- E-blast to over 4,700 addresses
- Outreach to partners/stakeholders who committed to forward electronic announcement and flyer to email lists
- Flyer distribution in key public areas, including: Civic Center Lunch Trucks, Gray Area Foundation Opening, Market/Tenderloin Community Benefit District Film Screening, Market Street 1<sup>st</sup> to 4<sup>th</sup>, Market Street Ferry Building to 4th, Civic Center BART and UN Plaza, Mission area, Market and Main, and Embarcadero BART
- Poster distribution to Market Street (and surrounding) businesses with storefronts
- Meeting announcements and updates posted to San Francisco Great Streets Project Facebook page and Twitter feed
- Press release distributed by the Mayor's Office of Communications—May 2, 2011
- Small posters announcing meetings and webinars in transit areas:
  - 450 on transit vehicles
  - 25 on bus shelters along Market Street
  - 18 signs in Muni Metro Stations

## Public Workshops and Webinars

### Public Workshops

First public workshop was held on May 17, 2011 between 6:00 and 8:30 p.m. at the Warfield

- 77 people signed-in
- 33 Public Participation Surveys were returned

Second public workshop was held on May 24, 2011 between 6:00 and 8:30 p.m. at the Whitcomb Hotel

- 84 people signed-in
- 24 Public Participation Surveys were returned

### Webinars

First webinar was held on May 19, 2011 between 12:00 and 1:00 p.m.

- 28 people participated

Second webinar was held on May 25, 2011 between 12:00 and 1:00 p.m.

- 32 people participated



**Station 1 MARKET STREET STORIES** May 2011

### WHAT MAKES UP MARKET STREET...

### WAYS PEOPLE TRAVEL ALONG MARKET STREET

**Walk Only**

- I like to begin walking and then take the bus to get to work.
- It's often a quick transit. I don't need to walk with other people. I can walk with other people if I want to.
- I like to be outside. I like to be walking. I like to be walking. I like to be walking.

**Walk - On Street Transit - Walk**

- The street and I enjoy walking. I like to be walking. I like to be walking.
- The good thing is that I can walk with other people. I like to be walking.

**Walk - Underground Transit - Walk**

- I like to be outside. I like to be walking. I like to be walking.
- I like to be walking. I like to be walking. I like to be walking.

**Bike Only**

- I have been told I can get to work. I like to be walking. I like to be walking.
- I like to be walking. I like to be walking. I like to be walking.

**Bike - Transit**

- I like to be walking. I like to be walking. I like to be walking.
- I like to be walking. I like to be walking. I like to be walking.

**Car or Taxi - Walk**

- I like to be walking. I like to be walking. I like to be walking.
- I like to be walking. I like to be walking. I like to be walking.

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**Station 1 MARKET STREET STORIES** May 2011

### SOME INTERESTING MARKET STREET FACTS...

- The busiest time and location on Market Street is between 4th and 5th on a spring weekday.
- It takes approximately 15 minutes longer to walk from Caltrans to the Ferry Building on the north side of Market Street, compared to the south side.
- The signal lights along Market Street in downtown are optimized for transit, at approximately 1:40.
- There has been a 58% increase in the number of people bicycling between 2006 and 2010.

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

Please check all that apply.

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

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**Station 2 MARKET STREET STORIES** May 2011

### WHAT MAKES A GREAT STREET?

**Identify**

A Great Street covers a variety of uses and a memorable identity. It plays a central role in community life, and it offers public gathering and activity for a wide range of age, gender and ethnic groups. In high quality, a Great Street is a catalyst for urban goals.

**Street Life**

A Great Street is an active, creative place. It offers a variety of comfortable spaces and places for promoting social gathering, creative expression and art and recreation. A Great Street supports building terraces, and it is safe and making throughout the day and night.

**Mobility - Getting Around**

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

**Experiences - Creating Attractions**

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

### Learning from Other Streets

By studying other streets similar to Market Street that have been recently reimagined, we can:

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

**MARKET STREET TODAY**  
Market Street, San Francisco

**MEASURES AND MODELS OF SUCCESS: TWO EXAMPLES**

**Brooklyn, New York City**

**Swanton Street, Melbourne**

**San Francisco's most important street**

**A series of new public spaces**

**A lively Civic Spine**

**A street for all**

**Dramatic Changes**

**Integrated Design**

**Thinking across agencies**

**A vision for a Better Market Street**

- Safe
- Healthy
- Lively
- Sustainable

**Success stories for Broadway**

- 63% increase in injuries due to motor vehicles
- 17% improvements in transit time
- 200% more capital investments
- 11% increase in pedestrian traffic in Times Square

**Success stories Swanton**

- 44% reduction in CBD employment
- 62% increase in transit use
- 60% increase in bar and pub capacity
- 22% more cafes and restaurants throughout the area 1993-2004

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**Station 3 MARKET STREET STORIES** May 2011

### WHAT ARE YOUR TOP 3 GOALS FOR MARKET STREET?

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

Please pick one or two appropriate goals.

**Goal**

**Civic Role**

Make Market Street a central gathering place for civic activities and events in the region's most iconic street.

**Connecting Neighbors**

Enhance Market Street's role in linking districts, neighborhoods, destinations and open spaces, making it easier for people to connect to their destinations.

**Place Making**

Enhance the quality of the public spaces along Market Street to create places to stop and enjoy in a safe and vibrant character.

**Economic Vitality**

Support the economic vitality of businesses, particularly growth from use, along the Market Street corridor.

**Public Transit**

Increase Market Street's transit use in the City and region's public transit system and improve the transit time and reliability of public transit.

**Bicycling**

Create a safe and comfortable bicycle facility along the Market Street corridor, attracting a wide range of age groups and skill levels.

**Walking**

Create an accessible pedestrian environment that provides walking routes along Market Street for residents, visitors and workers.

**Service and Taxi Access**

Improve loading of goods and people in businesses and make it easier for them to get in and out of the Market Street corridor.

**Vehicular Circulation**

Manage region- and city-wide vehicle travel and crossings on Market Street.

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# Market Street Stories

1

<b>Best and Worst of Market Street</b>	<b>8</b>
<b>How do you typically travel on Market Street?</b>	<b>10</b>
<b>Priorities for Market Street</b>	<b>12</b>

# Best and worst of Market Street

## Like Best

The places people enjoy most along Market Street are the places where most people are—active, sunny areas where there are places to eat, sit, and be in the midst of beautiful buildings and lots of other people. These places include Civic Center, Yerba Buena, and Justin Herman Plaza and the Ferry Building.

## Like Least

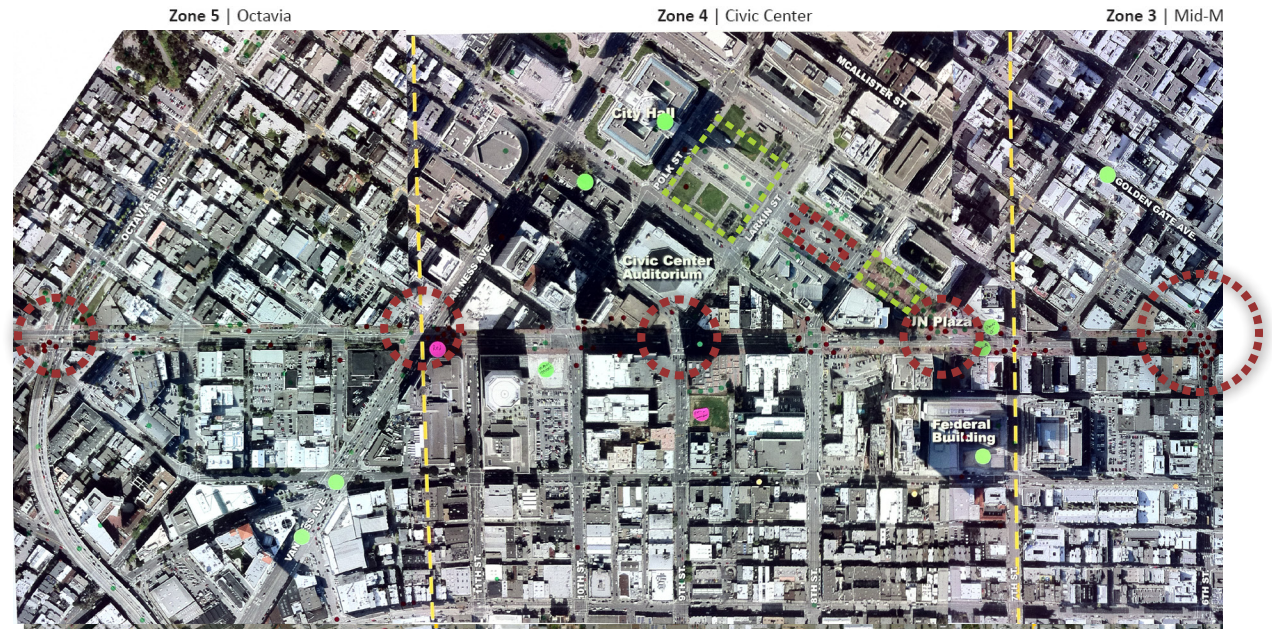
Many of the noted areas that people least liked were major intersections, where there are many conflicts between pedestrians and vehicles. Many of these locations are also perceived as unsafe and are “dead zones,” particularly at night.

## Overall Comments

Market Street functions as the central spine for San Francisco and, for better or worse, is well-used by every mode of travel. Conflicts between modes are an important concern, as well as making the street a safer, more comfortable place to stop and linger along. As a potential iconic street for the city, the streetlife needs to be more active between Octavia and Embarcadero, at all hours of the day and into the night.

Record of all public comments in Appendices B and C.

# What areas of Market Street do you like best? Like least? Why?



**ZONE 5** OCTAVIA

**ZONE 4** CIVIC CENTER

- Van Ness and Market—forlorn intersection, yet major gateway
- On Market and Van Ness there are too many beggars—Homeless, drugs, sketchy people who hang out between Van Ness and Franklin to sell food stamps and drugs
- People sneak on the Muni bus at this big transfer point in the city
- The City cannot accommodate all the transit. The bus stop is always crowded.
- Freeway/pedestrian/bike intersection is not good at Octavia and Market—cars from highway don't see pedestrians and vice versa and cars are going fast
- Love the farmers market every Wednesday
- Green separated bike lanes are awesome—please extend them the entire length of Market
- Extend sustainable resource district from Civic Center to Mid-Market to create an eco-district
- A wind tunnel at Fox Plaza Building and Van Ness
- At the intersection of Tenth and Market, car traffic is very close to pedestrians and is not safe
- Food trucks and cafes nearby would help to draw people
- The library is a great attraction but can be unpleasant due to the number of homeless people inside and around





- ⊙ Like Most
- ⊙ Like Least

**ZONE 3** MID-MARKET/TENDERLOIN

**ZONE 2** UNION SQUARE RETAIL DISTRICT

**ZONE 1** FINANCIAL DISTRICT

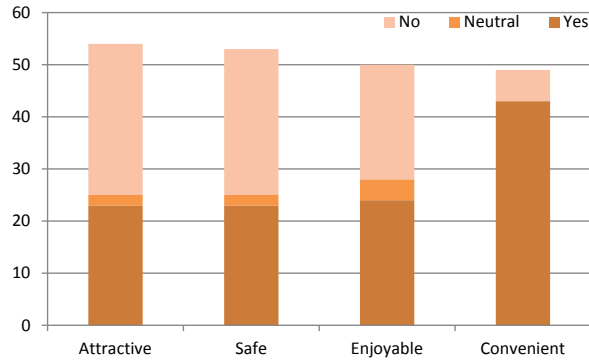
- I love the decorative crosswalks at Golden Gate and Market
- The Warfield is a great facility and attracts such great varied acts—can be the anchor, along with Grey Area Arts Foundation for arts and cultural activities
- Great possibilities for cheaper rents and new small businesses. Affordable publicly accessible space for creative business incubators and cultural arts centers
- Sixth Street is the most deadly pedestrian corridor in San Francisco. Slow the cars down!
- I wish the street felt safer for walking home after a late night.

- I like the cafes with outdoor seating around Third and Second Street. It encourages great street life
- Sparkly sidewalks make me happy and a happy place to spend time—music people
- Sidewalks are wide but there are almost no benches to sit on. Almost too successful—more space should be given to pedestrians
- Great space for cultural site and local art. Love the busy streets—lots to see and do
- Provide historical markers along market as a way for people to stop and learn about San Francisco history and break up the monotony of the street

- This is probably the best part of Market Street. I'd love to see creative use of green space. Meeting areas, benches, art.
- Should be vehicle restricted and made pedestrian friendly. Pedestrian only spaces are wonderful relaxing and calm
- Needs life on the weekends—it's a dead zone
- Get more nightlife activity on the ground floor—less lobbies, more bars, restaurants, and lively street fronts
- Montgomery and Market—open area to BART station—great stepped seating—people watching, sunny, hanging out. Mixed crowd—art, bike, business

## How do you typically travel on Market Street? How would you characterize your experience?

### Walk Only



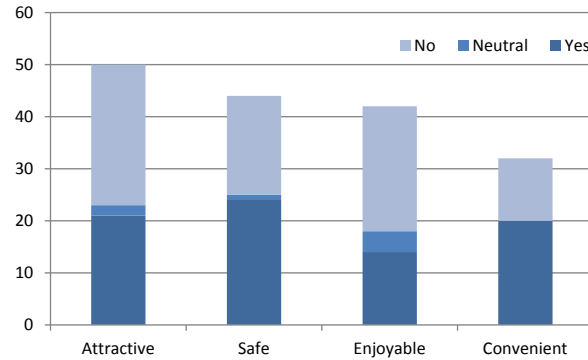
18% of Respondents

A key goal of the workshop interactive materials was to learn how people were typically traveling along Market Street and how they would characterize the experience.

These were discussed as "Market Street Stories" and a number of such stories were shared with the group to stimulate their thinking about their own trip.

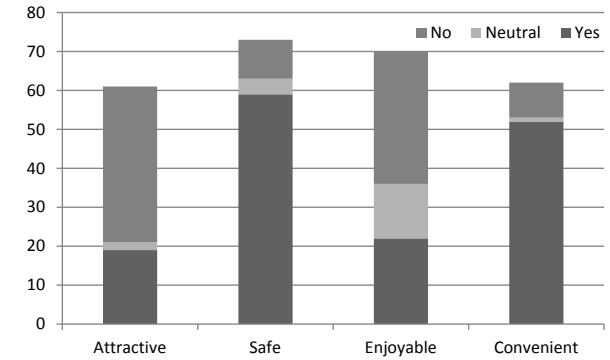
The breakdown of respondent choices as to their most typical trip along Market Street is indicated by the percentage shown. The total number of respondents to this is 292.

### Walk-On Street Transit

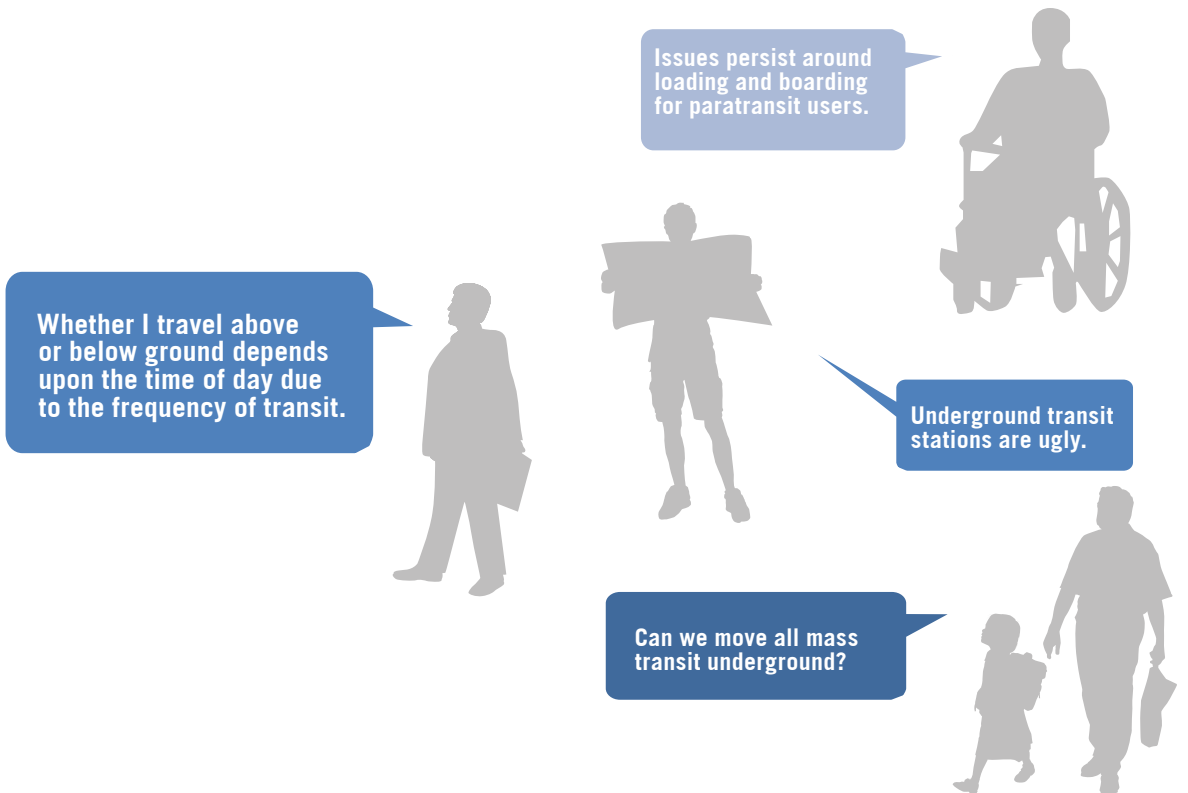


15% of Respondents

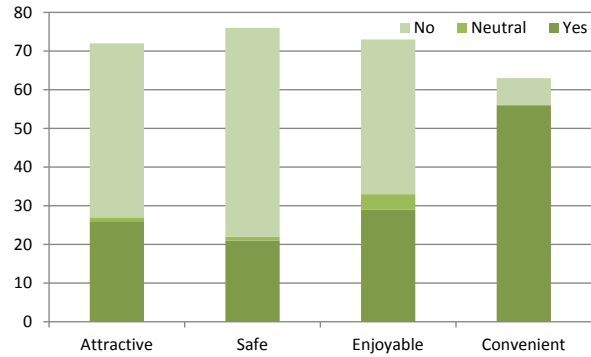
### Walk-Underground Transit



25% of Respondents



### Bike Only



26% of Respondents

I must admit that I get a certain kick out of riding down the madly hectic leapfrogging lanes. It's an adrenaline rush, but it's certainly dangerous.



The potholes in the pavement make it extremely uncomfortable and unpleasant to bike down Market Street, but the green bike lanes are great!

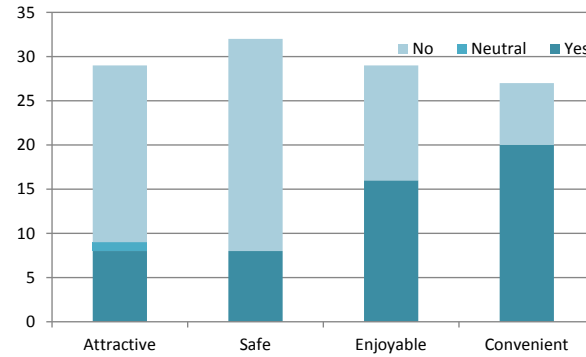


Nothing beats a good walk to see things one would otherwise miss if not on foot.

It is very scary to ride a bike on Market Street due to all the busses and traffic. I no longer ride my bike there and take Muni instead.

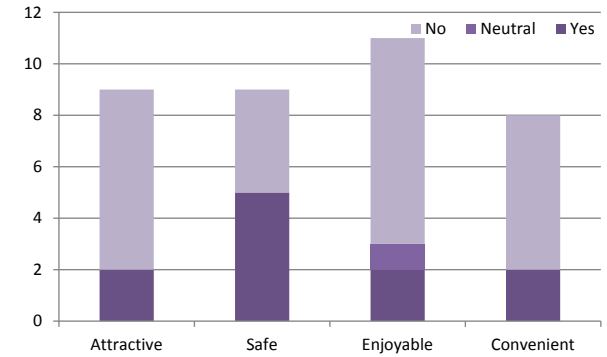


### Bike-Transit



12% of Respondents

### Car or Taxi-Walk



4% of Respondents

## Priorities for Market Street

### Placemaking

Receiving the highest number of votes, both workshop and online participants felt that the character of Market Street and the quality of its spaces needed to be enhanced. Recurring comments and suggestions included: Closing the street to vehicular traffic to make it safer for pedestrians and bicyclists; Adding more comfortable seating areas to encourage social gathering and people-watching opportunities; and adding more monuments, public art, and landmarks to make Market Street a better attraction and destination.

### Walking

The safety and enjoyment of the pedestrian realm is a key priority and participant comments offered repeated suggestions at the workshop to reduce cars, revitalize businesses, and better maintain the sidewalks along Market Street. These comments reflect the desire to make for a more attractive and interesting pedestrian experience.

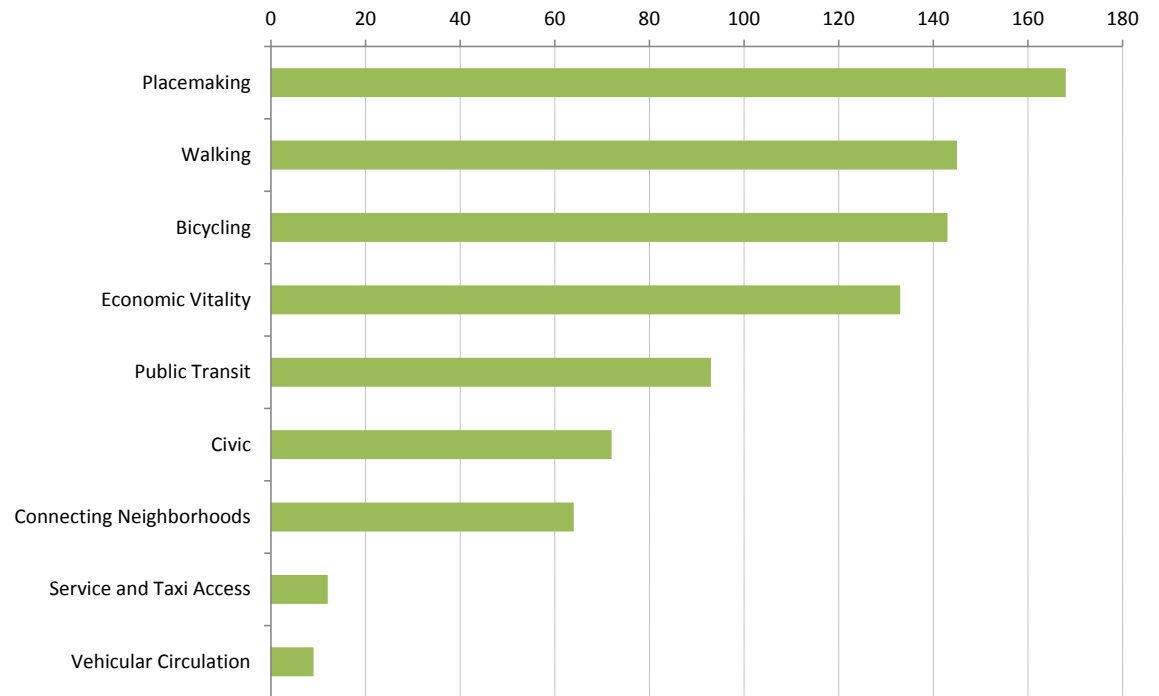
### Bicycling

Bicyclists seek a more bike friendly Market Street with requests for everything from better pavement and continuous bike lanes to a protected cyclepath and more cycling infrastructure such as timed signals for bicycles. Serious problems with safety, leapfrogging with buses and waiting in bus exhaust result in a reluctance to bike on Market Street.

### Economic Vitality

Market Street is considered the central spine for commerce in downtown San Francisco and the quality and vitality of its businesses are crucial to the city. Many workshop participants commented on the need to promote more cafes, eateries, and shops that cater to people of all income levels and help restore the facades of existing vacant storefronts.

## What are your top goals for Market Street?



# Priorities for Market Street

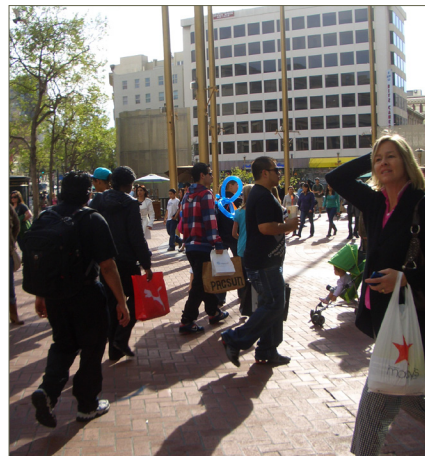
## 1 Placemaking

*Enhance the quality of the public spaces along Market Street to invite people to stop and enjoy its diverse and urbane character.*



## 2 Walking

*Create an accessible pedestrian environment that promotes the central role of walking on Market Street for residents, visitors, and workers.*



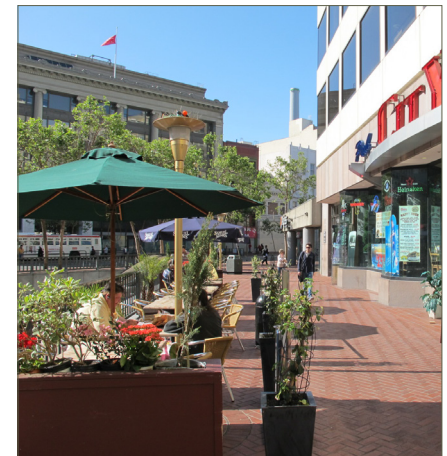
## 3 Bicycling

*I want a street where biking is prioritized, safe, and convenient.*



## 4 Economic Vitality

*Support the economic vitality of businesses, particularly ground floor uses, along the Market Street corridor.*



**Station 2 MARKET IDENTITY IN THE BAY AREA AND THE CITY** May 2011

**REGIONAL DESTINATION**

**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 acts as a transportation destination core into multiple mode networks when with "hub" transit across Market.

**Lack of identity and imageability**

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

**CITY CIVIC STREET & PLACE**

**An organizing hinge**

- Market Street serves as a "hinge" between two very distinct street grids. These changes in scale, use, and orientation were crucial when the street pattern was laid out in 1847 San Francisco history.
- The dramatic San Francisco topography reinforces this role as a hinge in northern and western hills transitions 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, San Francisco, DeWitt 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.

**HISTORY**

1840 - 1850 Citywide  
1850 - 1906 (Pre-earthquake) Transportation  
1906 - 1950 (Post-earthquake) Transportation & Transit Services  
1950 - 1970 Postwar

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**Station 2 MARKET IDENTITY DISTRICTS AND EDGES DIVERSITY** May 2011

**DISTRICTS AND EMERGING SYNERGIES**

**Opportunities are lost where overly narrow districts lack identity on Market Street**

- Opportunities exist along areas including Civic Center, Union Square, Yerba Buena Gardens, Convention Center, Ferry Building, and opening Tuesday Terminal don't directly activate Market Street.
- Except for the retail between 4th St. and 5th St., Market Street lacks areas points of interest and is perceived as a void.

**Capitalize on emerging synergies**

- Market Street can leverage a number of upcoming projects and existing commercial activity of near the corridor, including residential and job-oriented developments, to re-emerge 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 perception of Market Street depends greatly on their mode and transit mode choices.
- Improving street modes and their interface is an opportunity to strengthen connectivity of districts and further activate the public space.

**CORRIDOR AND EDGES**

**Street grids**

- The Market Street is defined by two distinct grids that create connection challenges.

**Density and contrasting edges**

- The urban forms along the street and reflects some of the regional districts in the city of San Francisco in the Financial and Civic Center districts.
- Buildings along the corridor substantially vary in height and form, resulting in an irregular silhouette and contrasting vertical of enclosure and scale along the corridor.
- The two city grids joining at Market Street result in a complex architectural urban form, creating a unique and contrasting vertical scale.

**Intersections unique to Market**

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

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**Station 2 MARKET IDENTITY STREETSCAPE** May 2011

**GROUND FLOOR FACADES**

**Ground floor facades quality**

**Facades quality index**

ACTUAL FACADES	IF IDEAL	DIFFERENCE BETWEEN ACTUAL & IDEAL	REASON FOR DIFFERENCE
5%	88%	83%	12%

**Incisive 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 Center feature the highest concentration of attractive facades, commonly, the Central Market area centrally has the highest concentration of dull and unattractive facades.

**ELEMENTS OF CONTINUITY AND VARIETY**

**Paving**  
**Wayfinding**  
**Civic Art**

**Streetscape Elements can Create Visual Identity, Continuity, and Interest.**

- Historic fabric of Gold Gate serves to identify the scale of Market Street corridor.
- The brick paving serves to reinforce the continuity of the corridor and it provides uniform and unambiguously requires its guidance.
- 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.

**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 height, form and scale of existing trees along Market Street vary greatly.
- Many existing trees date to a high degree of shade and poor soil conditions.
- The tree-related issues on Market Street create physical comfort and invite people to stay.

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**Station 2 MARKET IDENTITY QUESTIONS** May 2011

**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.**

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# Market Street Identity

# 2

What makes Market Street Special?	16
What would make Market Street more memorable?	18
What are aspects of your favorite street?	20

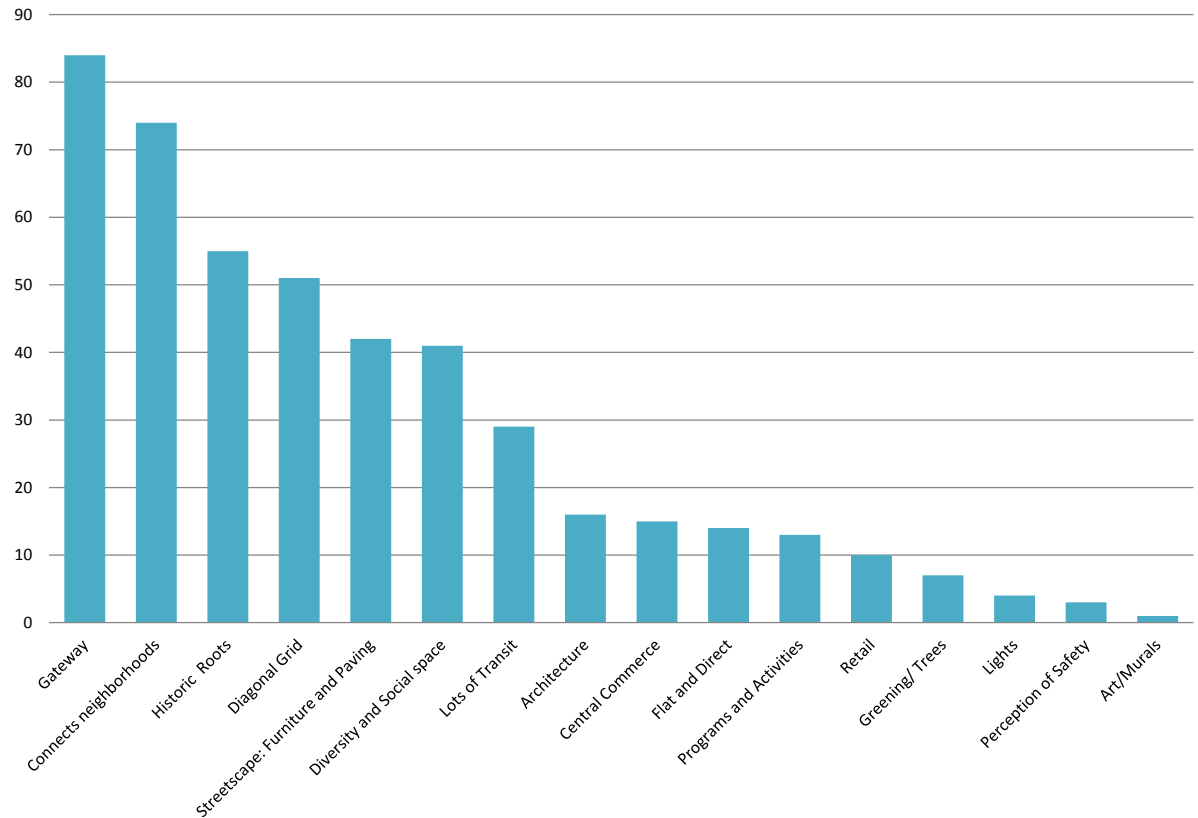
## What makes Market Street special?

Issues of Market Street's role in the City as a whole were uppermost on the minds of recipients to this question with a focus on Market Street as a Gateway to all of San Francisco and as a connector of many divergent neighborhoods and it passes through the heart of the City. Market Street's rich history was cited along with requests for more ways to tell San Francisco's stories along the street.

The diagonal orientation of Market Street was recognized for creating a hierarchy within the city street grid system. Its unique southwest-northeast direction also lies on a relatively flat plane, unique for an otherwise hilly city.

The wide sidewalks along Market Street were called out as a special feature along with the planting and lighting. And finally in the top tier of special characteristics were diversity and social space, recognizing the large gathering areas along the street and the diversity of people using and sharing the street—whether residents or visitors, commuters or theater-goers, or young and old of many backgrounds.

## What makes Market Street special?





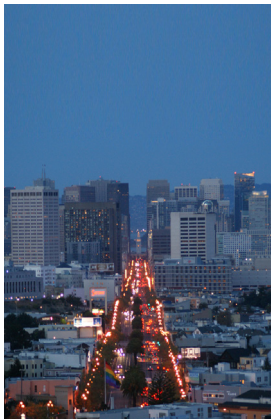
# Top Elements That Make Market Street Special

## 1 Gateway

- It's San Francisco's "Main Street"
- It is the center of the city; it leads through the heart of downtown all the way to the water
- It is a hub of activity, a central corridor, a place for people to interact with the community

## 4 Diagonal Grid

- Important orientation element for the city
- Divides and unifies the city
- Cross-sectional views with unique flatiron buildings



## 2 Connects Neighborhoods

- It's the main connection between neighborhoods and downtown
- It cuts through the heart of the city and connects a lot of diverse neighborhoods along the way
- Market Street is special in that it connects so many divergent neighborhoods

## 5 Streetscapes

- It's wide and has great wide sidewalks
- The wide and decorative sidewalks are wonderful
- I love the wide and well-paved sidewalks, as well as the beautiful trees and old-fashioned street lights

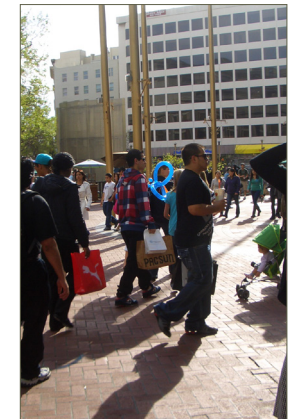
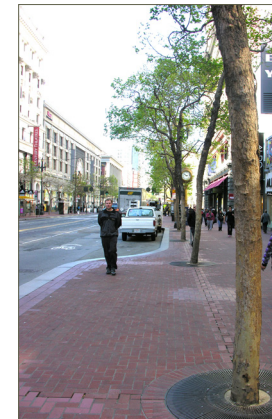


## 3 Historic Roots

- It has history and landmarks
- It has a rich history and has seen much change over the years.
- I'd like to see more historical markers telling San Francisco's diverse story

## 6 Diversity and Social Space

- Wide and diverse corridor for gathering and people-watching
- Intersection of people and ideas
- Has a lot of diversity, good, bad, and otherwise



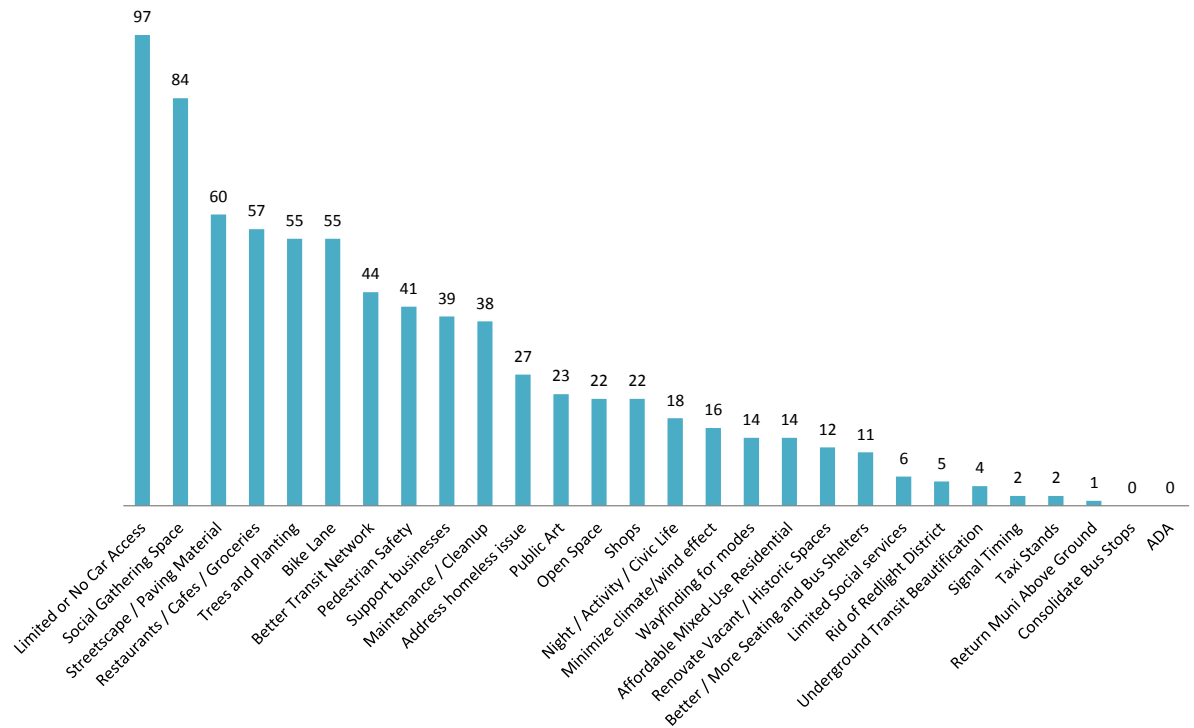
## What would make Market Street a more memorable place?

Trees and plantings were by far the most important key feature that workshop participants wanted to change to make Market Street more memorable. Participants suggested adding not only more, but also larger and taller trees that are native to the area to become a landmark icon for the street corridor.

There was a tie between the four other features amongst participants, but all are elements that contribute to enlivening Market Street and making the street safer and more interesting as a place to walk along and also linger. By adding more food options, with outdoor seating, Market Street can become a dining destination that takes advantage of existing vacant storefronts and puts more eyes on the street and attracts more people downtown at night.

Public art and performances, particularly geared towards local artists, can transform Market Street into an outdoor amphitheater, attracting the general passerby as well as becoming an attraction that residents and tourists seek out as a destination.

## What would make Market Street a more memorable place?



# Top Elements That Would Make Market Street More Memorable

## 1 Limited or No Car Access

- Make it car-free! We can do it!
- People in San Francisco know you don't ever drive along Market. Let's make that official.
- Since Market is the most transit-accessible part of the city, I don't think such restrictions would keep people away.
- Taxis or delivery trucks are fine, but not commuters.
- Cross traffic at key intersections could be allowed.
- No one drives on Market to get to Market.

## 4 Restaurants, Cafés, Groceries

- Market Street is a "food desert."
- Needs more groceries, restaurants, and cafés with outdoor seating.
- Encourage local businesses that bring pedestrians and bicyclists.
- Allow for areas for food carts and informal sidewalk cafés.
- Have nighttime food options, such as bars, lounges, and cafés.
- Offer more great quality food, not just fast food.
- Have at least one day or night a week dedicated to a true market, that allows pedestrians the length of the street.

## 2 Social Gathering Spaces

- Add plants, parklets, cafés, water fountains, and features that encourage people to linger.
- Make it cleaner, make it safer, fewer businesses that attract crime.
- Redesign plazas to make them more fun. Try small markets and dance parties.
- Curate the street like an exhibit.
- Pedestrians need to feel safe on Market Street at all times.

## 5 Trees and Planting

- Big, beautiful trees would make this place more memorable.
- Native trees and planting, with information on their ecology.
- Be careful not to shade too much.
- More permaculture garden nooks.
- .Need taller, landmark trees.
- More greening.

## 3 Streetscape: Paving, Furniture, Lighting

- Places to sit, including flexible seating.
- Façade lighting and consistent streetscaping.
- Signage that looks less like it belongs on a highway.
- Replace struggling trees with trees that will survive.
- Enhanced transit islands, wider handicapped ramps.
- Street facades that reflect the grandness of the street.

## 6 Bike Lane

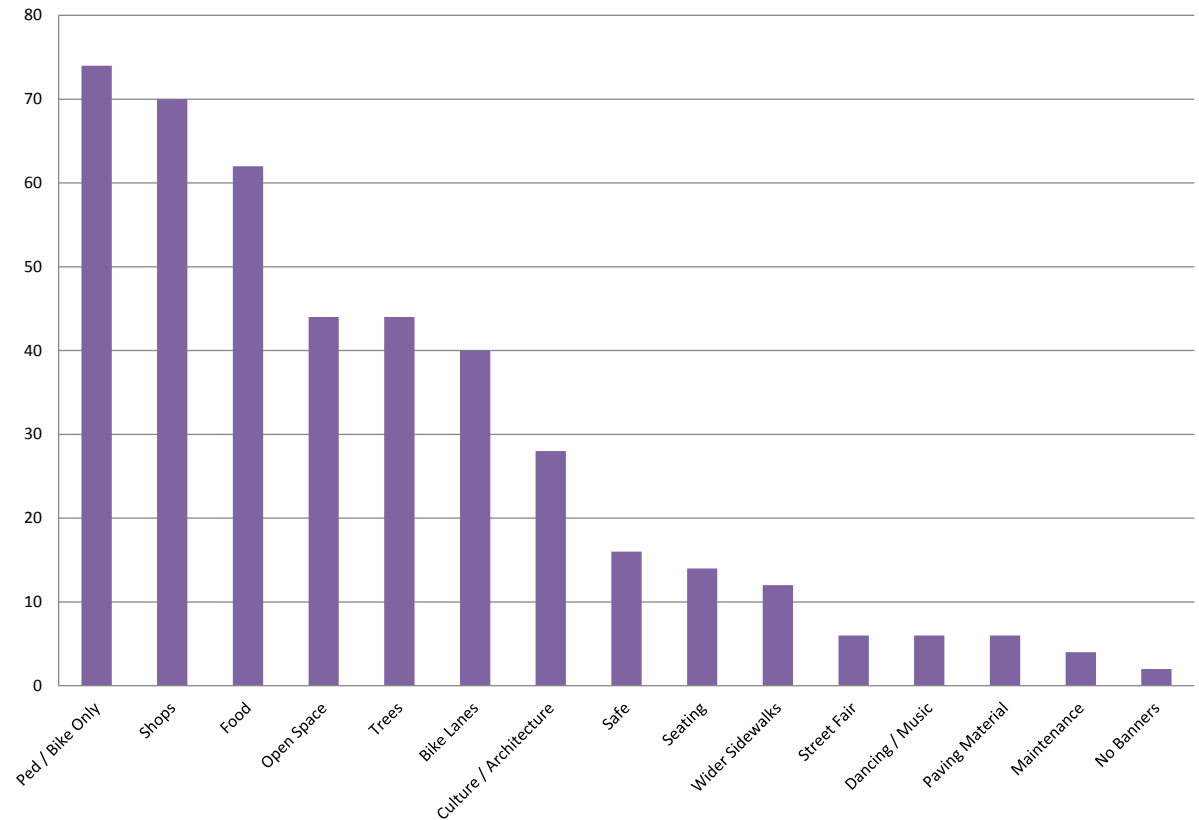
- Better pavement and better separation between bikes and vehicles.
- Add a continuous green bike lane all the way from Castro to the Ferry Building.
- More cycling infrastructure, timed signals for bicycles.
- Prevent the bike lane from being constantly blocked.
- Add a cyclepath that is separated from motor vehicle traffic.
- This will change how people arrive and engage with Market Street.

## Thinking of your favorite streets here or elsewhere, what aspects could provide inspiration for Market Street?

It seems that food and shopping, with opportunities for sitting down, go hand-in-hand with peoples' memories of their favorite streets.

The majority of responses included examples of other streets that are also wide, but offer places to stop and eat or shop for local goods.

## Thinking of your favorite streets here or elsewhere, what aspects could provide inspiration for Market Street?



# Top Elements That Could Provide Inspiration for Market Street

## 1 Pedestrian and Bike Only

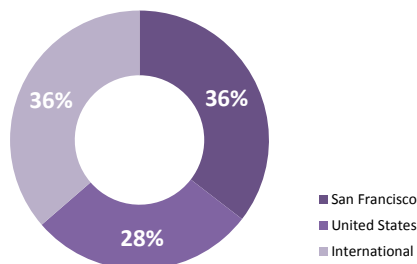
- Lots of seating, preferably in a vehicle-free setting
- Seating in front of restaurants and outdoor cafés, like on Columbus
- A place to sit and read a book or relax
- A good example is at Market and 16th, a vehicle-free place where you can sit and read

## 2 Retail and Shops

- Interesting shops and retail with a local flavor
- Stores and offices that are open for business
- Like Las Ramblas and Champs Elysses, with lots of stores and art vendors

## 3 Food

- Diverse food options and sidewalks cafés and restaurants with outdoor seating
- Urban grocery stores, like Trader Joe's
- Like the Champs Elysses, where the wide street is lined with restaurants
- Lots of restaurants and coffeeshops



### Favorite streets elsewhere

A little over a quarter of the workshop participants pointed to favorite streets in San Francisco, while the majority were streets located elsewhere, particularly international cities.

- San Francisco: Columbus Ave and Valencia St were mentioned most frequently as favorite local streets. Other local favorite streets mentioned included Van Ness Ave, Market Street itself but around Hayes Valley and the Castro, Lombard Street, and Dolores in the Mission.

- In the U.S.: The single most-often mentioned street was Broadway in New York, because of its diagonal nature and the success in closing off portions of the street to become pedestrian only plazas. Other notable US streets mentioned were Newbury St in Boston, Main Street Mall in Charlottesville, Broad St in Philadelphia, Dupont Circle in DC, and 5th Ave in Brooklyn.

- International: Stroget in Copenhagen, streets in Berlin, and Las Ramblas in Barcelona were the three most often mentioned favorite streets because they had separated bike lanes, easy pedestrian environment, and interesting sidewalk activity. Others mentioned by several participants included Shimuya Hachiko in Tokyo, Champs Elysses in Paris, and Calle Florida in Buenos Aires.

**Station 3 MARKET STREET STREETLIFE** May 2011

### SENSE OF URBANITY - PEDESTRIAN ACTIVITY HAS A VITAL IMPACT ON STREET LIFE

**Streets for people**

**Based on hourly pedestrian traffic counts, level of urbanity varies by district**

- Low density - Mid-Market**
  - Under utilized sidewalks
  - No crossing at any time
  - Fast traffic, lower activity levels, reduced sidewalk space
- Active - Commercial Center**
  - Space and use are more commercial
  - Daytime footfall indicating leisure use
  - Much more active but sidewalks aren't consistently 'crowded'
  - Batteries can occur around BART stations
- Variable - Financial District**
  - Daytime footfall standard for office environment
  - Utilitarian use, getting to and from work
  - Under utilized sidewalk
  - Few Urban meet at the way
  - Sidewalks never 'crowded'

**Sense of urbanity**

Research suggests that pedestrian activity contributes to a sense of urbanity, while a lack of pedestrian activity can promote feelings of insecurity.

Market Street intensity - Average levels, weekends

### ACTIVATING THE STREET EDGE

**Lack of gathering spaces & edges that activate the street**

- Gathering spaces combine to a close proximity and visibility to the street edge
- Low usage of lingering activities
- 75% of all destination edges is standing or transportation in comparison to other important city blocks
- A significant percentage of the heritage do not contribute to activating the street

**Active street edge**

**Supportive street edge**

**Great streets provide an active street edge**

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**Station 3 MARKET STREET STREETLIFE** May 2011

### OPEN SPACE DESTINATIONS

**Open Space Destinations**

- Open space destinations help activate Market Street
- Open space and places lack differentiation from the street
- The edges of open spaces should activate the street

**Enhancement**

- Active on Weekend
- Ferry Building & waterfront destination axis

**Crowd Zellerbach**

- Active meet at the time
- Active event space
- Protected from wind
- Easy visibility to street edge

**Hallidie Plaza**

- High weekend activity
- Active weekend destination
- Dispersional activity around public car

**UN Plaza**

- Large civic space
- Fairness needed
- Clear & usable destinations
- Opportunity for seating are often separated from the street edge

**Necessary and optional activities at Hallidie Plaza**

**Monofunctional public life**

**Invitations to stay**

**Invitations accepted compared to other streets**

There is an untapped potential to invite more pedestrians to spend time in the spaces along Market Street.

- Some Plazas on Market Street offer high visual and physical barriers to the majority of the surrounding space
- People linger in the best level far less than at great level

**Visual links to the street at key destination plazas**

**Prohibit or destination open space & street edge - Urban Squares**

### TRANSIT ACTIVITY

A majority of all lingering activities on the street is walking, waiting for transport.

- The very high volume of transit offers a design opportunity to activate the street and public plazas
- Transit kiosk - Street car ride sometimes conflicts with desire to linger near transit

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**Station 3 MARKET STREET STREETLIFE** May 2011

### INFLUENCE OF MICRO-CLIMATE

**Sun-Strade at Hallidie Plaza**

**Sun and wind influence on activity along Market Street**

**Optimize micro-climate**

- Successful gathering spaces on Market Street are physically comfortable with attention to SOLAR GAIN and protection from WIND
- The scale influence appears to outweigh the wind influence in the climate of San Francisco

### ACTIVITY THROUGHOUT THE DAY, WEEK AND SEASONS

**Day - Weekend**

**Weekday vs weekend stationary activities**

**There is a large drop in activity after 7pm**

- Larger drop in pedestrian activity after 7pm in weekdays compared to weekends
- 30% decline on weekend night
- 20% decline on weekday night
- The Financial District experiences a particularly large drop in activity in the weekend
- 50% decline on weekend

**On average, Market Street is busiest on summer weekdays**

All locations on Market Street did not. Fremont experiences an increase in summer weekends. Mid-Market experiences the biggest increase.

- Yet there is a 33% decline on weekday evenings and a 66% decline on weekend evenings
- The highest level of pedestrian activity compares to between 90 and 50 on a 100 scale
- 64,200 pedestrians (8 am - 10 pm)

**Night - Weekday decline in hourly pedestrian volumes after 7pm**

**Night - Weekend decline in hourly pedestrian volumes after 7pm**

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**Station 3 MARKET STREET STREETLIFE QUESTIONS** May 2011

**Q: Which plaza(s) or sidewalk area(s) on Market Street do you most enjoy visiting and why?**

**Q: Which plaza(s) or sidewalk areas on Market Street do you least enjoy visiting and why?**

**Q: How could Market Street be changed to make it a more appealing place for you to spend time? Select your top 3.**

Outdoor Cafe Seating	Less Noise	Fewer Cars
Public Seating	Performances (dance, music)	Designs that Vary by Neighborhood Character
Lighting at Night	Comfortable Bicycle Lane/Track	More Attractive Architecture
Quicker Transit	Landscaping	Cleaner
Public Art	Different Sidewalk Materials	Other (please specify)

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# Streetlife

3

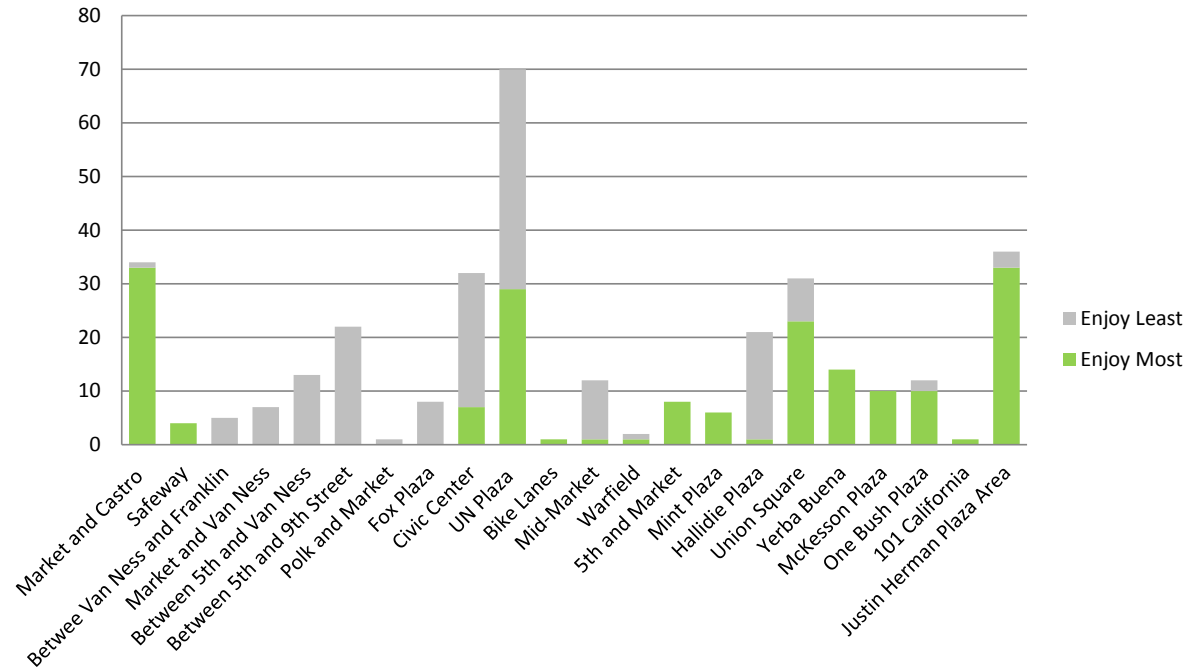
What plazas and sidewalks do you enjoy most/least?	24
What would make Market Street more appealing?	26

## What plazas and sidewalks do you enjoy most? Least?

The responses were varied for where people enjoyed their time on Market Street, with many singular responses for several locations along Market Street.

In general, however, the more enjoyable sidewalks and plazas are located on the eastern end, surrounded by the financial district, and culminating at the most enjoyed location—the area surrounding the Ferry Building and Justin Herman Plaza.

## What plazas and sidewalks do you enjoy most? Least?





## Enjoy Most: Embarcadero Area



Photo courtesy of Flickr user JDNX

### Enjoy:

- Seating—places to relax
- Open space and green—open and sunny
- Views—things to see
- Safe—lots of people, clean
- Open line of sight—great photo opportunities
- Less congested—wide sidewalks

## Mixed: UN Plaza



Photo credit: Perkins+Will

### Enjoy:

- So much happens here
- Farmers market
- Fountain
- Views
- Diversity of people

### Do not enjoy:

- Too many homeless
- Feels dirty and unsafe
- Area is gross and attracts strange behavior
- Mostly barren, especially at night
- 'Dead' building faces on adjoining streets

## Enjoy Least: Civic Center



Photo credit: Perkins+Will

### Do not enjoy:

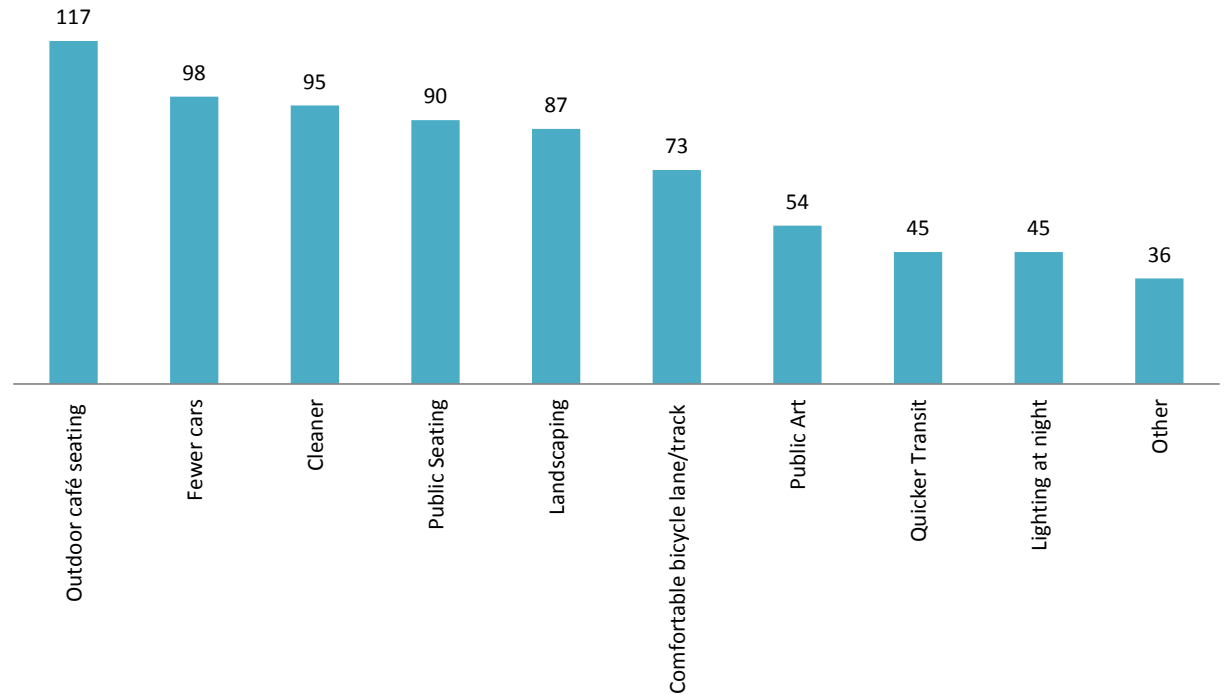
- A great civic amenity ruined by criminal activity and hustlers
- Dead at night
- It's a beautiful space, but needs activity.
- Slow food garden;
- There is no place to sit
- Too many homeless people
- Underground feels kind of dodgy
- Underutilized and too quiet

## How could Market Street be changed to make it a more appealing place for you to spend time?

In this exercise, the highest number of responses were for adding amenities and creating an environment that makes Market Street a more appealing place to linger.

The most responses were for adding outdoor café seating to make Market Street a more appealing place to be. But almost equal in importance was the need for a cleaner, safer setting for people to sit by removing more traffic off of Market and adding more garbage bins.

## How could Market Street be changed to make it a more appealing place for you to spend time?



# 1 Outdoor Café Seating

- Multiple comments about cafés and seating. See page 19 for sample.

# 2 Fewer Cars

- Make it easier to walk through
- Allow for wider pedestrian sidewalk space for activities to take place rather than just a walkway
- Consolidate bus stops (may need to remove cars)
- Fewer buses, replace with rail (surface and subway)
- Possibly making Market a narrower thoroughfare to make it more pedestrian friendly

# 3 Cleaner

- Market Street is filthy
- Focus on getting rid of the dirt and smells, especially around Civic Center, but also all along Market Street.
- More garbage cans
- Clean the streets
- Provide places for disposal of cigarette butts – many on Market Street are smokers on cigarette break
- More recovery, less drugs

# 4 Public Seating

- Plaza spaces
- More places to sit

# 5 Landscaping

- More creative uses
- More grass, less brick
- Bioswales and stormwater management
- Healthy trees

## Station 4 GETTING AROUND MARKET STREET MODES

May 2011

### MARKET STREET TRAVEL LANES

Between Octavia and 6th Street

Between 6th Street and Embarcadero

### WHO IS MOVING ALONG THE STREET?

During weekday peak periods, the average number of people traveling along Market Street

49% **WALKING** 32% **PUBLIC TRANSIT** 14% **CARS** 5% **BIKE**

### Number of people along Market Street - by mode - peak weekday, 5-6 PM

Between Franklin St and Van Ness St  
Between 9th St and 10th St  
Between 17th St and 18th St  
Between 24th St and 25th St  
Southwest of Fremont St  
Between Sycamore St and Stewart St

### MARKET STREET SAFETY - PEDESTRIAN, BIKE, AND CAR COLLISIONS 2005 - 2009

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## Station 4 GETTING AROUND PUBLIC TRANSIT

May 2011

### THE REGION'S MAJOR PUBLIC TRANSIT SPINE

#### 24 lines operate along Market Street

- F Market and Mission
- J Mission
- K Church
- L Union
- M Powell
- N Van Ness
- O San Bruno
- P San Bruno Limited
- Q 10th Street
- R 10th Street Express
- S 12th Street
- T 14th Street
- U 16th Street
- V 18th Street
- W 19th Street
- X 20th Street
- Y 22nd Street
- Z 24th Street
- AA 26th Street
- AB 28th Street
- AC 30th Street
- AD 32nd Street
- AE 34th Street
- AF 36th Street
- AG 38th Street
- AH 40th Street
- AI 42nd Street
- AJ 44th Street
- AK 46th Street
- AL 48th Street
- AM 50th Street
- AN 52nd Street
- AO 54th Street
- AP 56th Street
- AQ 58th Street
- AR 60th Street
- AS 62nd Street
- AT 64th Street
- AU 66th Street
- AV 68th Street
- AW 70th Street
- AX 72nd Street
- AY 74th Street
- AZ 76th Street
- BA 78th Street
- BB 80th Street
- BC 82nd Street
- BD 84th Street
- BE 86th Street
- BF 88th Street
- BG 90th Street
- BH 92nd Street
- BI 94th Street
- BJ 96th Street
- BK 98th Street
- BL 100th Street

### IMPORTANCE OF TRANSIT ON MARKET STREET

#### Transit and Market Street

Transit is the primary mode of travel along Market Street. The street is a major transit corridor and is the only street in San Francisco with a high concentration of transit stops.

#### Operational Flexibility

Market Street is a major transit corridor and is the only street in San Francisco with a high concentration of transit stops.

#### Transit vehicle volumes

Market Street is a major transit corridor and is the only street in San Francisco with a high concentration of transit stops.

#### Safety

Market Street is a major transit corridor and is the only street in San Francisco with a high concentration of transit stops.

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## Station 4 GETTING AROUND WALKING

May 2011

### 3 DISTINCT TYPES OF PEDESTRIAN USE AND INTENSITIES ALONG MARKET

Mid-Market Retail Heart Financial District

### Changes throughout the day

Weekday Weekends

### Market Street compared to other major streets in the world

Market Street Other San Francisco Streets Other Major Cities

### GETTING ACROSS MARKET STREET

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## Station 4 GETTING AROUND BICYCLING

May 2011

### BICYCLE AND TRAVEL

San Francisco citywide bicycle counts

Market Street bicycle counts

Bicycling is a commuting activity

### EXISTING BICYCLE CONDITIONS

Corner Conditions

Right Hand turn conflicts

### MARKET STREET COMPARED TO OTHER MAJOR STREETS IN THE WORLD

Comparison of bicycle travel

### WEEKDAY VS. WEEKEND

Most cyclists are commuters

### Age and Gender

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## Station 4 GETTING AROUND DRIVING, PARKING, LOADING

May 2011

### VEHICLE TRAFFIC VOLUMES

PM PEAK HOUR

### Traffic on Market Street is low

Most vehicles travel a short distance along Market Street

### OFF-STREET PARKING

Substantial parking supply is available near Market Street

### LOADING ZONES AND TAXIS

### Heavy use of loading bays

### Illegal parking

### Lack of alleys

### Importance of accommodating loading

### Challenging to access taxis

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## Station 4 GETTING AROUND QUESTIONS

May 2011

### Q: WHICH MODE OF TRAVEL OFFERS YOU THE BEST EXPERIENCE AND WHY?

Public Transit

Walking

Bicycling

Driving

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## Station 4 GETTING AROUND QUESTIONS

May 2011

### Q: WHAT ARE THE MAJOR OBSTACLES YOU ENCOUNTER ALONG MARKET?

Public Transit

Walking

Bicycling

Car/Commercial Vehicle/Taxi

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These presentation boards were used at the workshops and are available for review on the Better Market Street website: [www.bettermarketstreets.org](http://www.bettermarketstreets.org)



# Getting Around

4



**Best Modes of Travel**

**30**

**Major Obstacles**

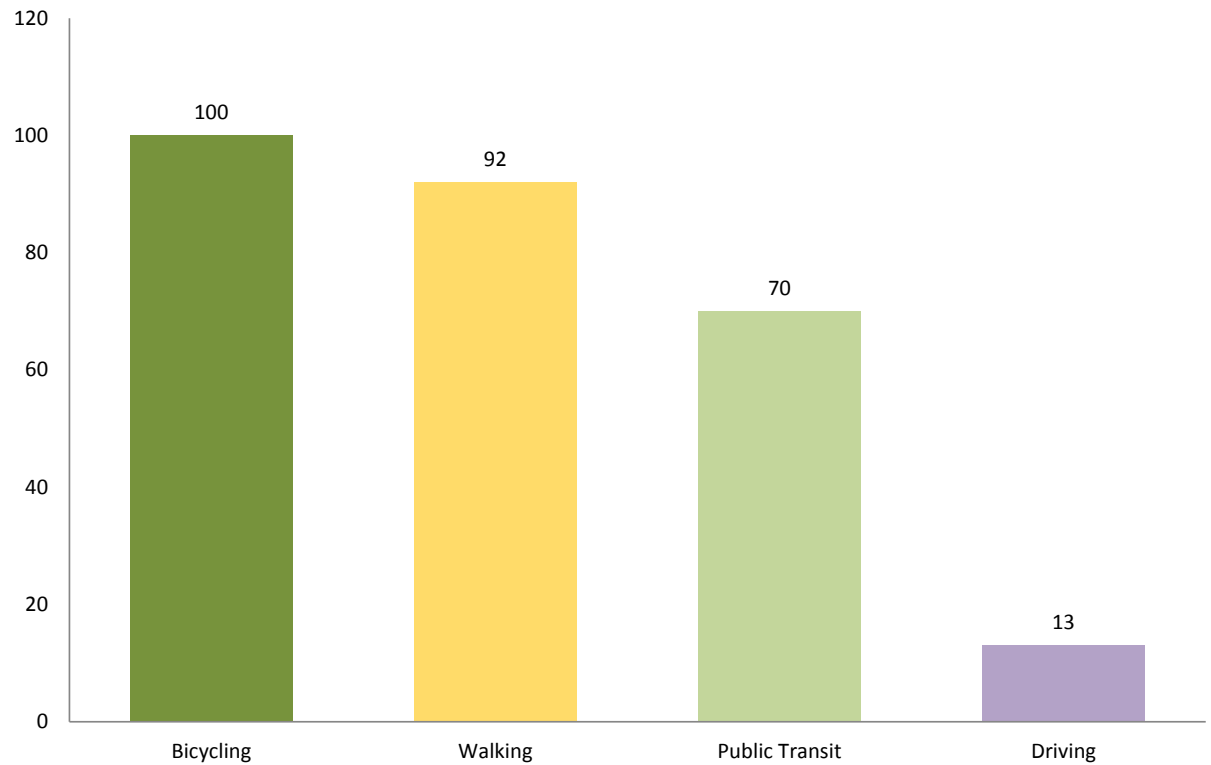
**32**

## Which mode of travel offers you the best experience and why?

Despite concerns about pedestrian safety, particularly at heavy vehicular crossings, the overwhelming number of participants felt that walking was the best way to travel Market Street. The sidewalks are already wide to accommodate pedestrians and there are a lot of interesting people to watch and stores to see when one is on foot as opposed to other forms of mobility.

Public transit and bicycling both tied for second, because while there were many advantages to both—convenience, faster than walking—there are also several factors which make those options more dangerous (short boarding islands, broken pavement).

## Which mode of travel offers you the best experience and why?



# 1 Bicycling

- Cheapest, funnest and fastest
- Best way to get around town
- Puts me in control of my commute (for the most part)
- Feels like a natural important link in the bicycle network and it's flat
- Biking is the fastest way (and healthiest) to get downtown. Love the new plans
- I bike because it's the quickest way to get there
- Fastest and least onerous
- Free, faster than bus, and healthy

# 2 Walking

- Interactions with other people—you see the city
- Best way to see what's in the stores and watch people
- Nothing beats a good walk to see things, one would otherwise miss if not on foot
- Least conflict with vehicles that create a danger.
- People walk because public transit is bad—too full between 8:15 and 9:30 am
- Walking is the best mode but only where interesting
- Wide sidewalks and signage geared toward pedestrians
- Bus is slow and bikes are scary where there are no bike lanes.

# 3 Public Transit

- Muni is the fastest and easiest
- Not as slow as walking
- Get to see sights above ground
- Market Street between Embarcadero and Octavia isn't pretty or pleasant
- Don't have to worry about signage
- Transit is super convenient for me
- Love the streetcars—wires make it look romantic

# 4 Driving

- Very convenient, especially to park in the garages
- Business really need places to receive good and deliveries

## What are the major obstacles you encounter along Market Street?

Based on exercise results, the largest obstacle on Market Street is crowded public transit vehicles. Many workshop participants complained about not being able to get onto their buses and even when able to board, the ride is often unpleasantly crowded. The second most recorded obstacle was that public transit traveled too slowly, making too many stops due to traffic with cars, trucks, and bicyclists.

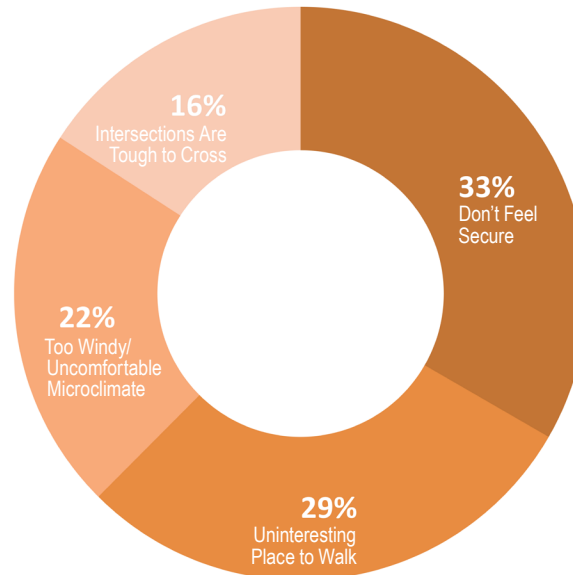
Lack of the sense of security and the often uncomfortable winds along Market Street were the two largest obstacles for pedestrians, which was otherwise considered the most favored mode of travel along the street.

For bicyclists, the top two obstacles are directly related to each other. The lack of a continuous bike lane affects the conflicts that cyclists have with other cars, trucks, and buses which they must currently share lanes with.

The lack of good wayfinding is a major issue for those driving or taking cabs along Market Street. Better signage would improve drivers' ability to navigate the one-way streets and help direct people to appropriate locations to catch a cab.

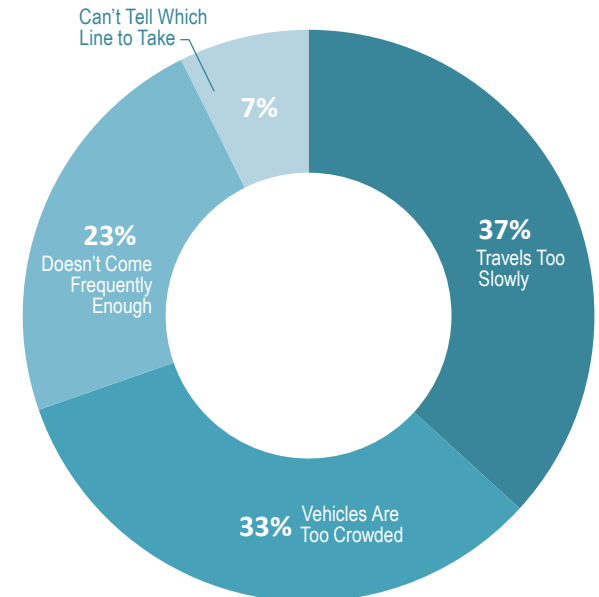
## What are the major obstacles you encounter along Market Street?

### 1 Walking



- The street is perceived to be dirty and unsafe, particularly at night due to the homeless and drug users who hang out on Market
- Much rather walk down Mission
- Vehicles should no longer be prioritized over pedestrian safety
- Because of wind corridors, I avoid Market Street
- More street activities and mixed-retail services
- Would love to see more businesses, cafés open. Have the art and theater scene back

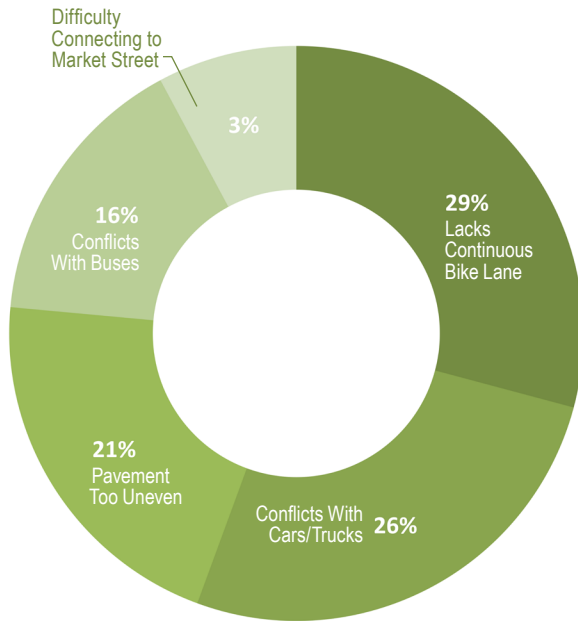
### 2 Public Transit



- Often way too crowded to even board
- Waiting around watching trains go by
- On-street buses are unpleasant to ride and take longer than underground
- Don't feel safe waiting above ground
- Eliminate all cars on Market Street heading east to speed bus and other public transit modes
- Buses stop too much, making bus travel aggravatingly slow
- Have a "free zone" downtown to speed up loading

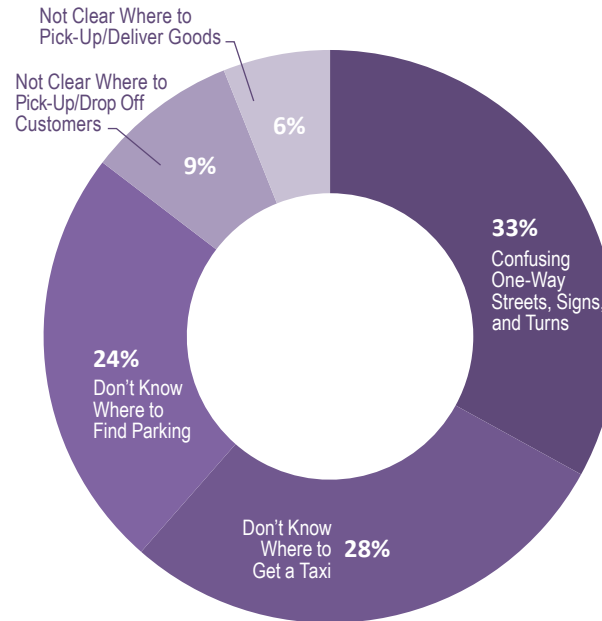


### 3 Bicycling



- Need continuous clear straight bike lanes
- Conflicts with cars and buses are particularly bad on Market because it's narrow and there are so many vehicles (trains, buses, cars) as well as pedestrians.
- Need to separate bikes from buses and cars for everyone's safety
- Dangerous leap frogging
- Bad surface and pot holes, especially in bike lanes
- Bike lanes should be like in Europe, either down the middle of the street or on the sides safely.

### 4 Driving



- Confusing one and two way streets
- Poor signage leads to more distraction of drivers and more traffic accidents
- Have a dedicated taxi loading area other than at hotels. It is impossible to find a taxi on Market at any hour, Allow taxis to pick up and drop off mid-block, curbside
- Parking garages may be underused because of the high costs to park
- Need to keep lanes for commercial traffic – open flow for deliveries is the key to events and commerce

