

GOALS AND VISION



BETTER MARKET STREET'S PROJECT GOALS

1. Enhance safety for all users
2. Improve performance and reliability of public transportation
3. Replace and update aging infrastructure
4. Revitalize streetscape design for a 21st century San Francisco to meet the following criteria:
 - a. Durable, maintainable and affordable
 - b. Sustainable and flexible
 - c. Socially engaging and inclusive
 - d. Elegant



The Market Street Design Plan of the 1970s was formed based on these four design principles:

1. Market Street should become a great street
2. Market Street should unify the city's core
3. Market Street should function as the circulation artery of the city
4. Market Street should be intense, lively and humanly scaled



Place for civic pride and celebration and everyday life

Something near and dear to the hearts of every San Franciscan are the memories of participating in our city's civic celebrations. These gatherings were important in the era of Jasper O'Farrell, who recognized in the 19th century the need for civic processions and cultural celebrations along the corridor. The 1970's Market Street Design Plan sought to accommodate everyday public life and civic function.



Market Street must accommodate large events and be flexible enough to inspire day-to-day use.



MARKET STREET TIMELINE

BETTER MARKET STREET

O'FARRELL PLAN: 1847

GOLD RUSH: 1848

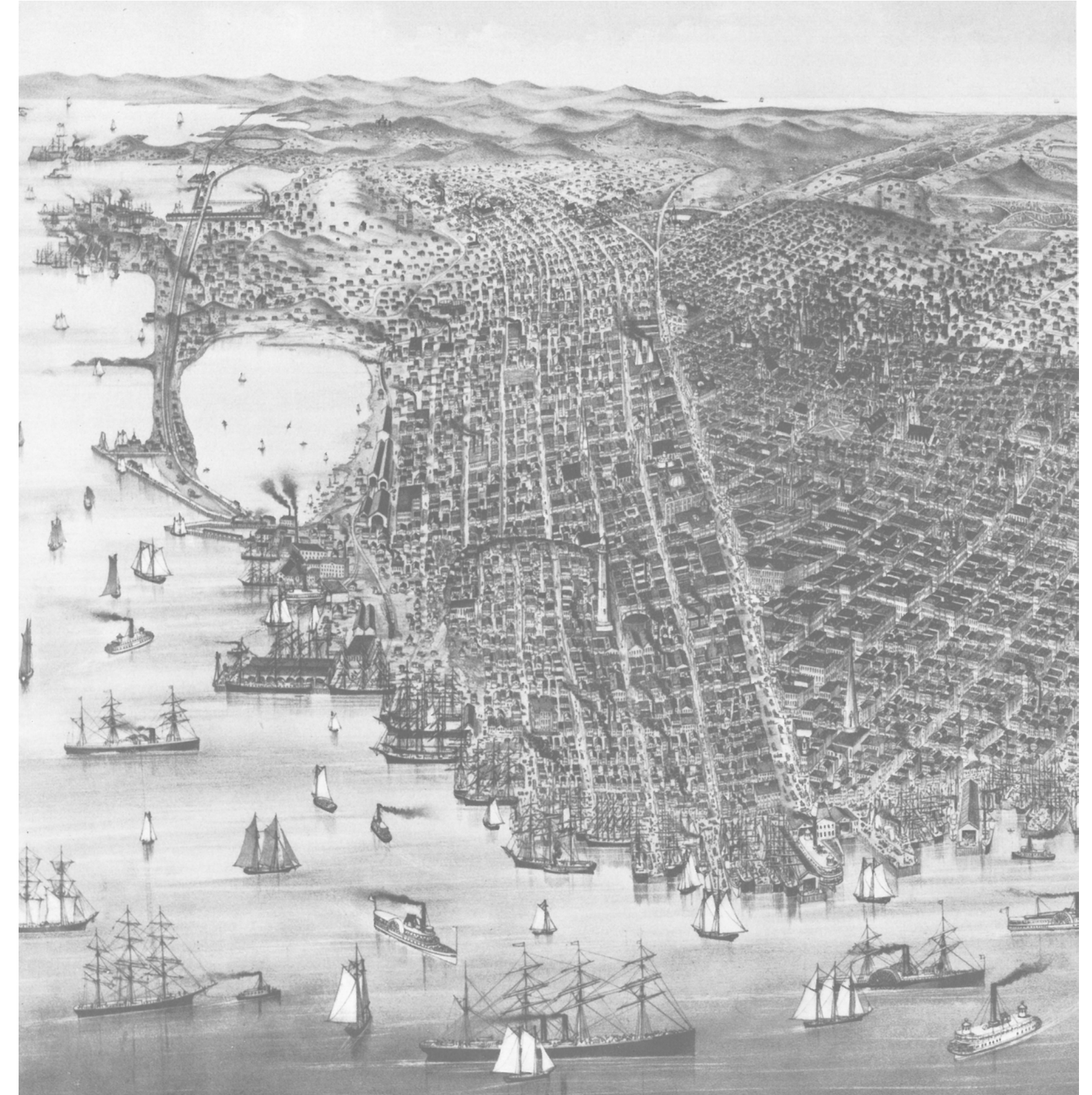
CITY OF SF IS INCORPORATED: 1850

The Birth of Market Street

Jasper O'Farrell was hired to create a layout for the newly formed City of San Francisco in 1847, incorporating the Mexican town of Yerba Buena into the (mostly industrial) developments between Mission Bay and Mission Dolores. O'Farrell attempted to reconcile these conflicting street grids with a grand boulevard, 120 feet wide. The new boulevard was to be used for civic processions and celebrations, and to separate the mostly residential areas north of Market with the predominantly industrial uses south of Market.



1847



San Francisco looking south from the Bay, 1878

GOLDEN GATE PARK: 1887

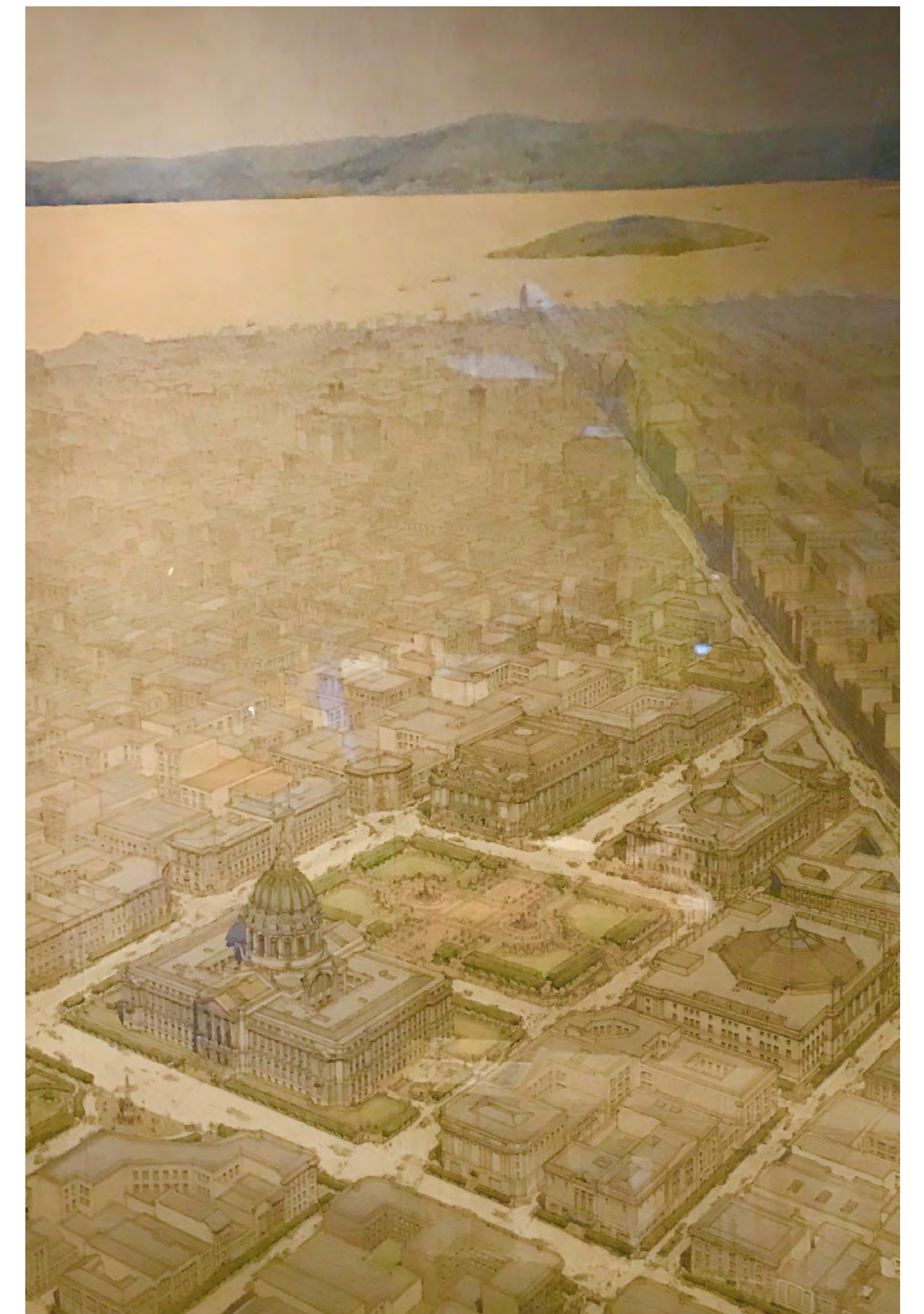
EARTHQUAKE: 1906

CITY BEAUTIFUL PERIOD: 1906-1915

PANAMA-PACIFIC EXPOSITION: 1915

City Beautiful Period

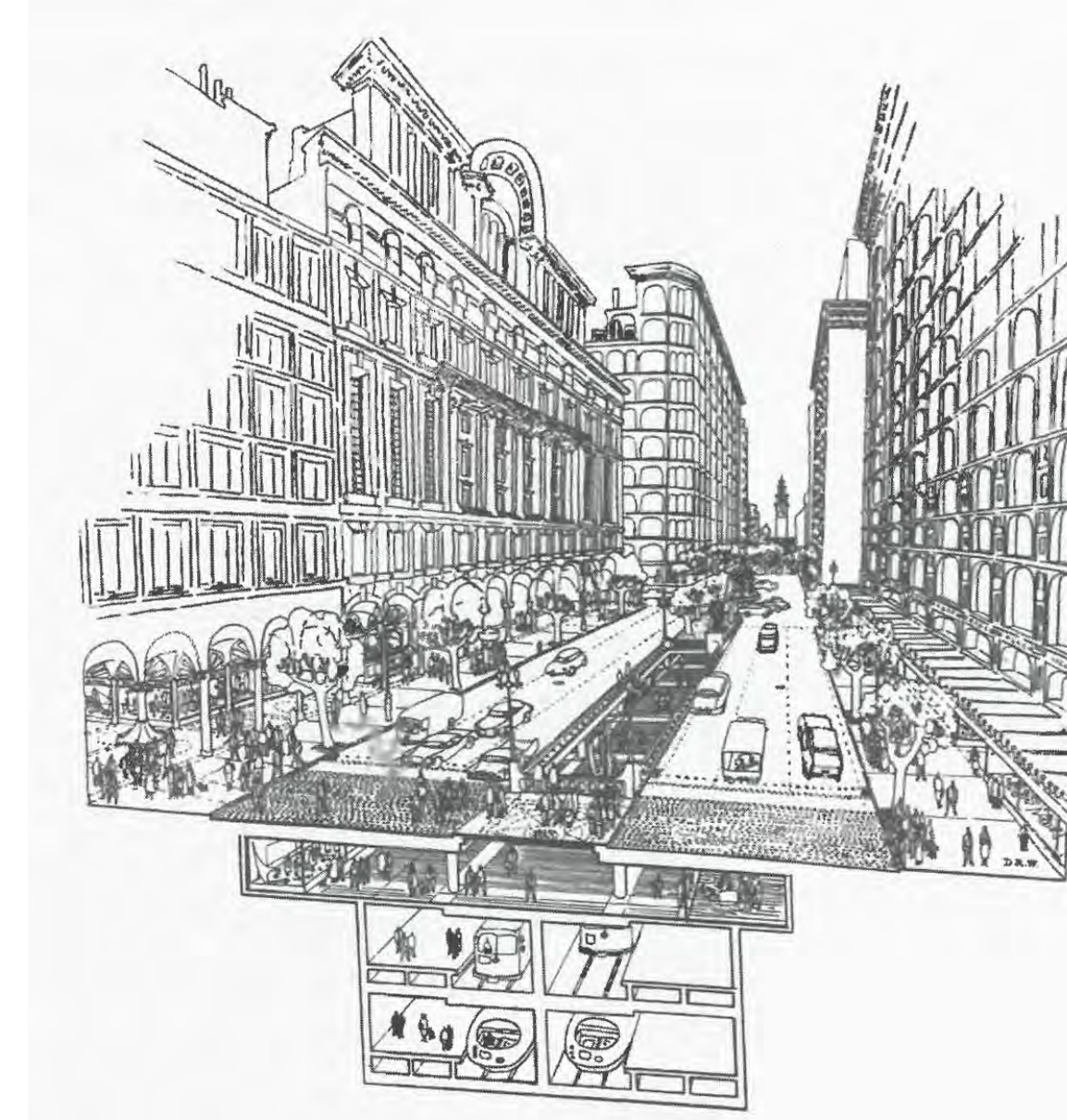
Chicago's famous architect Daniel Burnham was invited to revisit San Francisco's city plan and introduce City Beautiful elements that were in vogue in Europe and America at that time, such as grand boulevards punctuated with impressive monuments. Daniel Burnham's vision was thwarted by the great San Francisco earthquake of 1906, though the City Beautiful influence is apparent on Market Street in the grand buildings and civic monuments that remain, including the Mechanics Monument, the Admission Day Monument, the iconic Path of Gold streetlights, and our beautiful City Hall. Civic Center is the city's most obvious testament to this period as most of its buildings and monuments were designed and constructed circa 1915 to coincide with a World's Fair celebrating the opening of the Panama Canal and the reconstruction of San Francisco after the great earthquake and fire.



MARKET STREET DESIGN PLAN: 1970s

Market Street Design Plan

In 1967, Market Street again received significant design attention when the Market Street Design Plan was proposed by the team of Mario Ciampi, John Carl Warnecke and Lawrence Halprin. The plan recognized Market Street's enduring role as a circulation spine for the hub of a great city and envisioned that with the addition of two levels of underground transportation, Market Street could become the regional core of a Bay Area-wide rapid transit system. By moving local streetcar traffic below ground as well, the street's potential as a linear plaza would also strengthen the backbone of a downtown pedestrian system.



The Better Market Street Visioning Report of 2011 called for building upon the street's unique asymmetrical character, reclaiming intersections as urban spaces with better-oriented crossings.

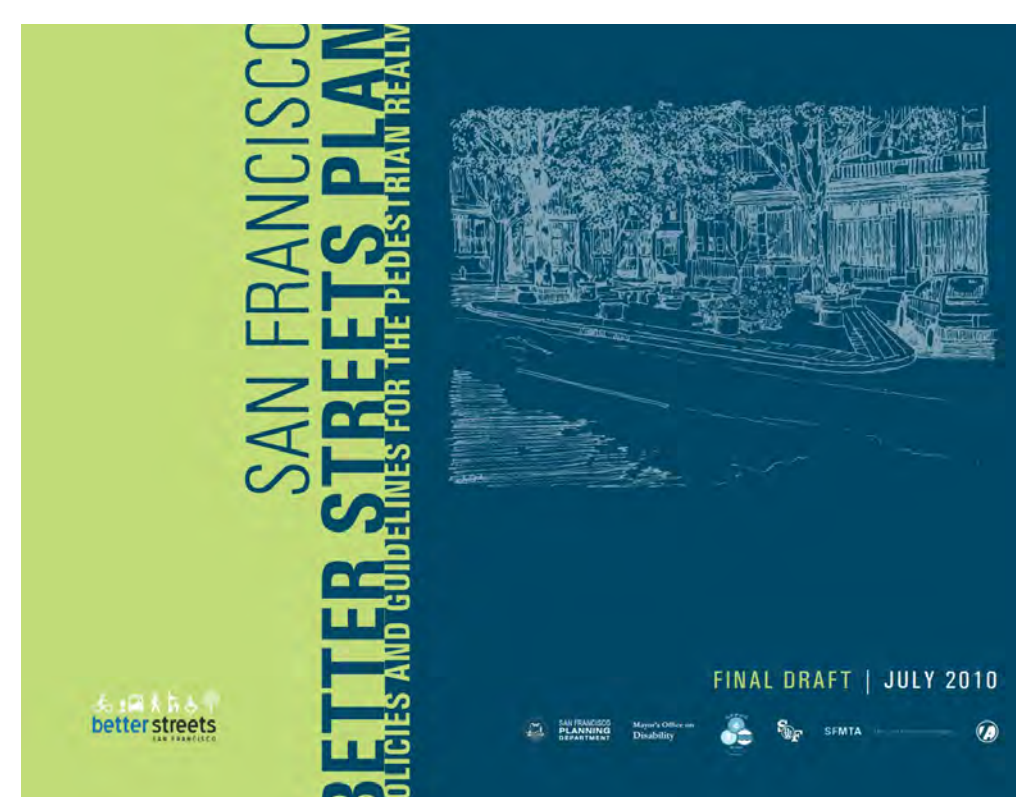
BETTER STREETS PLAN

BETTER MARKET STREET VISIONING: 2011

BETTER MARKET STREET

CONCEPT DESIGN: 2013

BETTER MARKET STREET 2018



BETTER MARKET STREET EXISTING CONDITIONS & BEST PRACTICES

Part One: Existing Conditions

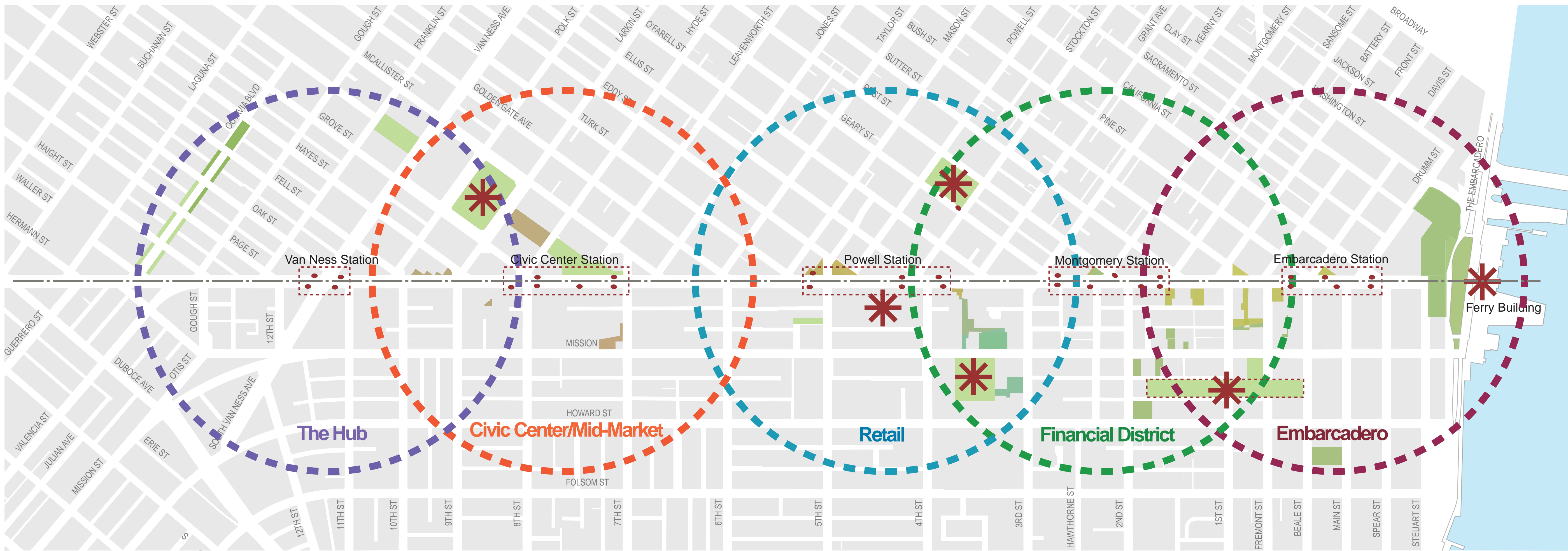


BETTER MARKET STREET



DISTRICT IDENTITIES

BETTER
MARKET
STREET

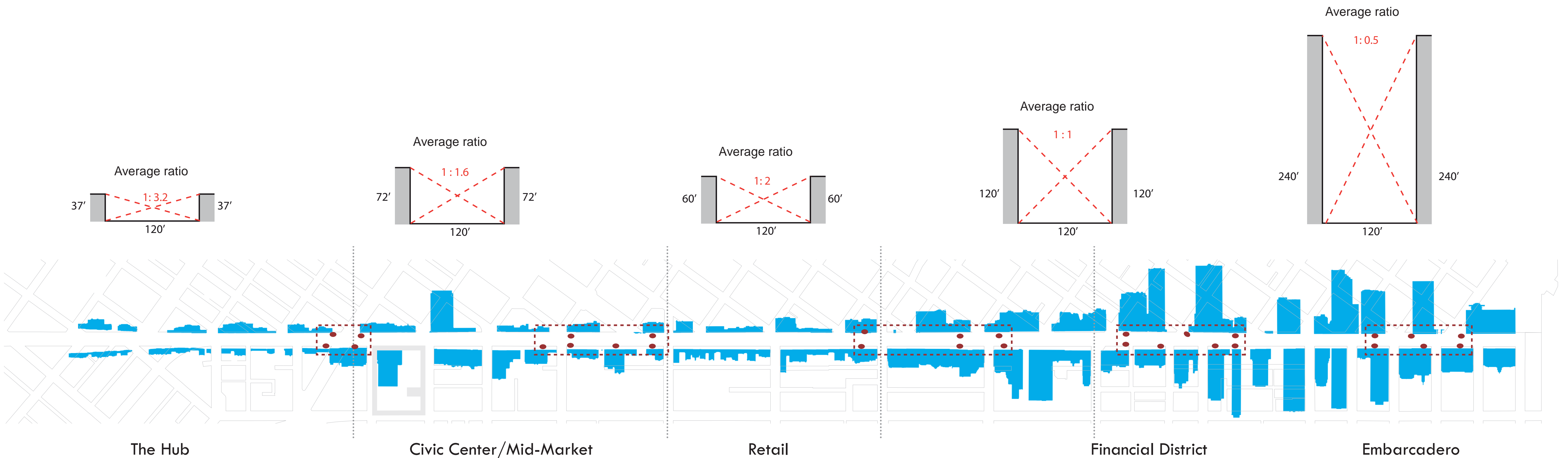


LEGEND

- 10 Minute Walk
- Major Activity Node
- Transit Station
- Transit Portal Stops



Better Market Street proposes a cohesive and unified streetscape design that reflects the unique characteristics of the five distinct districts along the corridor: Embarcadero District, Financial District, Retail District, Civic Center/Mid-Market District, and The Hub District.



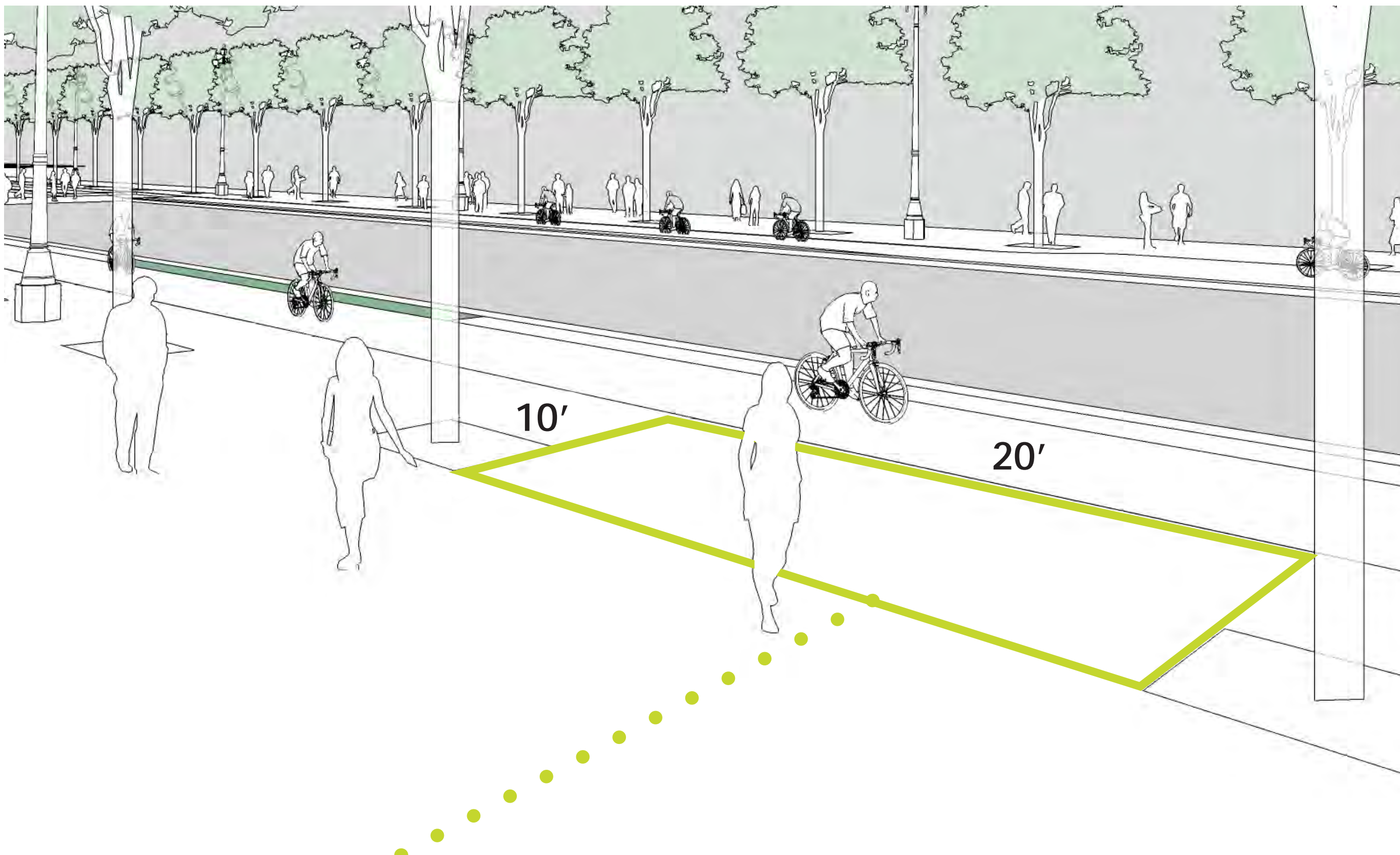
The Market Street Design Plan of the 1970s recommended that paving materials and site furnishings be unified and form a cohesive whole, but that the design of the street should also respond to the various districts that Market Street traverses. The plan delineated five districts, each with its own underground transit station. These stations have become indelible markers in our city's urban fabric.



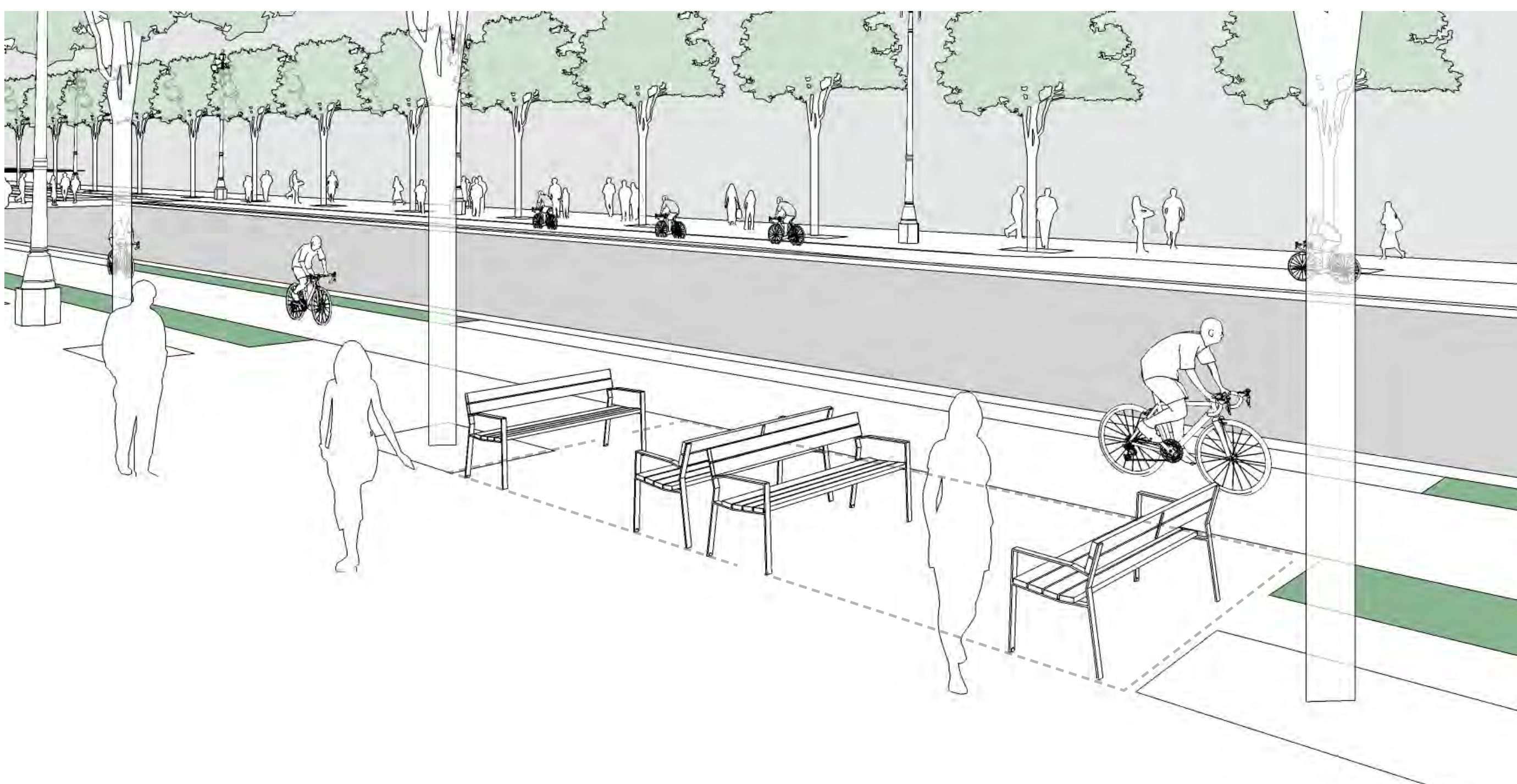
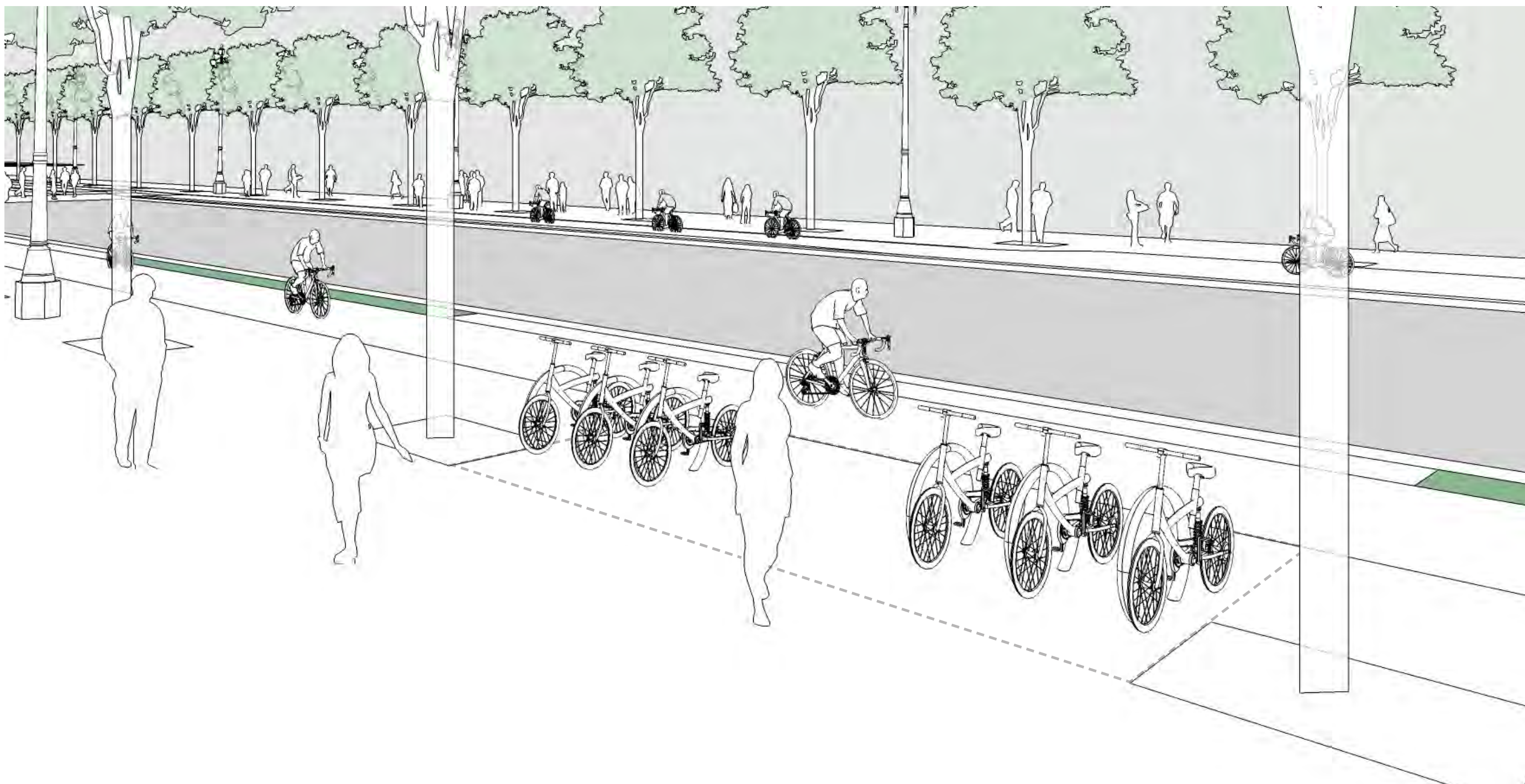


STREET LIFE

BETTER
MARKET
STREET



A 10' x 20' zone can be designed and programmed to accommodate different amenities and uses that provide comfort and engagement along Market Street



The furnishing zones on Market Street's sidewalks can enhance street life, activating the street with mobile food vendors, street artists, florists and shoeshine stands. Today, a lack of coordination between these elements gives the street a haphazard and cluttered appearance. Better Market Street proposes to institute design guidelines for street life elements that will complement other site furnishings and amenities.

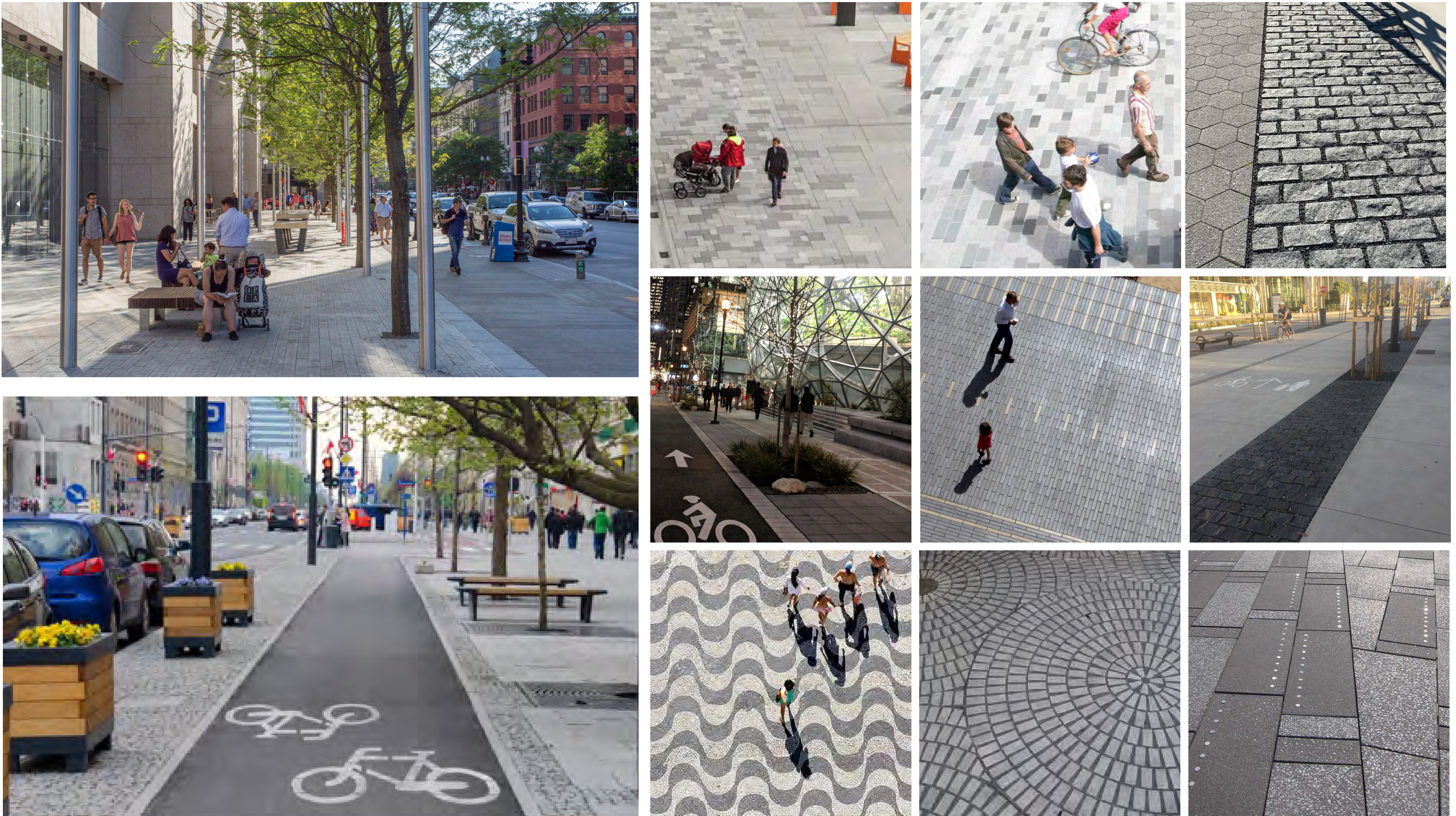




PAVING



Better Market Street proposes new sidewalk paving that is durable and easily maintained. Sidewalk use zones will be delineated using variations in paving materials and the scale, proportion and color of those materials. The design of paving patterns will result in an urban design that is memorable, iconic and unique to Market Street and to San Francisco.



Better Market Street
Pedestrian Realm Focus Group
 September 2013

[photo of Market Street sidewalk showing brick paving]

Report by:

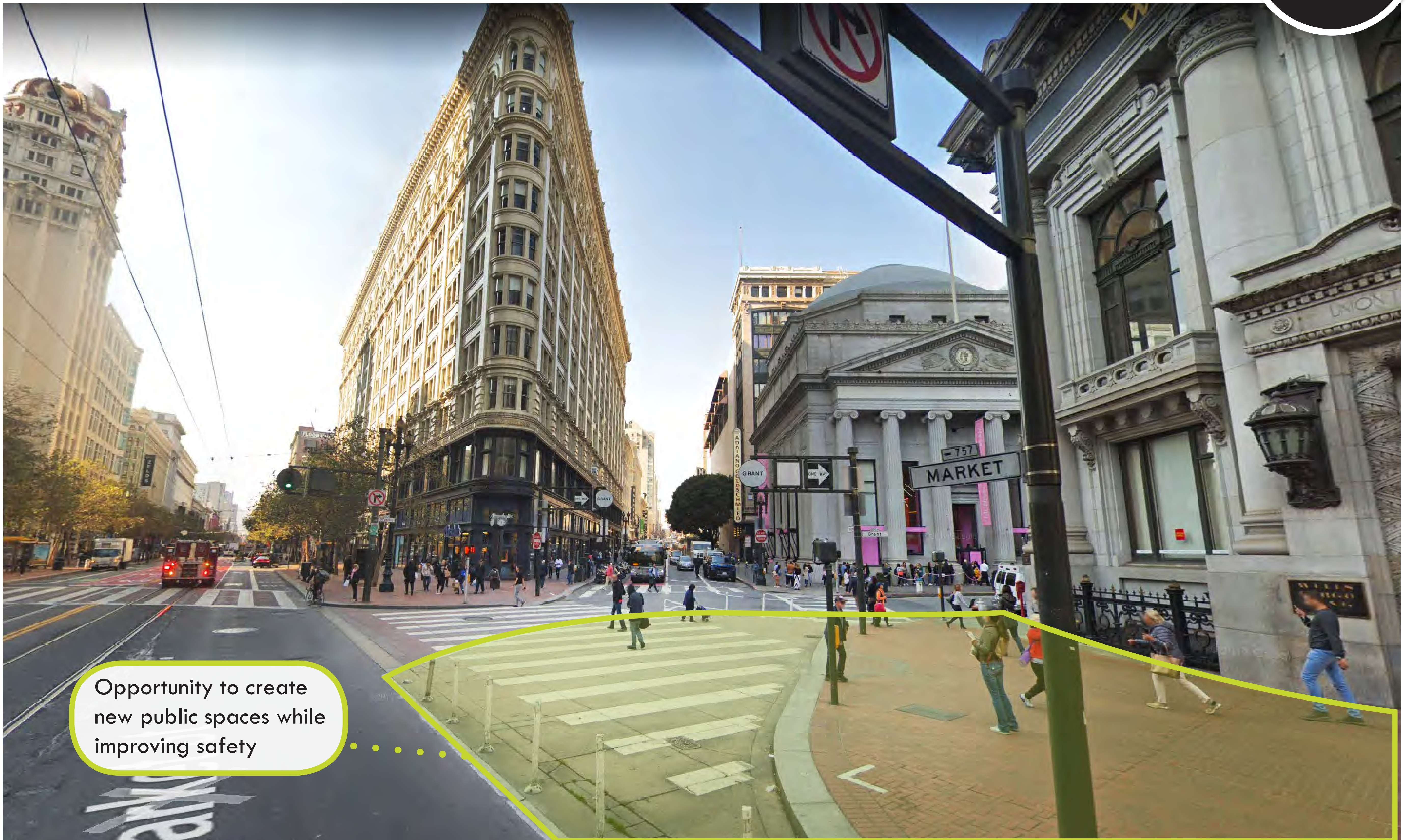
 Department of Public Works, Better Market Street project and Mayor's Office on Disability
 Report issued November 6, 2013

A 2013 Pedestrian Realm Focus Group, working with the project team and the Mayor's Office of Disability, evaluated the sidewalk paving on Market Street. The resulting report recommends replacing the brick on Market Street with a safe, durable and smooth material.



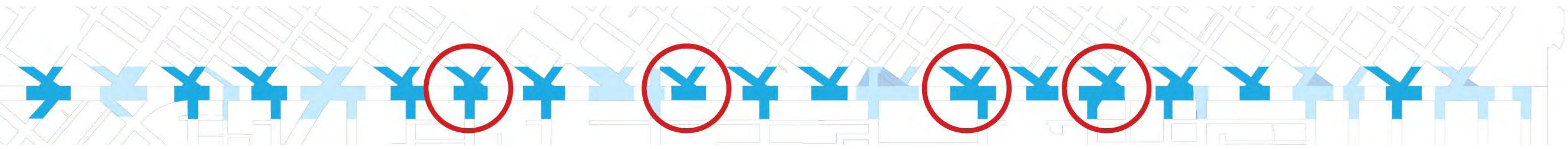
UNIQUE GEOMETRY

BETTER MARKET STREET

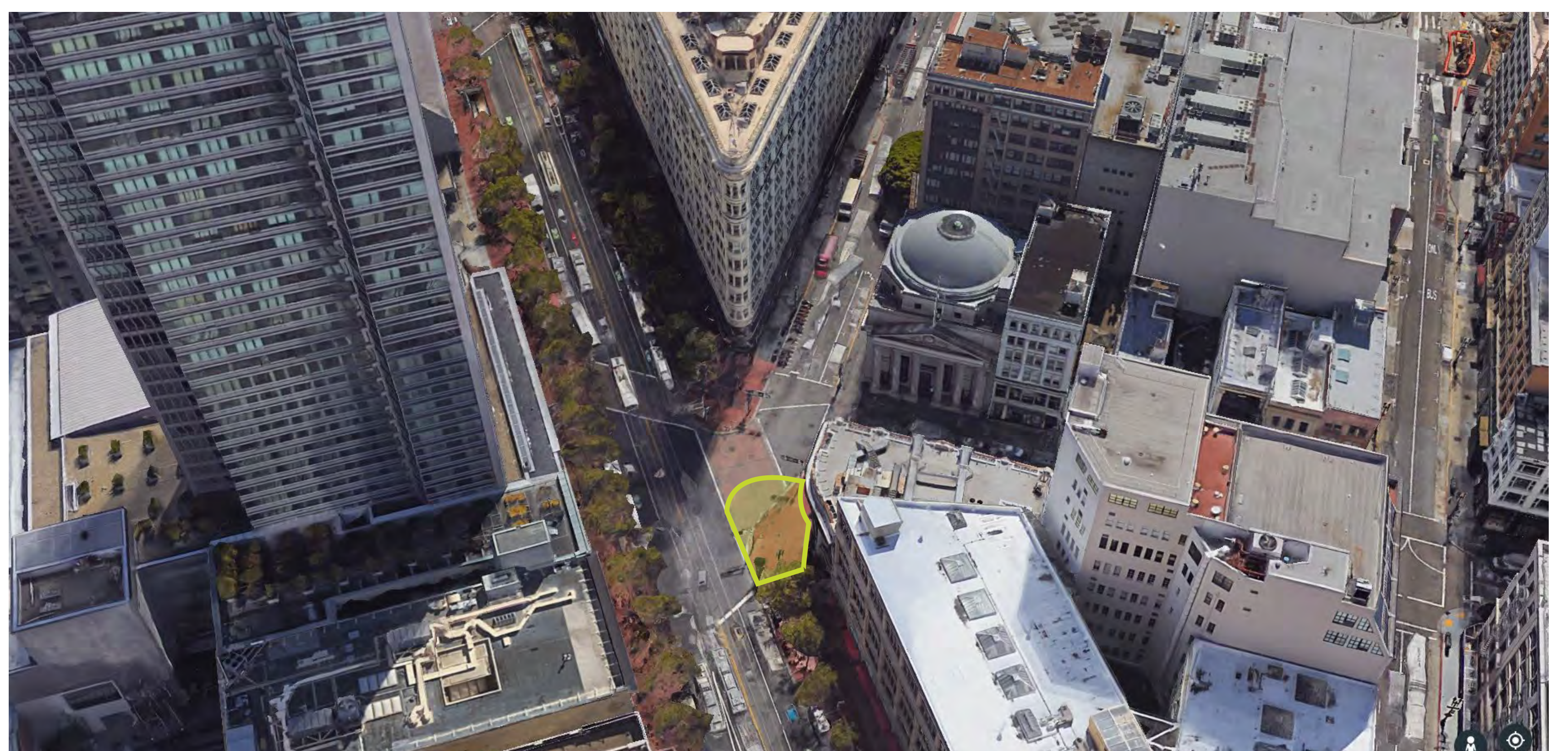


Opportunity to create new public spaces while improving safety

Better Market Street's goal is for streetscape design to celebrate the unique character of the oblique intersections that create memorable spaces along the north side of Market Street. The project aims to review and improve on the design of these intersections to maximize safety and expand sidewalk level pedestrian space as much as possible in these locations.



1847



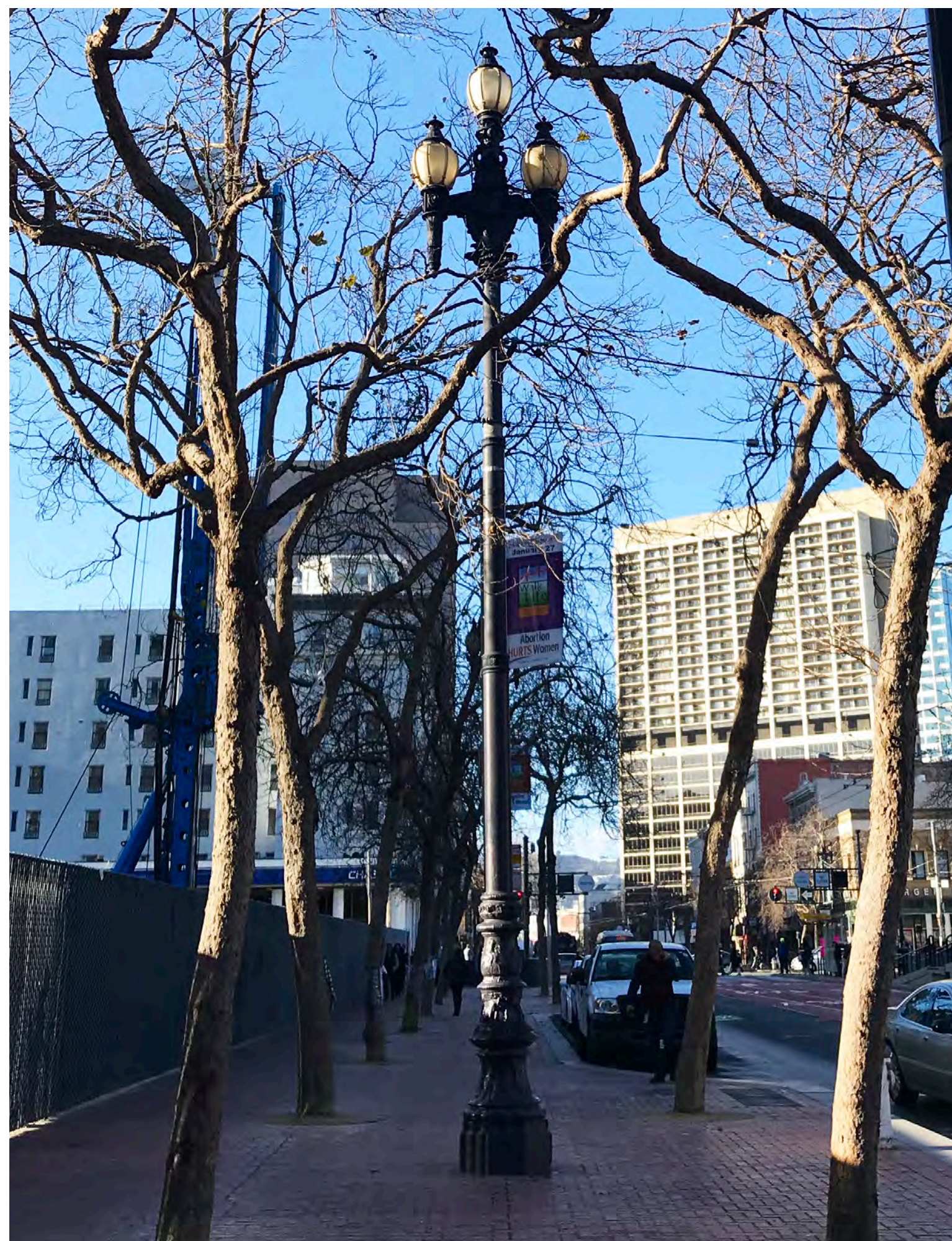
Better Market Street calls for building upon the street's unique asymmetrical character and reclaiming intersections as urban spaces with better pedestrian-oriented crossings.



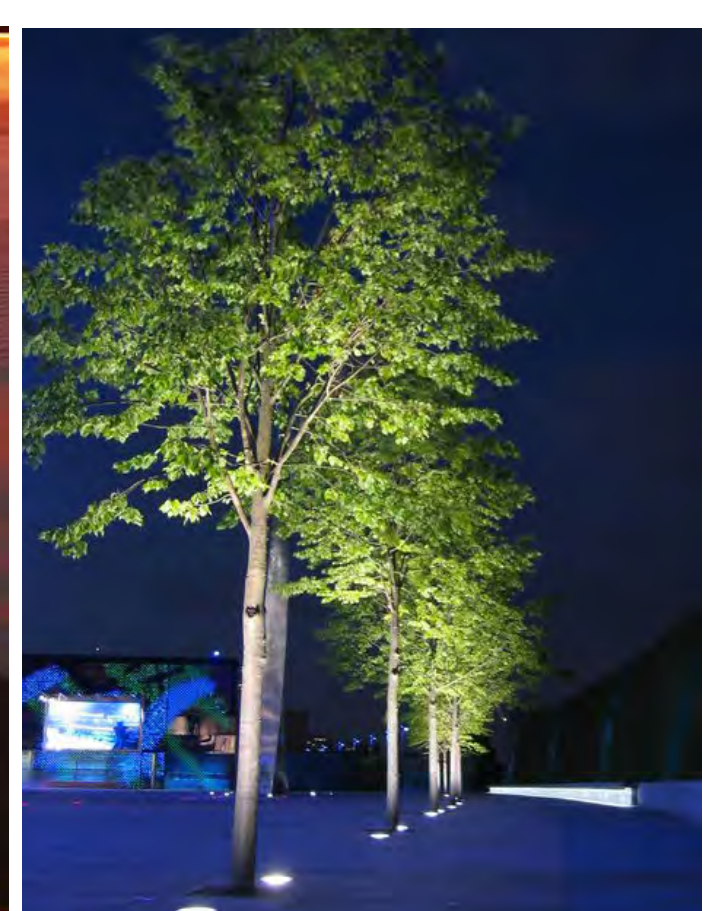
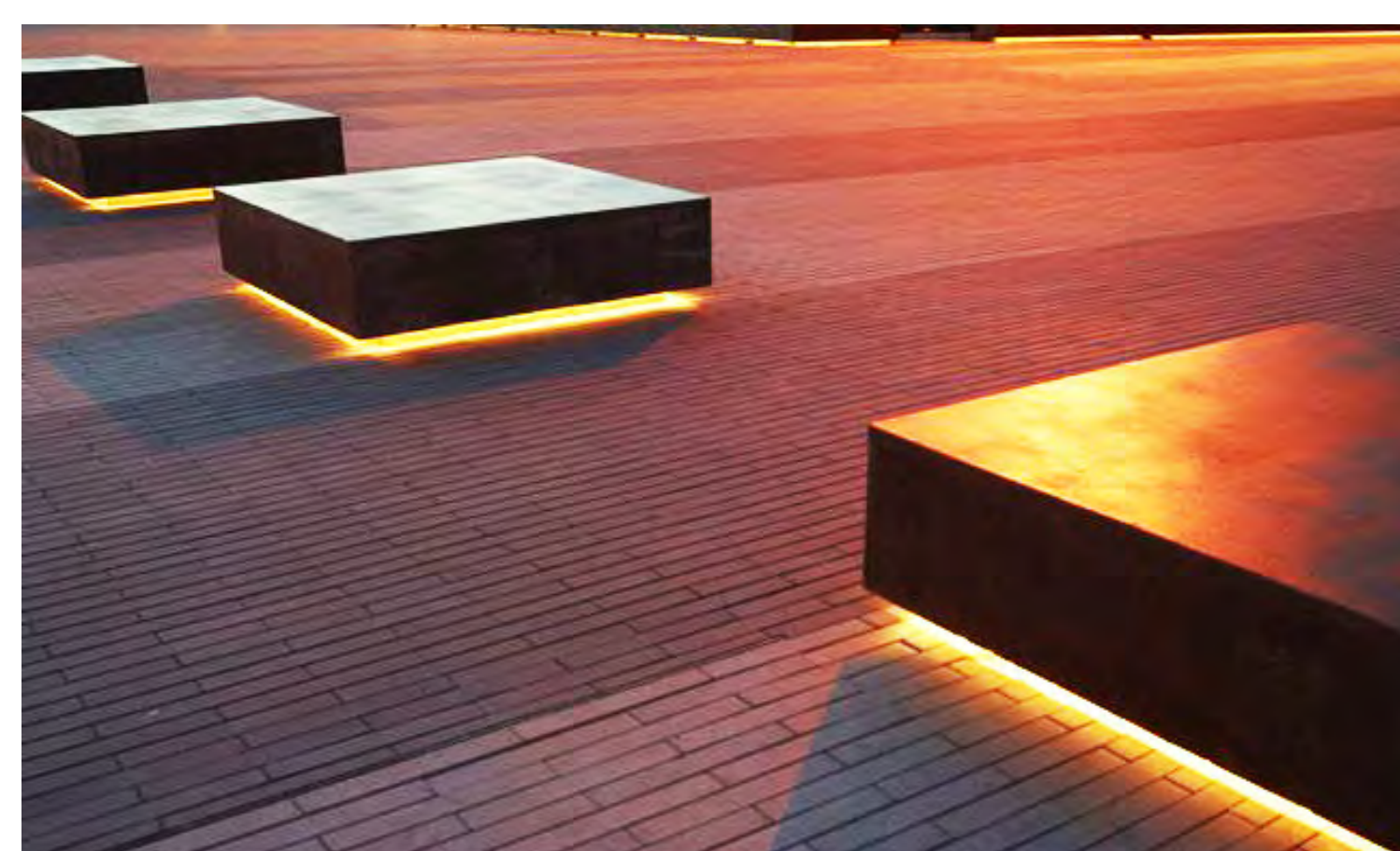
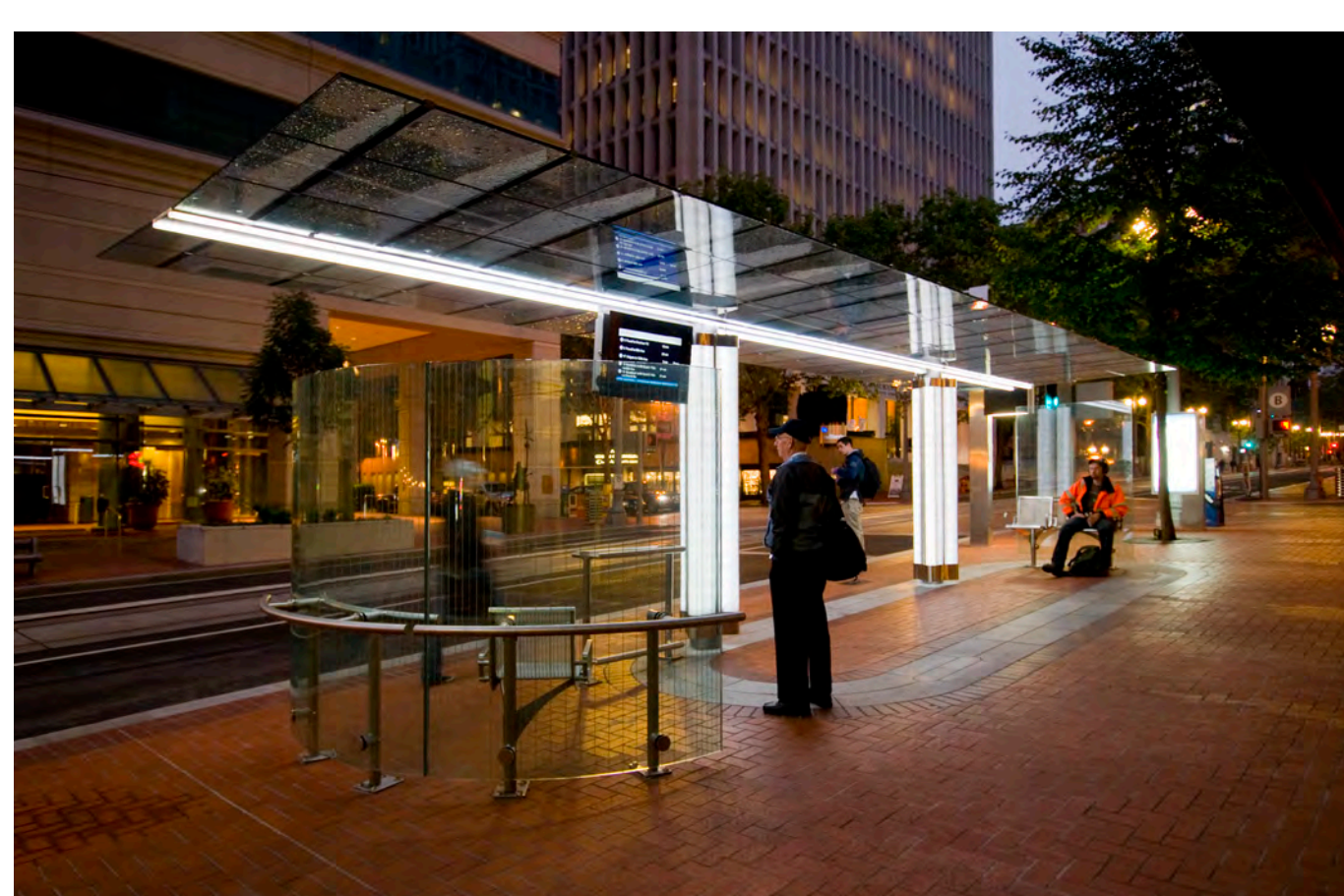
LIGHTING



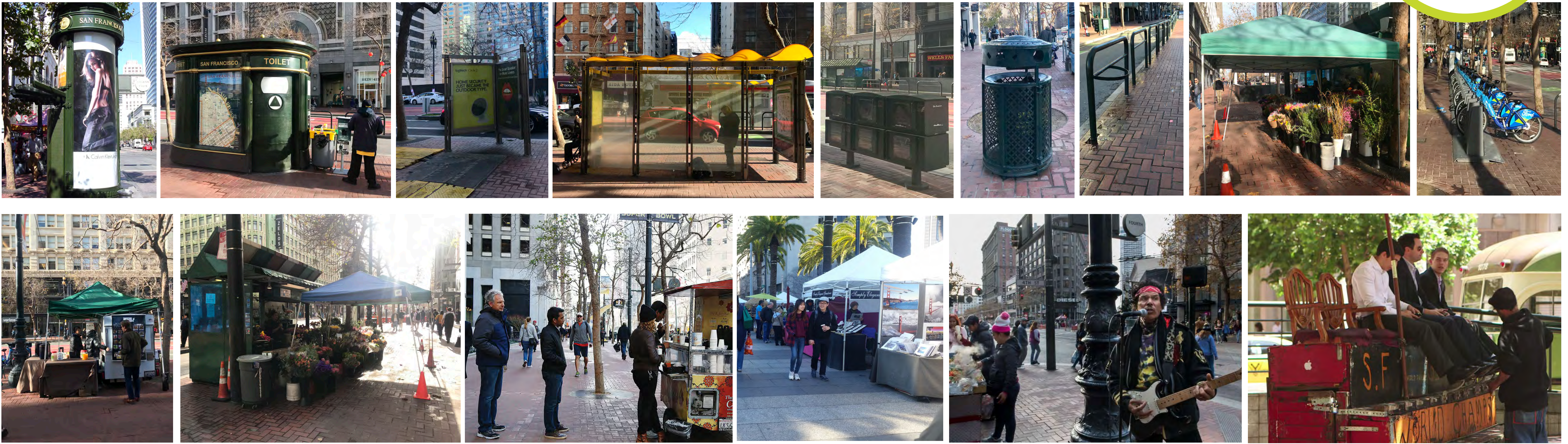
Better Market Street proposes to refurbish the historic Path of Gold streetlights on Market Street, which remain functional and beautiful elements that have helped to define the character of Market Street for more than 100 years. Streetlight luminaires will be upgraded to energy efficient LED, which has the added benefit of providing a softer white glow rather than the yellow light seen along most of Market Street today. The Path of Gold poles will shift to accommodate the new street geometry and will result in a singular alignment of lights for the entire corridor.



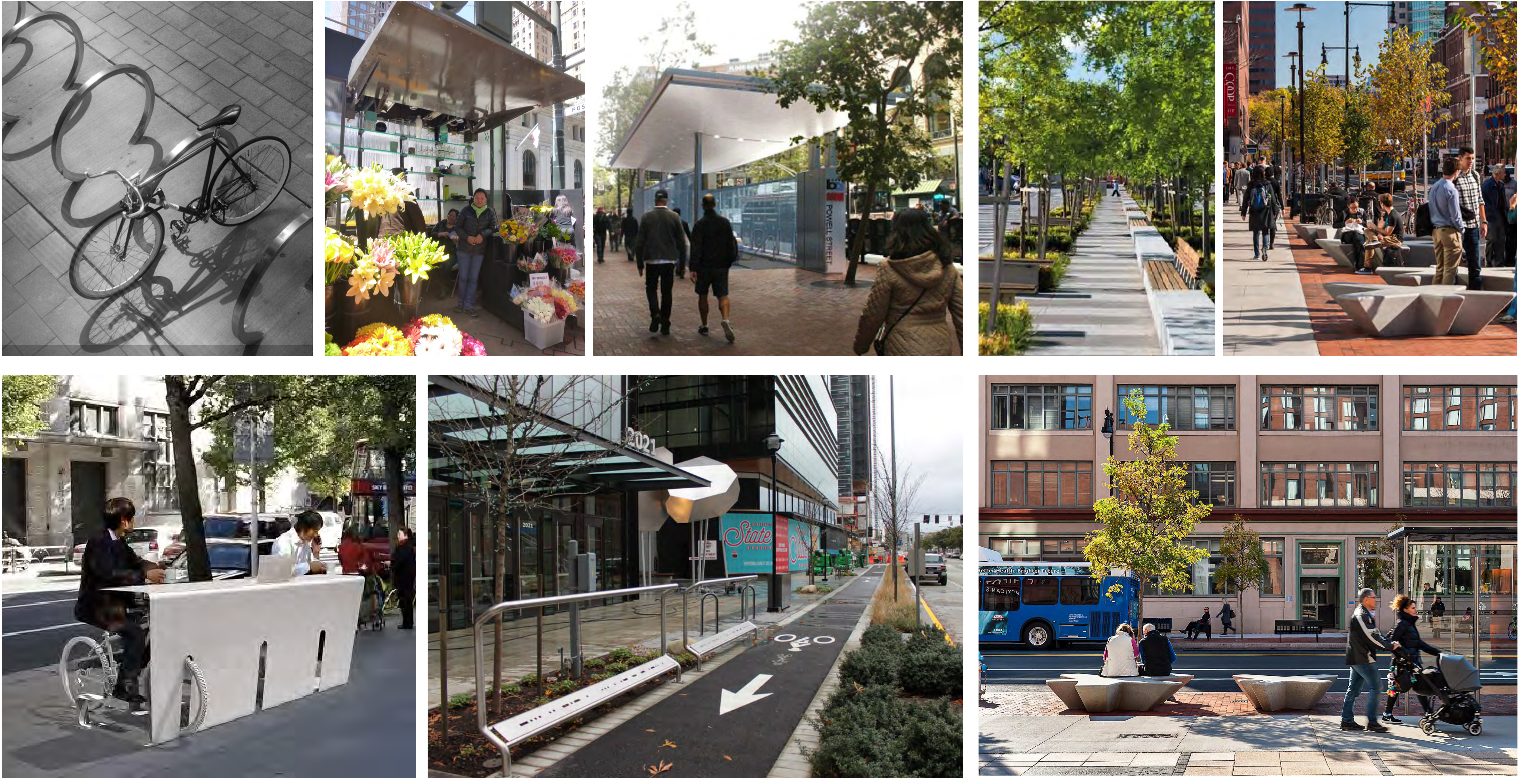
Better Market Street recommends additional lighting to supplement the Path of Gold streetlights. We are exploring lighting alternatives and evaluating the impact of various streetscape elements that incorporate lighting, such as BART portals, MUNI shelters, plaza lighting, and storefronts.




SITE FURNISHINGS



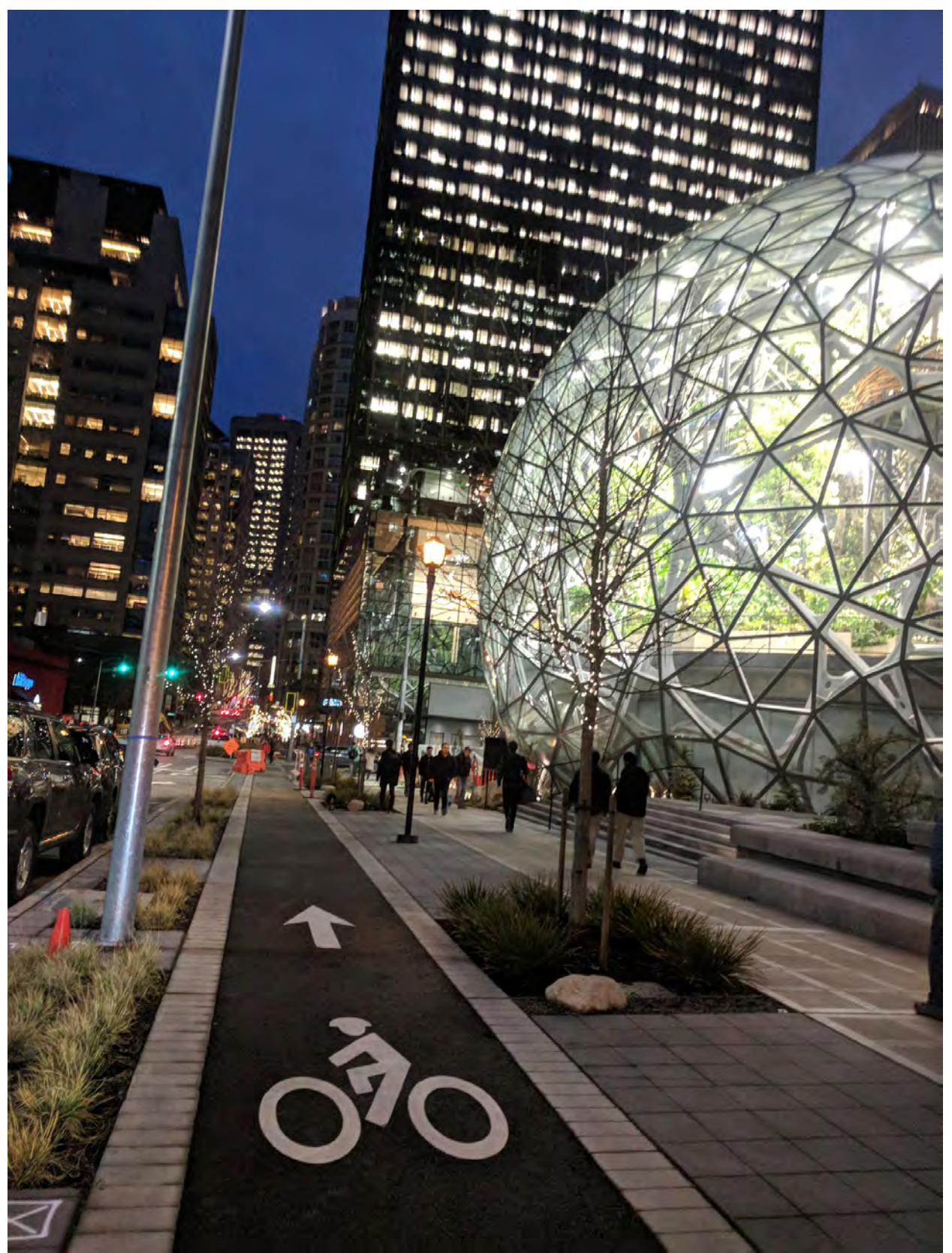
Better Market Street recommends that the site furnishings along the corridor be elegant and cohesive. Most of these elements on the street today, including news racks, kiosks, trash cans, and transit shelters, have been added incrementally without coordination. We propose to review existing site furnishings, and to consider removal or replacement of these elements to create a complementary suite of furnishings.



Better Market Street recommends that wayfinding be incorporated into the final design for Market Street, geared toward pedestrians, cyclists, transit users, and motor vehicles. We plan to work with each of these wayfinding programs to minimize clutter, maximize safety, and promote walkability along the corridor.



SIDEWALK-LEVEL BIKEWAY





URBAN FOREST & ECOSYSTEM

10

Better Market Street convened a group of horticultural experts to identify the best tree species for Market Street, with the goal of urban thrivability: the ability not only to survive, but to thrive, for generations to come. All of the trees on Market Street have been evaluated by a team of arborists and the majority have been identified for replacement. Many others will need to be replaced due to new street geometries and conflicts with planned utility locations. We are researching many options and are committed to providing the best subsurface conditions possible for the street trees on our city's most important thoroughfare.

What is *your* vision for trees on Market Street?

Please draw or describe your ideal Market Street tree



The Market Street design plan of the 1970s recommended an urban forest of high-branched, well-formed trees to help delineate the pedestrian realm from the vehicular, along with a system of coordinated site furnishings. The plan also promoted a mix of historic and modern elements to create a unique identity for the street.



Planting for Biodiversity Better Market Street intends to install drought-tolerant understory planting beneath the trees along the corridor. This planting can contribute to biodiversity and provide hard-to-find urban habitat for our city's pollinators and birds. These planters also can contribute to reducing stormwater flows and instances of flooding. Better Market Street will require public-private partnerships to provide ongoing stewardship of these plantings to ensure their success.

Design criteria for trees and plants will be defined by urban thrivability, soil volume, and root infrastructure.

