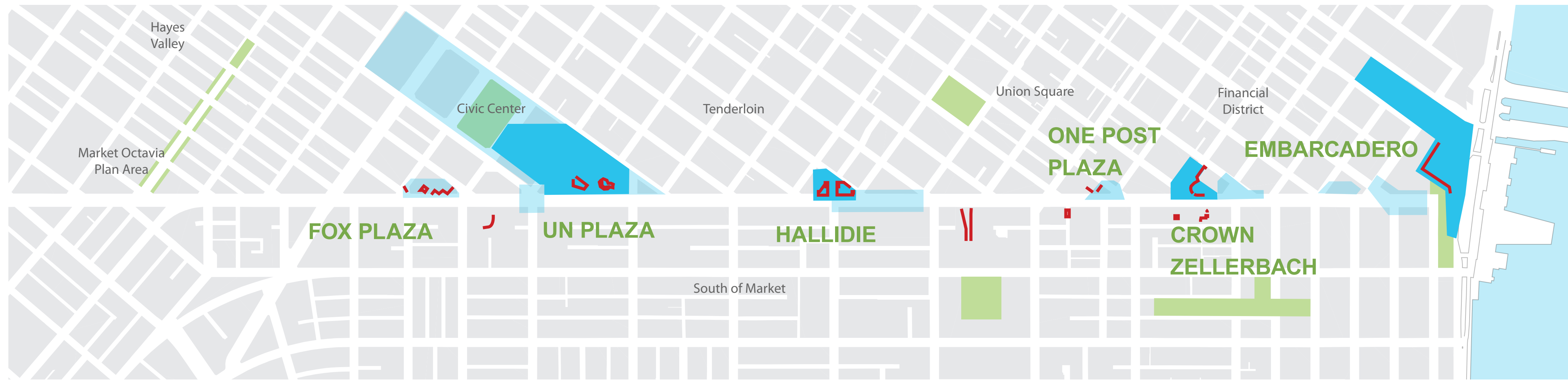


OPEN SPACE DESTINATIONS



Source: San Francisco GIS Data - <http://gispub02.sfgov.org/webiste/ls/share/index2.asp>

- Primary Open Space
- In-Active Edge
- Secondary Open Space



UN Plaza



Hallidie Plaza



Crown Zellerbach



Embarcadero

Open Space Destinations

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

Embarcadero

- Active on Weekend
- Ferry Building & waterfront destination axis

Crown Zellerbach

- Inactive most of the time
- Active event space
- Protected from wind
- Little visibility to street edge

Hallidie Plaza

- High weekend activity
- Active weekday destination
- Disproportional activity around cable car

UN Plaza

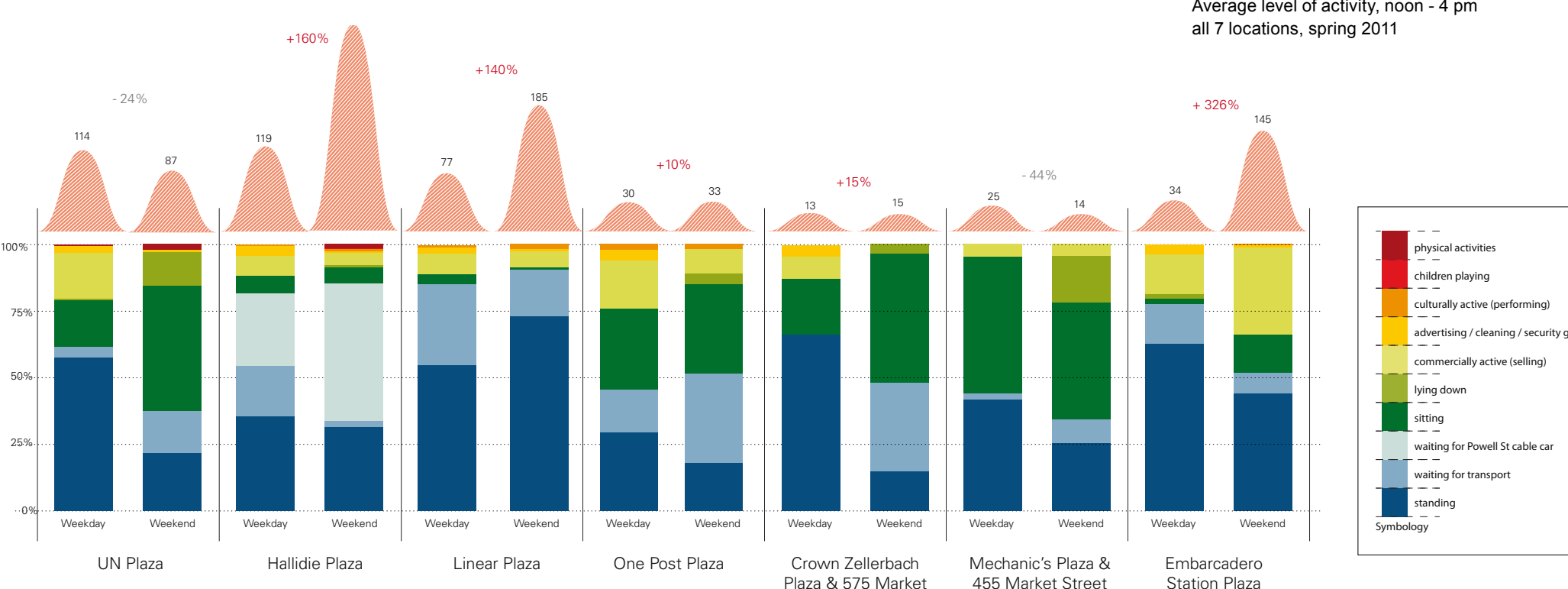
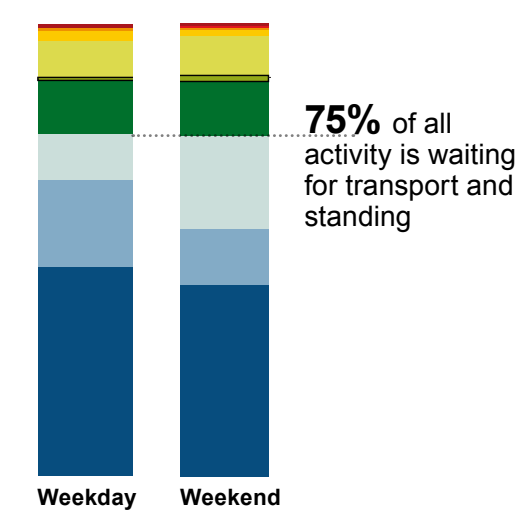
- Large civic space
- Farmers market
- Civic & theater destinations
- Opportunity for seating are often separated from the street edge

Monofunctional public life

Types of activities in the weekend are similar to weekday

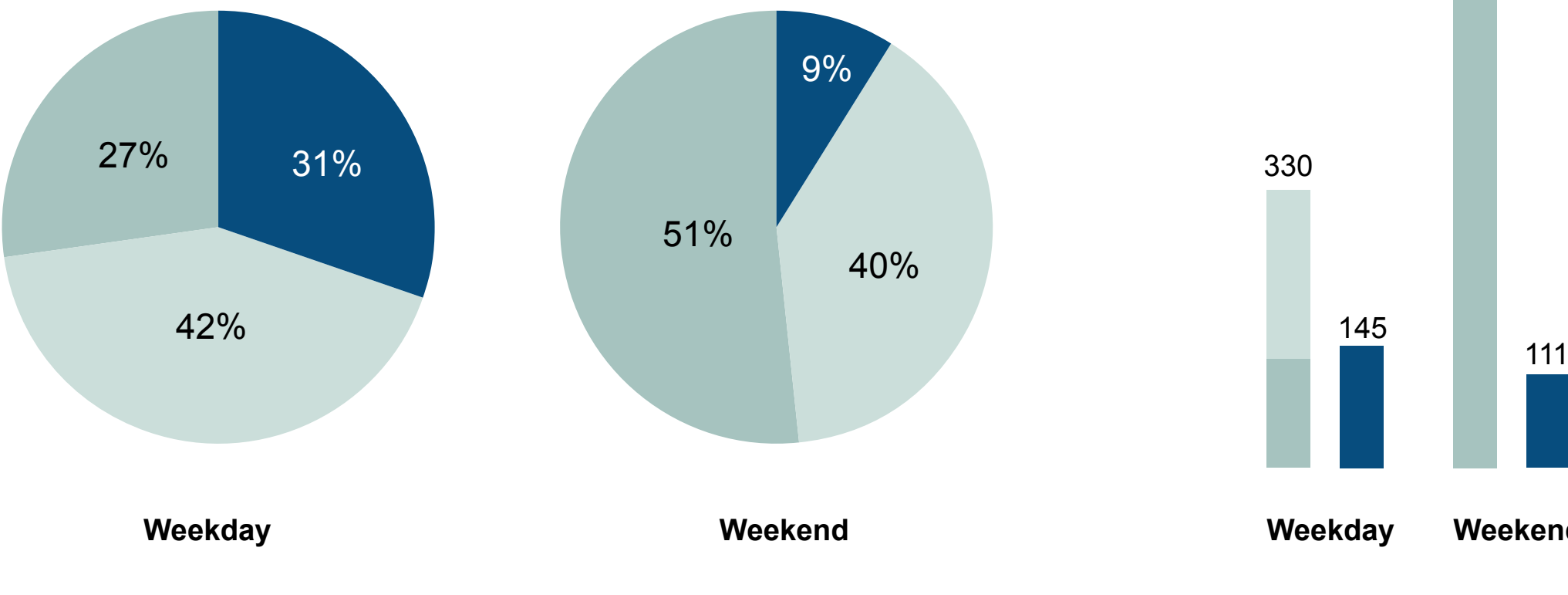
- more people waiting for cable car and fewer standing
- fewer cultural activities

Intensity of use changes from space to space - but type of activities are similar along entire street



Necessary and optional activities at Hallidie Plaza

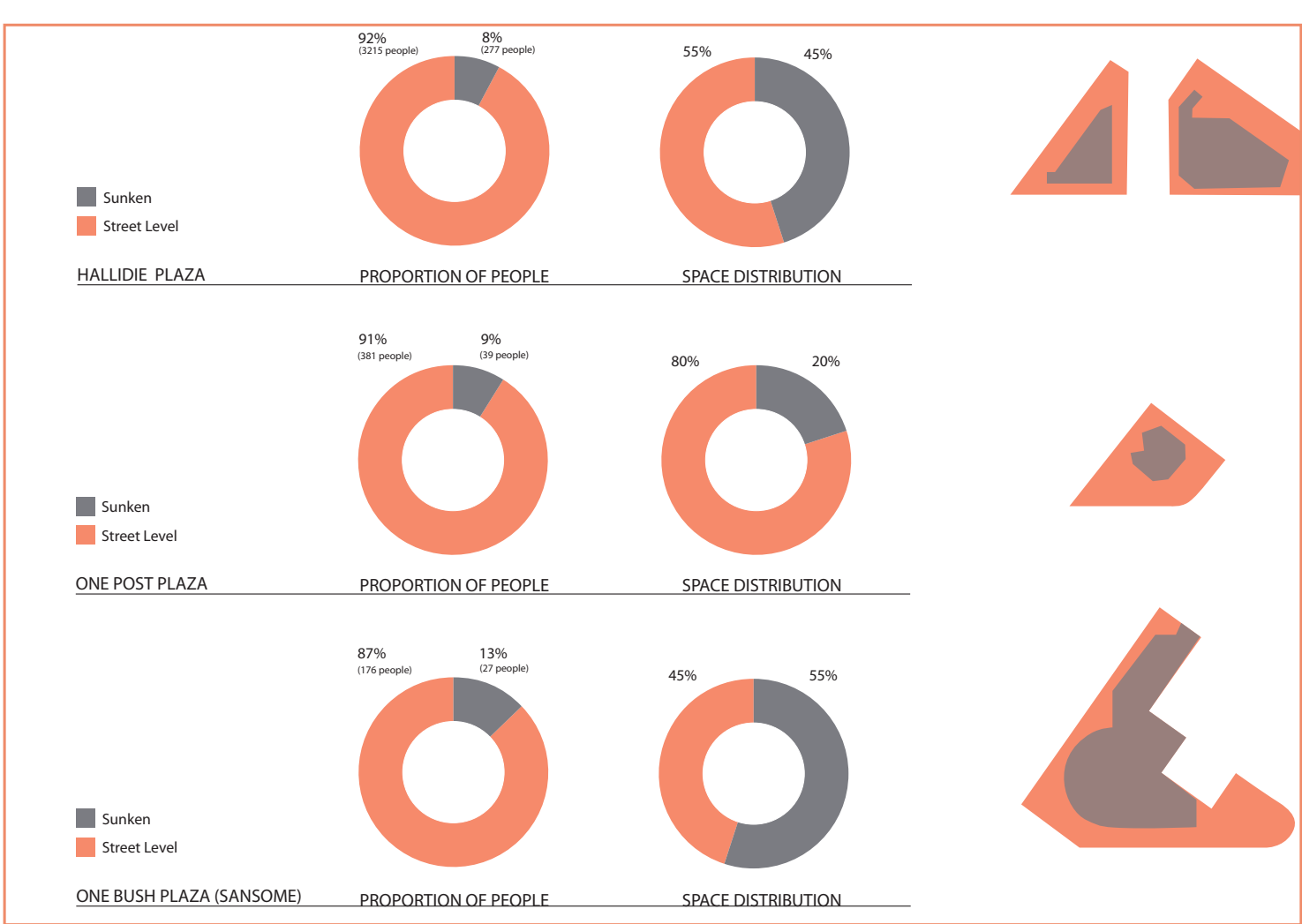
- Optional Activities:** Sitting, Standing, Children Playing, Physically active, Waiting for transit (Powell street cable car)
- Necessary Activities:** Waiting for transit (MUNI, or Bus), Lying down (undesirable, or anti social), Advertising, Cleaning/working, Security Guard, Commercially active (selling), Culturally active (performing)



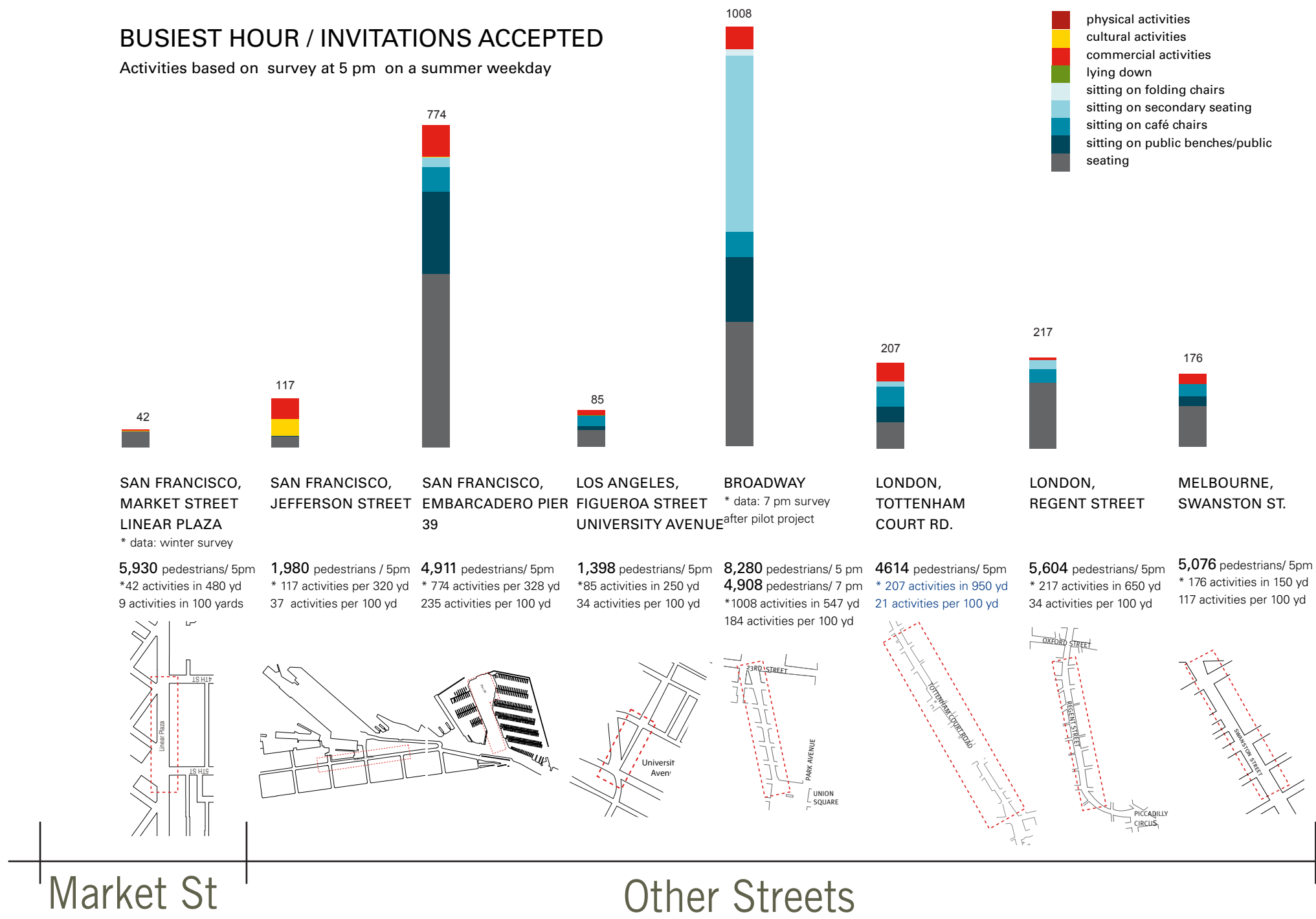
Average level of activity, noon - 4pm, Spring 2011

INVITATION TO STAY

Sunken plazas used differently



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 often have a visual and physical barrier to the majority of the occupiable space
- The street edges are not activated by perimeter of major civic plazas
- People linger in the lower level far less than at grade level

Visual links to the street at key destination plazas



UN Plaza - Distance from the street to opportunities for lingering are often too great



Hallidie Plaza - Visual barriers to the sunken portions of the plaza are too great to activate adjacent space

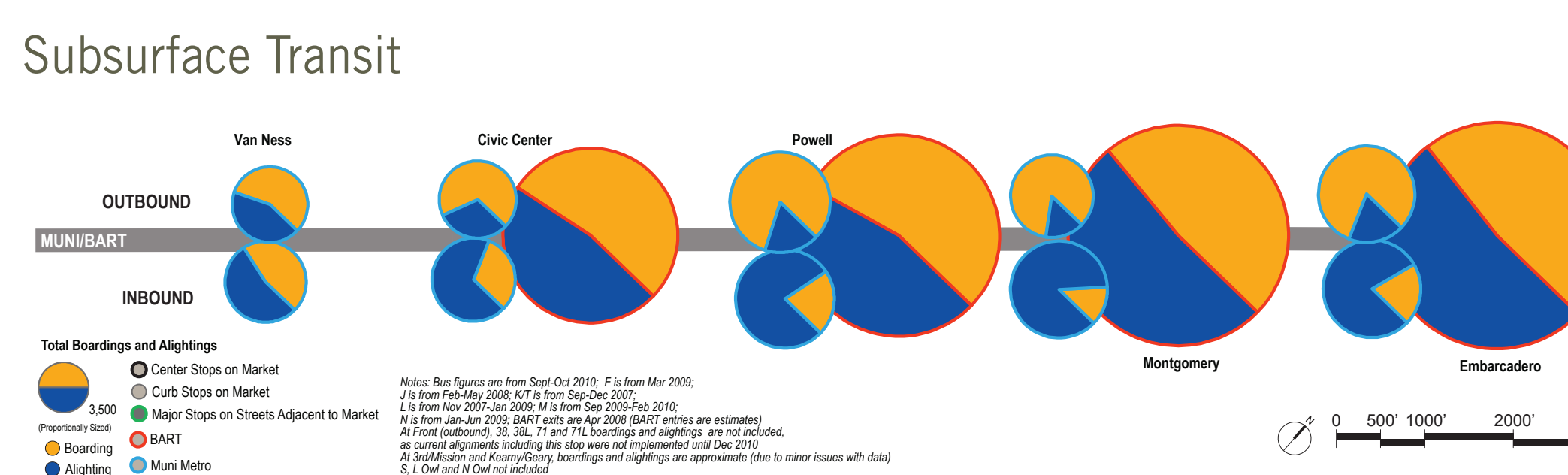
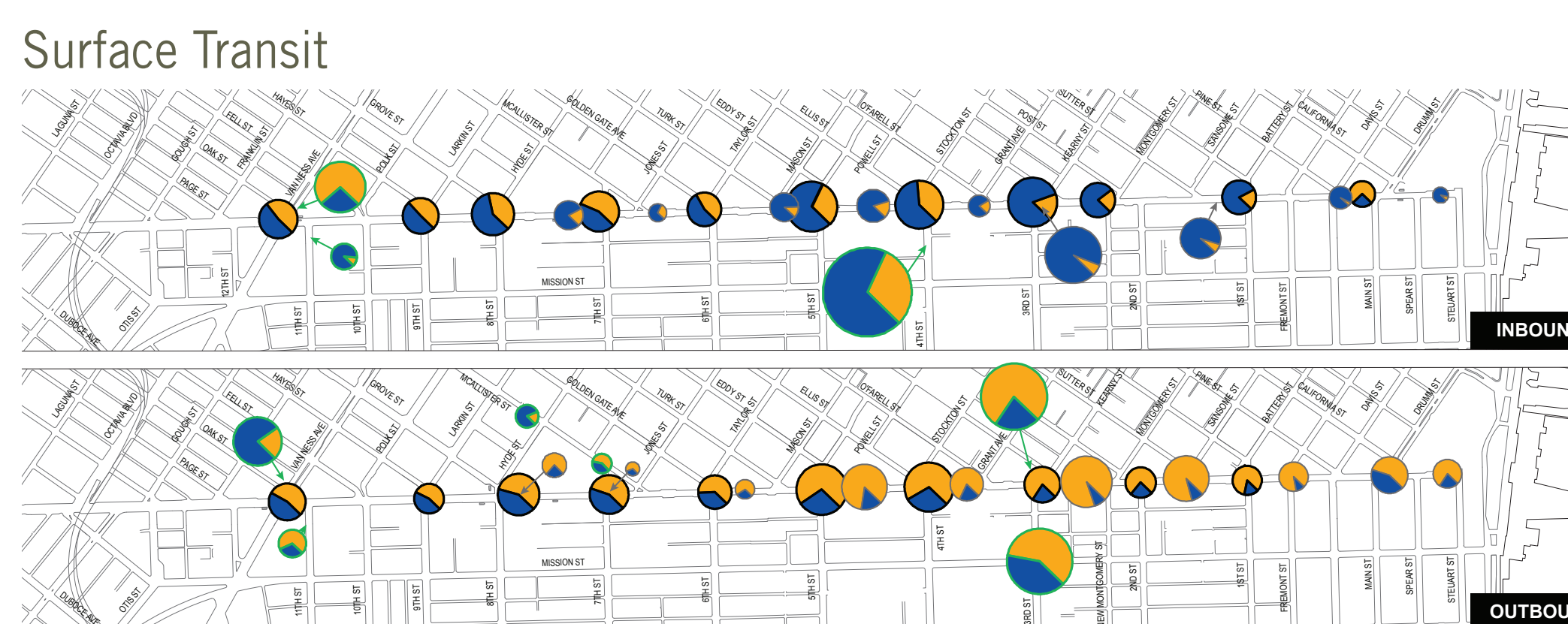


Crown-Zellerbach - Visual barriers on the street edge

Precedent for destination open space & street edge - Union Square



TRANSIT ACTIVITY



Waiting for transit - Cable Car Hallidie Plaza



Lack of available seating



Narrow boarding islands

- A majority of all lingering activities on the street is standing / waiting for transport
- The very high volume of transit riders offers a design opportunity to activate the street and public plazas
- Transit Noise - Street car noise sometimes conflicts with desire to linger near transit

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

INFLUENCE OF MICRO-CLIMATE

Sun-Shade at Hallidie Plaza



Optimize micro-climate

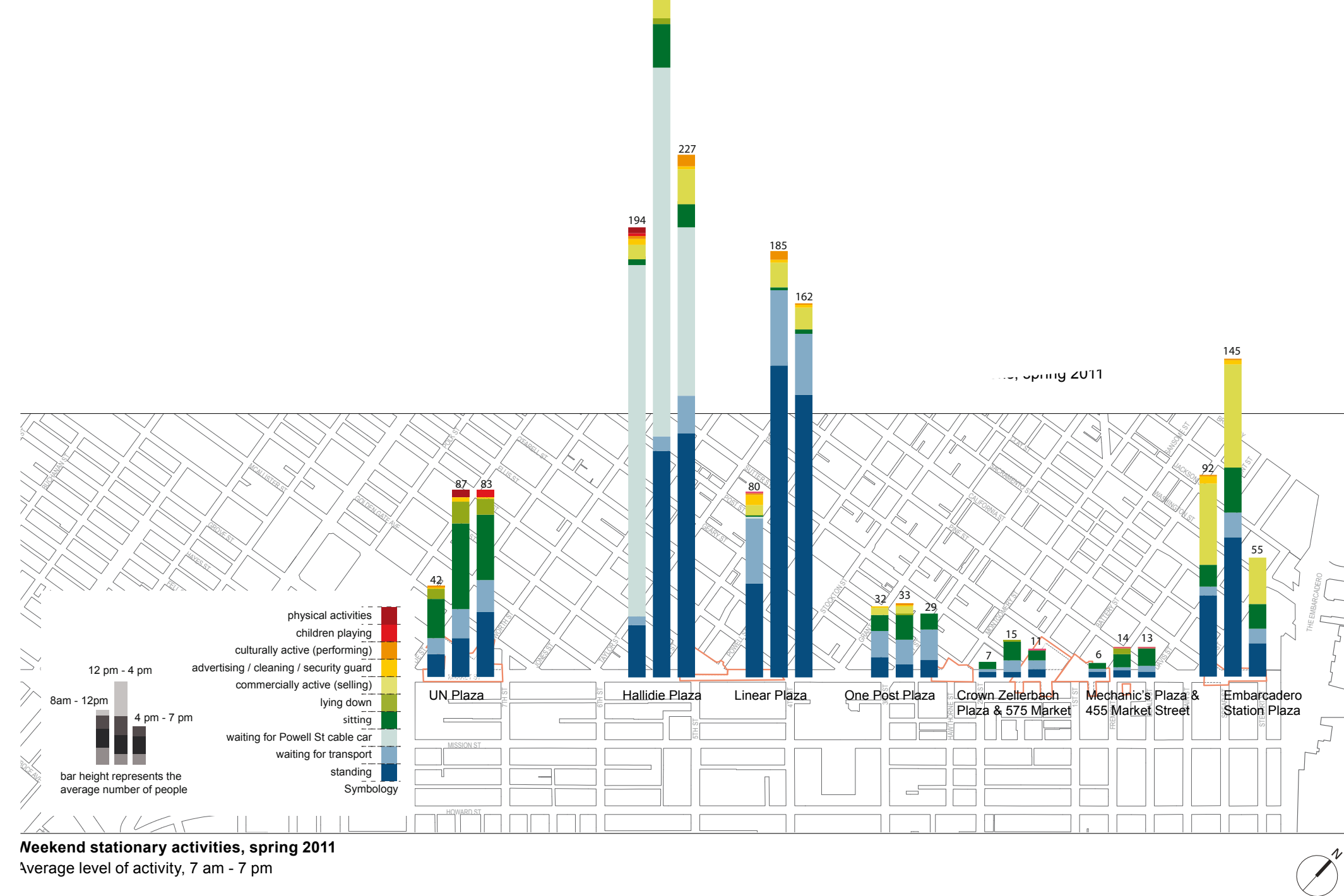
- Successful gathering spaces on Market Street are physically comfortable with orientation to SUNLIGHT and protection from WIND
- The solar influence appears to outweigh the wind influence in the climate of San Francisco

Sun and wind influence on activity along Market Street

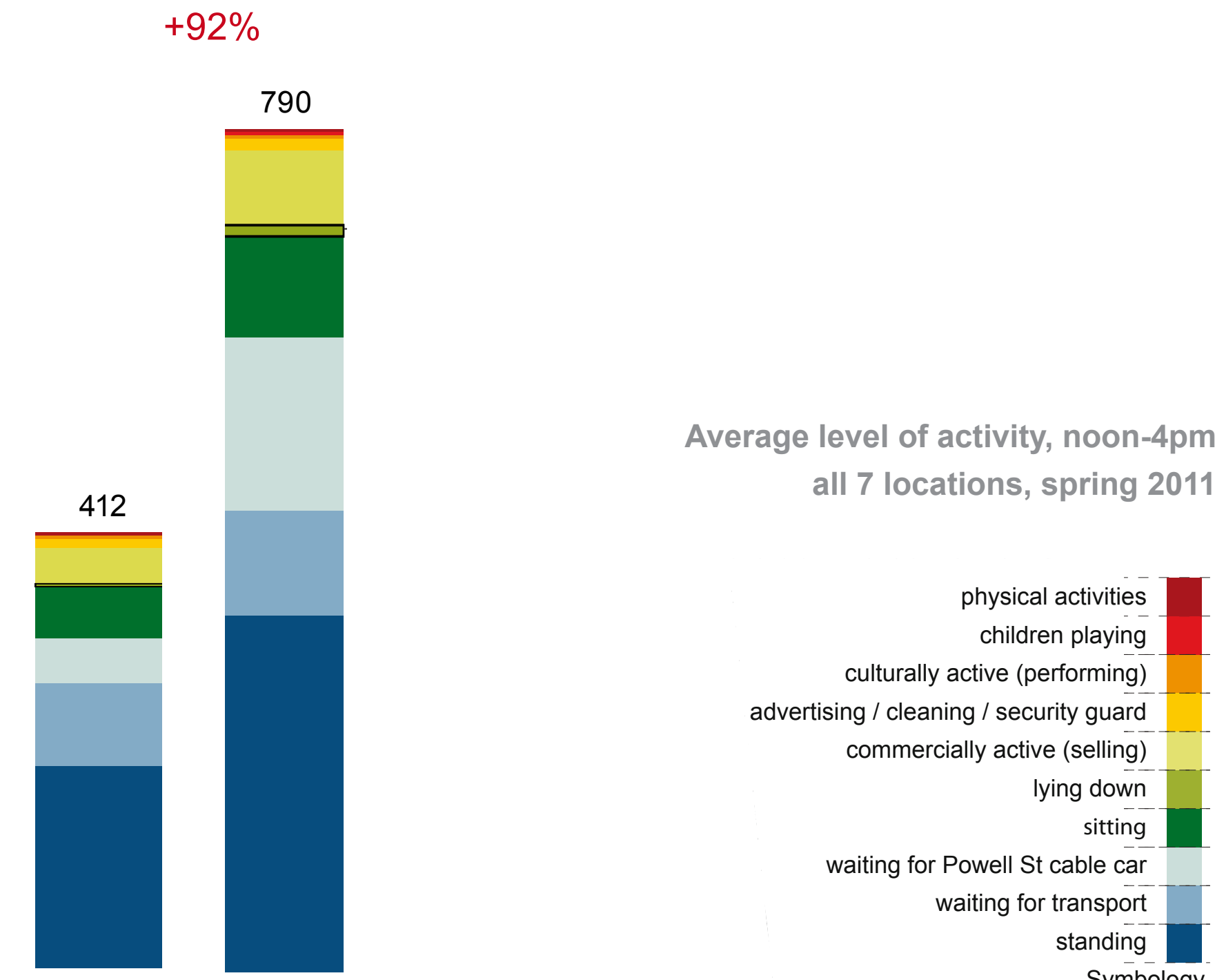


ACTIVITY THROUGHOUT THE DAY, WEEK AND SEASONS

Day - Weekend



Weekday vs weekend stationary activities



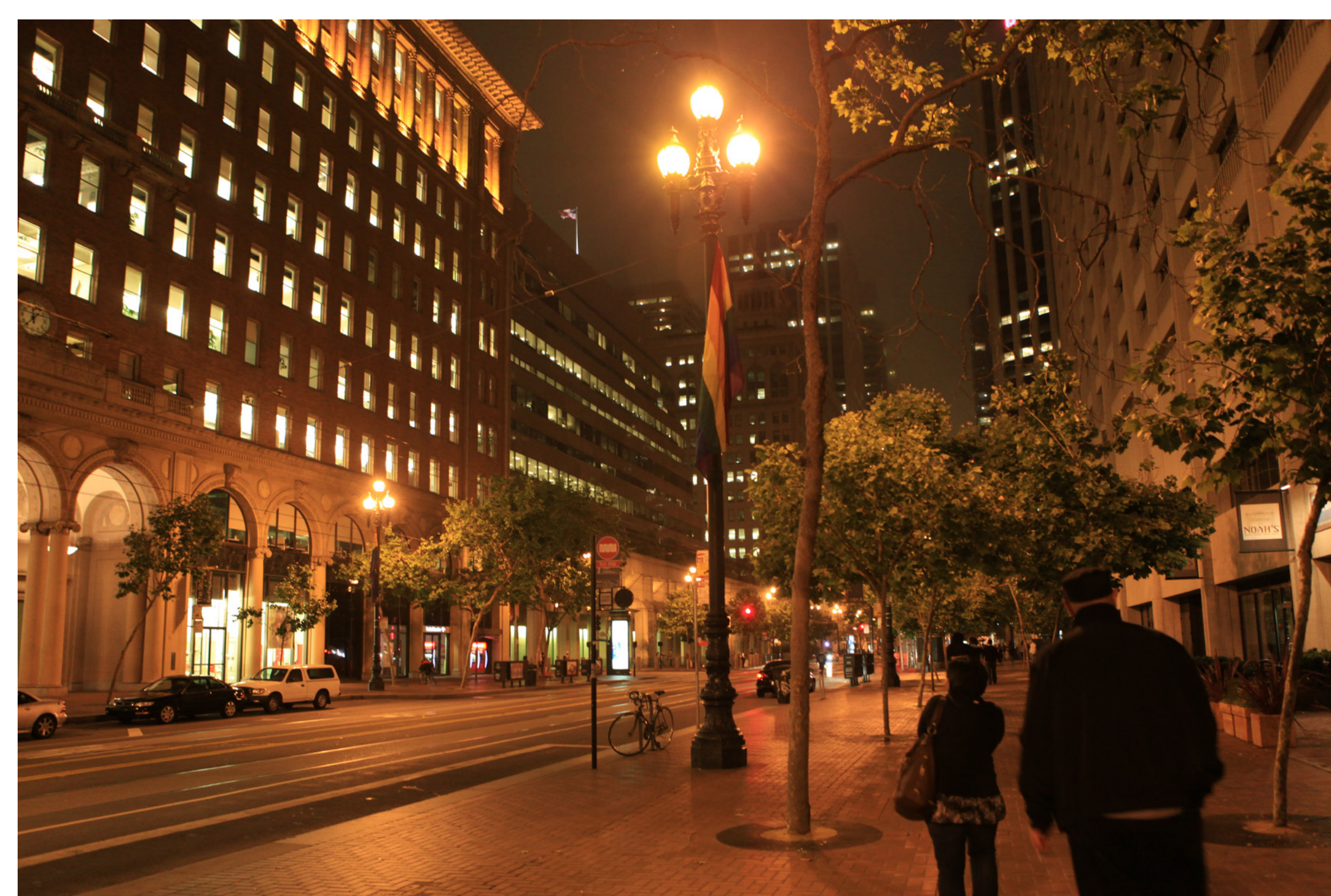
There is a large drop in activity after 7pm

- Larger drop in pedestrian activity after 7pm in weekdays compared to weekends
- 33% decline on weekend night
- 40% decline on weekday night
- The Financial district experiences a particularly large drop in activity in the weekdays
- 70% decline on weekday
- 50% decline on weekend

Night - Weekday decline in hourly pedestrian volumes after 7pm



Night - Weekend decline in hourly pedestrian volumes after 7pm



Market Street at Night

On average, Market Street is busiest on summer weekdays

- All locations but Market Street SW of Fremont experience an increase in summer weekdays. Mid-Market experience the largest increase.
- Yet there is a 33% decline on weekday evenings and a 40% decline on weekday evenings
- The highest level of pedestrian activity surveyed is between 4th and 5th on a spring weekend
- 64,200 pedestrians (8 am - 10 pm)

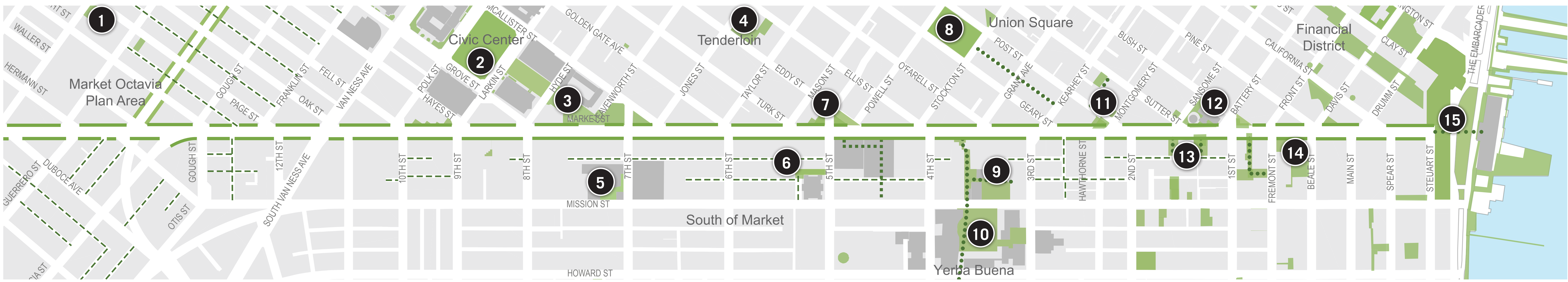


Open at Night



Design can activate evenings (ticketing amphitheater - Broadway, NYC)

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



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)