

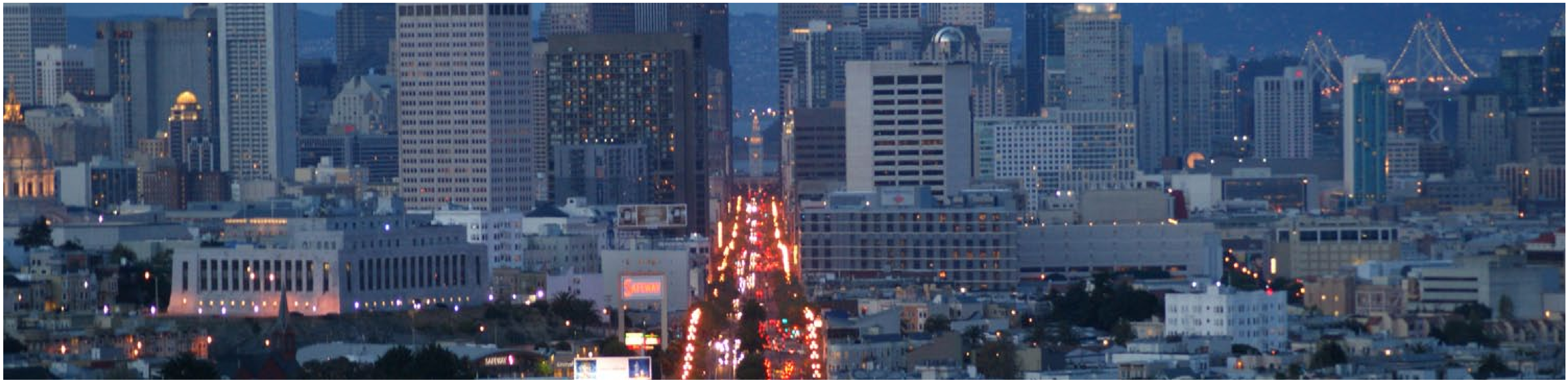
ABOUT THE BETTER MARKET STREET PROJECT

For more than a century, Market Street has been San Francisco's most important street.

It was built in the late 1800s with the vision of being San Francisco's grand boulevard. Its diagonal design made it a unique and central city connector for residents and visitors. On an average weekday, more than a quarter of a million people travel along Market Street to and from their destinations. Market Street was last significantly upgraded in the early 1970s when the current street configuration was built.

The planned re-paving of Market Street from Van Ness Avenue to Steuart Street in 2015 presents a special opportunity to envision a new Market Street that responds to its evolving civic, transportation and economic role in the city. The Better Market Street (BMS) Project engages both City agencies and key stakeholders to reach a broad consensus on what improvements will contribute to the success of the street over the long term. The BMS Project is expected, at a minimum, to result in a major revitalization effort, with plans for a number of strategic and significant public space improvements. These improvements will be supported by sustainable urban design and mobility principles that facilitate promenading opportunities and an enlivened sidewalk life; reliable and efficient transit service; and a safe, comfortable and appealing bicycle facility along its entire length.

The Better Market Street Project complements existing citywide plans including the Better Streets Plan, the San Francisco Countywide Transportation Plan, the Muni Transit Effectiveness Project, and the San Francisco Bicycle Plan. The current Better Market Street visioning and planning process is funded through a Safe Routes to Transit grant, Caltrans Planning Grant, Prop K transportation sales tax grant, and the General Fund.



THE PROJECT TEAM

City Agencies

 SAN FRANCISCO PLANNING DEPARTMENT Planning Department	 Department of Public Works	 SAN FRANCISCO Office of Economic and Workforce Development Mayor's Office of Workforce and Economic Development	 San Francisco County Transportation Authority	 SFMTA Municipal Transportation Agency Municipal Transportation Agency
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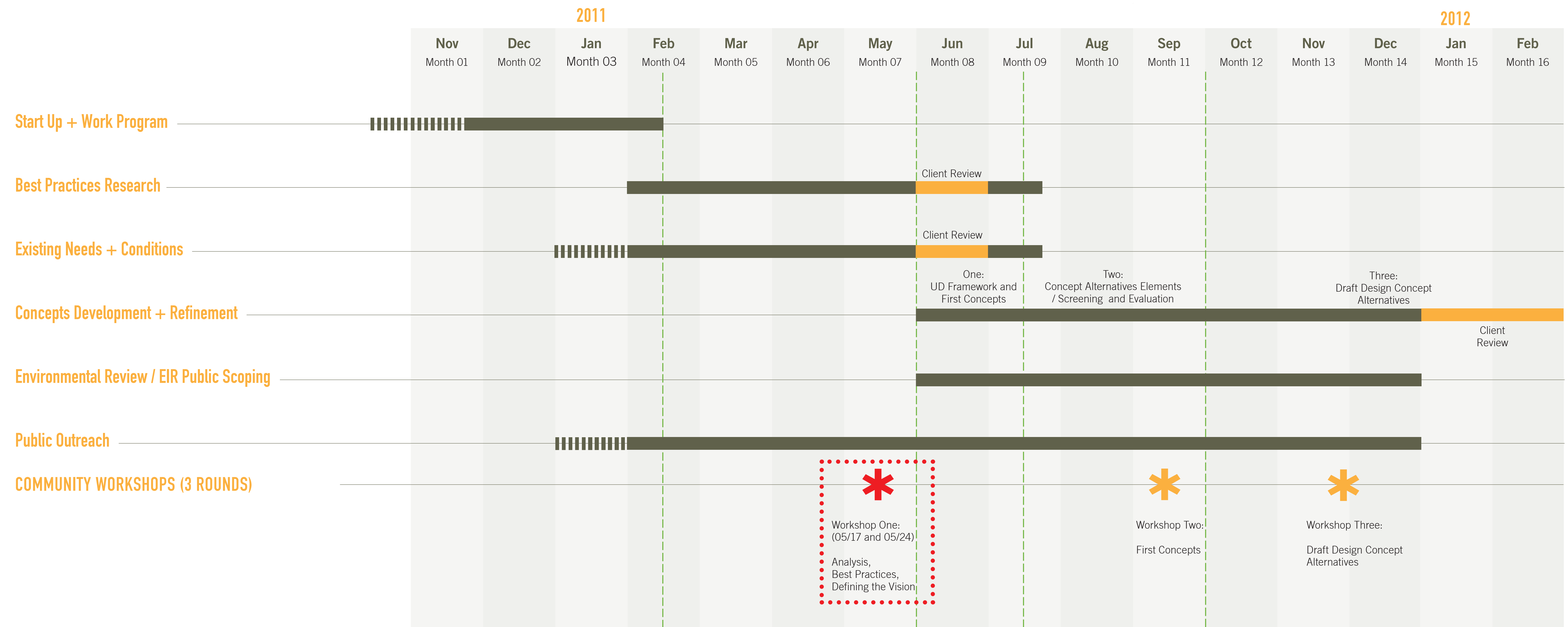
Consultant Team

Design Team Perkins+Will – Prime Consultant, Urban Design Gehl Architects – Public Realm Strategies CMG Landscape Architects – Streetscape Design	Transportation Team Parisi Associates – Transportation Planning Nelson\Nygaard – Transit Planning Fehr & Peers – Bicycle and Vehicular Planning	Specialists CirclePoint – Community Outreach Kate Keating Associates – Wayfinding CHS Consulting Group – Transit Planning Urban Design Consulting Engineers – Civil Engineering Environmental Science Associates (ESA) – Environmental Planning
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PROJECT SCHEDULE

Phase One of the Better Market Street Project lasts approximately one year and includes three community workshops. Phase Two, beginning in early 2012, advances the designs, resulting in engineering drawings for improvements to Market Street.

Better Market Street - Phase One, Generalized Time Frame



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