Agenda

- Introduction – Al Williams (6:00 PM)
- BMS project update – Simon Bertrang (6:10 PM)
- District identities & recent activation – Simon Bertrang (6:20 PM)
- Streetscape elements – Simon Bertrang (6:35 PM)
- Design features – Nicholas Perry (6:45 PM)
- Public comments – Al Williams (7:00 PM)
- Next steps & Announcements – Simon Bertrang (7:20 PM)
Introduction

Al Williams
List of CAC Committees

Community Advisory Committee Working Groups

- Corridor/Transportation
- Urban Design/Streetscape
- District Identity
Better Market Street Project Update

Simon Bertrang
Better Market Street Project Area Limits

Map showing the area between Market Street and Mission Street, spanning 2.2 miles. The Embarcadero is also visible on the right side of the map.
Better Market Street Schedule

- Visioning, Planning, Conceptual Design: 2011-2013
- Design: 2016-2017
- Construction: 2018

Flickr.com / Sharon Darlin
Ongoing Project Development

- NOP (Notice of Preparation) and NOI (Notice of Intent) in December 2014
- Project Objectives focus on:
  - Faster, reliable public transit; increasing transit capacity.
  - Improving accessibility and pedestrian safety; enhancing pedestrian experience
  - Improving bicycle safety; increasing bicycle capacity
  - Enhancing public realm experience
City’s Goals

- Safety → Vision Zero
  - Zero traffic fatalities within 10 years

- Transit Capacity → Muni Forward & Transportation 2030
  - Proposed 2014 General Obligation Bond & 2016 Vehicle License Fee for streets and transportation funding sources ($1.5 billion)
  - Building Core Capacity of Muni’s “super-trunk-line” to support planned housing and job growth in San Francisco

- Bicycle Capacity → SFMTA Bicycle Strategy
  - 8-10% mode share by 2018; currently 3.5%

- Street Life → Market Street
  - Revamp 1970s streetscape into premier civic and commercial corridor for San Francisco
  - Bring activity and energy to sidewalks and plazas
Better Market Street District Identities

Simon Bertrang
One Street - Six Districts

Embarcadero District
CITY TO WATER
Embarcadero – Fremont Street

Retail District
LEISURE HEART
3rd Street to 5th Street

Financial District
PROFESSIONAL HUB
Fremont Street – 3rd Street

Civic Center District
NEW URBAN LIVING
7th Street – 12th Street

Mid-Market –
ARTS AND CULTURE
5th Street to 7th Street

Octavia
IDEAL NEIGHBORHOOD
12th Street to Octavia
Market Street – Six Districts

Octavia District
Civic Center District
Mid-Market District
Retail District
Financial District
Embarcadero District

Octavia
Van Ness
7th St
5th St
3rd St
Fremont St
Embarcadero
Survey question asked for response to the district concept:

What do you like about the “One Street – Six District” approach to Market Street?

Are there aspects of any of the Districts that you want to see emphasized?

Exercise gathered feedback on the essential identities of each of the six districts.
General support for the Six Districts approach
- Diverse district identities expressed through urban design elements and Market’s Streetlife Zone
- Activation of Market Street

Counter point: Market Street has one identity

Word diagrams came out of the six districts exercise
- Participants do perceive the districts as have distinctly different characters
Embarcadero District
(Embarcadero - Fremont)
Financial District (Fremont - 3rd Street)

Busy
Cosmopolitan
Pedestrian
Emerging
Corporate
Towering
Streetlife
Retail District (3rd Street - 5th Street)

Urban Hub
Transportation Hub
Streetlife
Busy
Tourism
Fashion
Mid-Market District (5th St - 7th St)

Arts and Culture

Potential
Civic Center District (7th St - Van Ness)

Activation and Engagement

Food
Historic Pride
Arts and Culture
Multicultural
Pedestrian
Beautify Civic Center
Civic Institutions
Octavia District (Van Ness - Octavia)

Transitioning and Developing
Activated Narrow Sidewalks and wide street
Crossroads
Inbetween

Residential Neighborhood
Recent Activation Projects
Mechanics Plaza (before)
Mechanics Plaza (after)
Yerba Buena Lane
Living Innovation Zones (LIZ)
UN Plaza
Friday Night Market
UN Plaza
Friday Night Market
Mavelous/Little Griddle
Sidewalk Seating
Festival Districts

Civic Center   Central Market   Retail Heart   Financial District   Embarcadero

MARKET STREET
Streetscape Elements

- Through Zone
- Frontage Zone
- Streetlife Zone
- Streetlife Hub
- Transit Islands
- Plazas
UN Plaza
Design Features

Nicholas Perry
EXISTING UNIFYING DESIGN FEATURES
Tinted Concrete Crosswalk Paving*

*Replaced original design’s brick crosswalks*
Granite Curbs
Bronze Sidewalk
Street Signage

ROSE ST.
Circular Roadway
Street Signage
Circular Tree Well

London Plane
Street Trees
“Off the Shelf” Additions

Newspaper Racks

Kiosks

Public Toilets

Trash Bins
Which elements should continue to serve as unifying design features?

…and which elements should vary by district? How?
A Precedent: Upper Market Street
Shared with Lower Market

- Path of Gold street lights
- Use of brick in sidewalk
- London Plane trees
- Circular tree wells
- Kiosks, transit shelters, etc.

Unique to Upper Market

- Median with palm trees
- Brick banding along curb
- Concrete sidewalks
- Muni portal design
## Initial Thoughts on Shared vs. District-Specific Elements

<table>
<thead>
<tr>
<th>SHARED</th>
<th>DISTRICT-SPECIFIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Path of Gold street lights</td>
<td>• Streetlife Zone (&amp; Hubs)</td>
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<tr>
<td>• Primary street tree species</td>
<td>• “Accent” street tree species</td>
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<tr>
<td>• Sidewalk “throughway” paving</td>
<td>• Tree grates</td>
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<tr>
<td>• Curb paving</td>
<td>• Sidewalk landscaping</td>
</tr>
<tr>
<td>• Crosswalk paving</td>
<td>• Sidewalk accent paving</td>
</tr>
<tr>
<td>• Transit shelters</td>
<td>• Kiosks</td>
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<tr>
<td>• Roadway/traffic signage</td>
<td>• Public Art</td>
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<tr>
<td>• Bronze sidewalk signage</td>
<td>• Street furnishings</td>
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<tr>
<td></td>
<td>• Seating</td>
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<td>• Bike racks</td>
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<td>• Trash bins</td>
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<td>• Way-finding signage</td>
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*Images Source: Flickr Creative Commons, Daniel Dionne*
Next Steps & Other Announcements
Simon Bertrang