• Introduction 6:00 – 6:10 p.m.
• Project Update 6:10 – 6:20 p.m.
• Round 2 Public Outreach Report 6:20 – 6:35 p.m.
• Project Design Options Conversation 6:35 – 7:20 p.m.
• Next Steps & Questions 7:20 – 7:30 p.m.
5 Year
• Paving & boarding island upgrades needed
• Continuous bicycle facility
• Pedestrian improvements: intersection, wayfinding, walkability
• 15% transit travel time savings + reliability improvements
• Plaza improvements
• Construction start 2017

25 Year
• Innovative pedestrian connections – north / south
• Mix of land uses – high density, residential, access to services
• Increased underground transit capacity (ie. Second tube, underground Muni). Street level more ped- and cyclist-oriented, less transit above ground
• Auto policy changes: parking, congestion pricing, increased taxi and rideshare
• Balance of residential and business on Market Street
Timeline

**Phase I**

- **Incorporating Mission Street option & contract amendment: scope, budget, schedule**
  - Jan-March 2013

- **Existing conditions research – Mission Street**
  - Feb-April 2013

- **Concept development**
  - Feb - June 2013

- **Public outreach Round 3**
  - July 2013

- **Finalize Phase I reports, begin environmental**
  - Aug-Sept 2013

**Project**

- **Visioning, planning, concept design**
  - 2011-2013

- **Environmental review & pilots**
  - 2013 - 2016

- **Design**
  - 2016 - 2017

- **Construction**
  - 2017 - TBD
Public Response

- Over 200 attendees at two public meetings/workshops
- 117 webinar attendees
- ~500 survey responses
Summary of findings

**Stations 1 and 2 – Public Realm**

- Plazas should be improved with more landscaping, outdoor cafes, public seating and art.
- The design needs to improve connections to nearby open spaces, cultural institutions and shopping areas.
- Strong positive response to the proposed Streetlife Zones as a good strategy to activate the less active blocks.
Summary of findings

Station 3 – Bicycling Infrastructure
- Strong support for cycletracks and virtually none for a shared lane.
- A majority felt that one consistent design for bicycles along the entire length of Market Street

Station 4 – Public Transit
- Strong support for increasing the distance between transit stops, even if it meant longer walks, if it resulted in faster, more reliable service.
Summary of findings

**Station 5 – Private Vehicle Circulation**
- Strong support for additional private vehicle restrictions. Very few respondents stated the need to keep Market Street open to cars.

**About the Survey Respondents**
- A majority of respondents come to Market Street because they choose to, such as for shopping or to go to a restaurant, versus because they had to (e.g., for work or school, or to get to transit).
• Consistent in all options (on Market Street):
  ▪ Four vehicular travel lanes
  ▪ Intersection and traffic-signal improvement
  ▪ Muni boarding island upgrade
  ▪ Transit-stop consolidation and service changes
  ▪ Potential auto restrictions
  ▪ Streetlife Zones
  ▪ Lighting upgrades
  ▪ Landscaping and street trees
**Description:** Improve Market Street’s curbside lane using striping, markings and other enhancements to improve conditions for bicyclists. Bicycles continue to share vehicle lane. Pedestrians gain Streetlife Zones and intersection improvements.

**Pros:**
- Minimal curb changes on Market Street to accommodate boarding island changes
- Leaves four vehicle travel lanes, allowing flexibility on Market Street for future improvements
- Provides more flexibility for the Streetlife Zones, especially at current bottlenecks
- Modest benefits for cyclists on Market Street, mainly via intersection improvements

**Cons:**
- Minor improvements to bicycle conditions on Market Street from Embarcadero to Eighth Street
- No cycletrack to buffer pedestrians from traffic
- Challenge to resolve bike/car conflicts at intersections without dedicated bike lane

**Issues requiring further study:**
- How much private auto restriction is needed to ensure enough capacity for bicycles, transit, and delivery vehicles, as well as limiting conflicts with pedestrians?
- How much stop consolidation is needed to increase transit reliability and decrease travel time versus to increase walking distance for transit passengers?
- How much space is needed to properly activate the Streetlife Zones?
**Market Street Bikeway**

**Description:** One-way cycletrack in each direction. Reduced space for Streetlife Zones east of Fifth Street. Pedestrians gain intersection improvements to make crossing safer.

**Pros:**
- Provides dedicated cycletrack on Market Street, from the Embarcadero to Octavia Blvd, significantly improving cyclist safety and comfort
- Gives cyclists easier access to Streetlife Zones
- Cycletrack buffers pedestrians from vehicular traffic
- Minimizes bike and transit conflict
- Leaves four vehicle travel lanes, allowing flexibility on Market Street for future improvements

**Cons:**
- Requires substantial changes to curbs which impact other utilities (e.g. hydrants, light poles, curb ramps). This is costly and limits flexibility for future improvements
- Limits size of Streetlife Zone at bottlenecks
- Conflicts with pedestrians at curb-side Muni boarding islands and loading zones
- Cycletrack will need to merge into mixed-flow traffic at pinch points (e.g. BART stations)
- Potential increased conflicts between bicyclists and pedestrians around transit stops

**Issues requiring further study:**
- What is the best cycletrack design that also provides ADA curbside access and commercial and taxi loading?
Market Street Transit Corridor & Mission Street Bikeway

Description: Muni’s 14/14L Mission lines move to Market Street. Market Street improvements are the same as in the Market Street Shared Lane option. Cyclists are directed to an 8-foot-wide, one-way cycletrack in each direction on Mission Street. Pedestrians benefit from improvements on both Market and Mission Streets.

Pros:
- Provides dedicated cycletrack on Mission Street (approximately east of Van Ness), significantly improving cyclist safety and comfort
- There is an opportunity to improve bicycling conditions with synchronized lights and signal timing (green wave) on Mission Street
- Mission Street has perpendicular intersections without tracks or BART grates, which benefit cyclists
- Mission Street may be reconfigured to allow left turns
- Opportunity to create a southern bicycle connector (from Valencia Street to downtown)
- Sidewalk activation opportunities for Mission Street and connecting side streets
- Provides more flexibility for Streetlife Zones on Market Street, especially at current bottlenecks
- Minimal curb changes on Market Street, allowing flexibility on Market Street for future improvements

Cons:
- Minor improvements to bicycle conditions on Market Street
- No cycletrack on Market Street to buffer traffic from pedestrians
- With a shared lane, it’s more difficult to resolve bike-car conflicts at Market Street intersections
- Changes the transit-service coverage of the SoMa area via the move of the 14/14L-Mission lines
- Requires additional bike connections between Market and Mission Streets
- May require greater car restrictions on Market Street to accommodate additional buses
- Requires removal of one lane of parking on Mission Street to make room for buffer between remaining parking lane and cycletrack. Note that parking already is restricted during peak commute hours

Issues requiring further study:
- How much private auto restriction is needed to ensure enough capacity for bicycles, transit, and delivery vehicles, as well as limiting conflicts with pedestrians?
- How do we best coordinate with other neighborhood and transit plans on and adjacent to Mission Street?
- Do SamTrans and Golden Gate Transit busses continue to run on Mission Street?
Market and Mission Study Blocks

- **Block 5**: 9th and 10th
  - Pedestrian counts: Mission + 9th + 10th
  - Stationary counts: N/A

- **Block 4**: 5th and 6th
  - Pedestrian counts: Mission + 6th
  - Stationary counts: Mint Plaza

- **Block 3**: 3rd and 4th
  - Pedestrian counts: Mission + Yerba Buena Lane
  - Stationary counts: Jewish Museum Plaza

- **Block 2**: 1st and 2nd
  - Pedestrian counts: Mission + 1st
  - Stationary counts: 550 Mission Plaza

- **Block 1**: Steuart and Spear
  - Pedestrian counts: Mission + Spear + Steuart
  - Stationary counts: Plaza at One Market

Description: a new multi-use zone, within the existing sidewalk width, that will invite diverse public life to advance a welcoming environment, create continuity along Market Street, and promote the integration of walking, biking and public transit. Narrower sections of the zone (5- to 14-feet wide) improve the pedestrian experience by enhancing the sidewalk area with street trees, plantings, site furnishings, and stormwater treatments. Wider sections (14- to 20-feet wide) provide space to activate Market Street with art, performances, seating, sidewalk cafes, parklets and other social activities.
Streetlife Zone

**Features**

- **Site furniture**
  New benches, bike racks and bus shelters.

- **High performance sidewalks**
  High-quality, durable sidewalks that are easy to maintain and replace when needed.

- **Healthy trees**
  Increased soil volume and drainage to promote growth of large, healthy trees.

- **Green streets**
  Low maintenance plants that create a greener, more beautiful street.

- **Restored Path of Gold street lights**
  Restored historic street lights with a sense of history and singular identity

**Public Life**

- **Places to hang out**
  More inviting places to sit, relax and observe.

- **Active spaces**
  More inviting places to play and exercise.

- **Gathering spaces**
  Places for interaction, meetings, and sharing information.
**Description:** Public plazas and spaces vary by size and function. The Better Market Street project proposes to transform them to invite more public life, enhance their character, better connect them with Market Street and integrate them into the surrounding neighborhoods. Illustrated here are preliminary ideas and concepts which are being studied further.

**U.N. Plaza**

**Connecting Market Street to Civic Center**
This entire space lacks connection to Market Street. Farmers’ market & other activities help connect the plaza to Market Street and the surrounding neighborhoods.

**Seating Edge**
The seating edge is pulled away from the sidewalk and creates a dead zone.

Seating needs to be strategically placed to activate the main circulation routes.

**Exposed Fountain**
Currently, the sunken fountain is exposed and windswept and all seating faces inward. New tree planting around the fountain and seating could help define the space and create a more inviting atmosphere.

**Inactive Space**
These spaces are large and inactive. They suffer from a lack of places to gather and sit.

New seating and podiums for performances could help frame the space and create lively edges.

**Transit Portal**
BART/Muni Metro entrance does not have a strong visual and spatial connection to the plaza.

Portals to transit should be easily identifiable from all parts of the plaza. Also, this transit space should be used to create a hub for activities.
Description: Public plazas and spaces vary by size and function. The Better Market Street project proposes to transform them to invite more public life, enhance their character, better connect them with Market Street and integrate them into the surrounding neighborhoods. Illustrated here are preliminary ideas and concepts which are being studied further.

Halladie Plaza

Connecting to Market Street
This portion of the plaza consistently has the best sun exposure and could be used for lounging and cafe seating.

Missing Middle
The sunken part of this plaza is inactive and removed from street-level activity, creating visual and physical barrier between sidewalk and plaza.
Cafes could work well at street level if the sunken area were to be filled. Bringing the plaza up to street level would create a large new civic space for San Francisco.

Street Life
No opportunities to sit and stay. More seating would allow for rest and hanging out.

Separated Sidewalk
Sidewalk is separated from the rest of the plaza.
Filling the sunken area would allow for the opportunity to link this sidewalk to the rest of the plaza.
Market Street Plazas

Description: Public plazas and spaces vary by size and function. The Better Market Street project proposes to transform them to invite more public life, enhance their character, better connect them with Market Street and integrate them into the surrounding neighborhoods. Illustrated here are preliminary ideas and concepts which are being studied further.

The Embarcadero

Active Market
The market brings life to the plaza but obscures the pedestrian connection to the waterfront.

A clearer pathway from Market Street to The Embarcadero would reduce confusion and strengthen the connection between the Ferry Building and Market Street.

Missing Link to The Embarcadero
The east end of Market Street could be better connected to the plazas that form the street’s terminus.

Farmers’ market stalls and other vendor activities could be incorporated into the new streetscape design.
• Mission Street Organizations
  ▪ Yerba Buena Alliance
  ▪ TODCO
  ▪ SPUR
  ▪ SF Bicycle Coalition
  ▪ Transit Riders Union
  ▪ Yerba Buena CBD
  ▪ Civic Center CBD
  ▪ Walk SF
  ▪ Livable City
  ▪ Union Square BID
  ▪ North of Market/Tenderloin CBD
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