



## Better Market Street Fact Sheet

For over a century, Market Street has been a central transit route in San Francisco's evolution, connecting water to hills, downtown businesses to neighborhoods, and cultural facilities to places of recreation.

From the very beginning, the dimensions of the street were designed to move the maximum number of people and goods. Over time, major investments have strengthened Market Street's role in facilitating public transit through boarding islands and transit-only lanes while improving the pedestrian environment through widened sidewalks. On any given weekday, more than a quarter million people utilize transit on or below Market Street for all or part of their trip, thousands of cyclists travel to and from, and hundreds of thousands of pedestrians walk along this busy corridor. However, the street's potential as a public space and as a principal transit and bicycle route has not yet been realized, and the pace of economic development and mix of uses along Market Street vary by neighborhood segment.

There is a growing recognition that Market Street must have more of a civic presence that contributes to the public life of the city, by providing places for people to spend time and engage in a diversity of social, cultural and economic activities while better accommodating the growing number of San Francisco and Bay Area regional residents that bicycle, walk, and take public transportation.



SAN FRANCISCO  
PLANNING DEPARTMENT



SFMTA | Municipal Transportation Agency

SAN FRANCISCO  
Office of Economic and Workforce Development



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## REVITALIZING MARKET STREET

The Better Market Street project offers a special opportunity to envision a new Market Street that is more beautiful and green; has enlivened public plazas and sidewalks full of cafes; showcases public art and performances; provides dedicated bicycle facilities; and delivers efficient and reliable transit.

The goal of the project is to revitalize Market Street from Octavia Boulevard to The Embarcadero and reestablish the street as the premier cultural, civic and economic center of San Francisco and the Bay Area. The new design should create a comfortable, universally accessible, sustainable, and enjoyable place that attracts more people on foot, bicycle and public transit to visit shops, adjacent neighborhoods and area attractions.

## MILESTONES

### 2011 - 2012

SEATING OF 15-MEMBER CITIZENS ADVISORY COMMITTEE.

PUBLIC VISIONING PROCESS.

DEVELOP CONCEPTUAL DRAWINGS.

BEGIN ENVIRONMENTAL REVIEW PROCESS.

### 2012 - 2014

FINALIZE CONCEPT DRAWINGS AND CONDUCT ENVIRONMENTAL REVIEW.

### 2014 - 2015

DESIGN PHASE.

BEGIN ADVERTISING AND ACCEPTING CONTRACT BIDS.

### 2015

CONSTRUCTION AND REPAVING BEGINS.

## GET INVOLVED!

The Better Market Street visioning process will collect broad input from the local communities through a series of coordinated workshops and other outreach venues such as surveys, online interactions and through social media. The resulting consensus will inform the types of improvements and enhancements on how to better Market Street. The objectives are:

- ▶ Create a sense of **PLACE** through sustainable designs that celebrate local culture and diversity, and elevate Market Street as the signature destination in the Bay Area;
- ▶ Optimize sustainable **MOBILITY** so that all users have a pleasant, reliable, efficient, and comfortable experience; and
- ▶ Foster **ECONOMIC** development for a productive, healthy, resilient and vibrant corridor.

GIVE US YOUR  
FEEDBACK

The public can get involved  
by sending comments through the  
Better Market Street project web site at  
**[bettermarketstreetsf.org](http://bettermarketstreetsf.org)**

For more information, contact:  
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