



BETTER
MARKET
STREET



Better Market Street

Presentation to the SFMTA Board of Directors

June 19, 2012



SAN FRANCISCO
PLANNING DEPARTMENT



SFMTA | Municipal Transportation Agency





Project Goal:

Revitalize Market Street from Octavia Boulevard to The Embarcadero and reestablish the street as the premier cultural, civic, transportation and economic center of San Francisco and the Bay Area.

Place

Mobility

Economic Development





Better Market Street

City Project Team



Department of Public Works

Kris Opbroek – Project Manager

Miguel Hernandez – Project Engineer

Mindy Linetzky – Communication & Public Affairs

Julian Pham – Communication & Public Affairs

SAN FRANCISCO
PLANNING DEPARTMENT

Planning Department

Neil Hrushowy – Urban Design Lead

David Alumbaugh – Urban Design

SFMTA

Municipal Transportation Agency

Municipal Transportation Agency

Timothy Papandreou-Transportation

Andrew Lee – Transportation Lead

Mari Hunter – Transportation

Lulu Feliciano - Communication & Public Affairs



County Transportation Authority

Michael Schwartz – Transportation Planning

Tilly Chang – Transportation Planning





Better Market Street

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



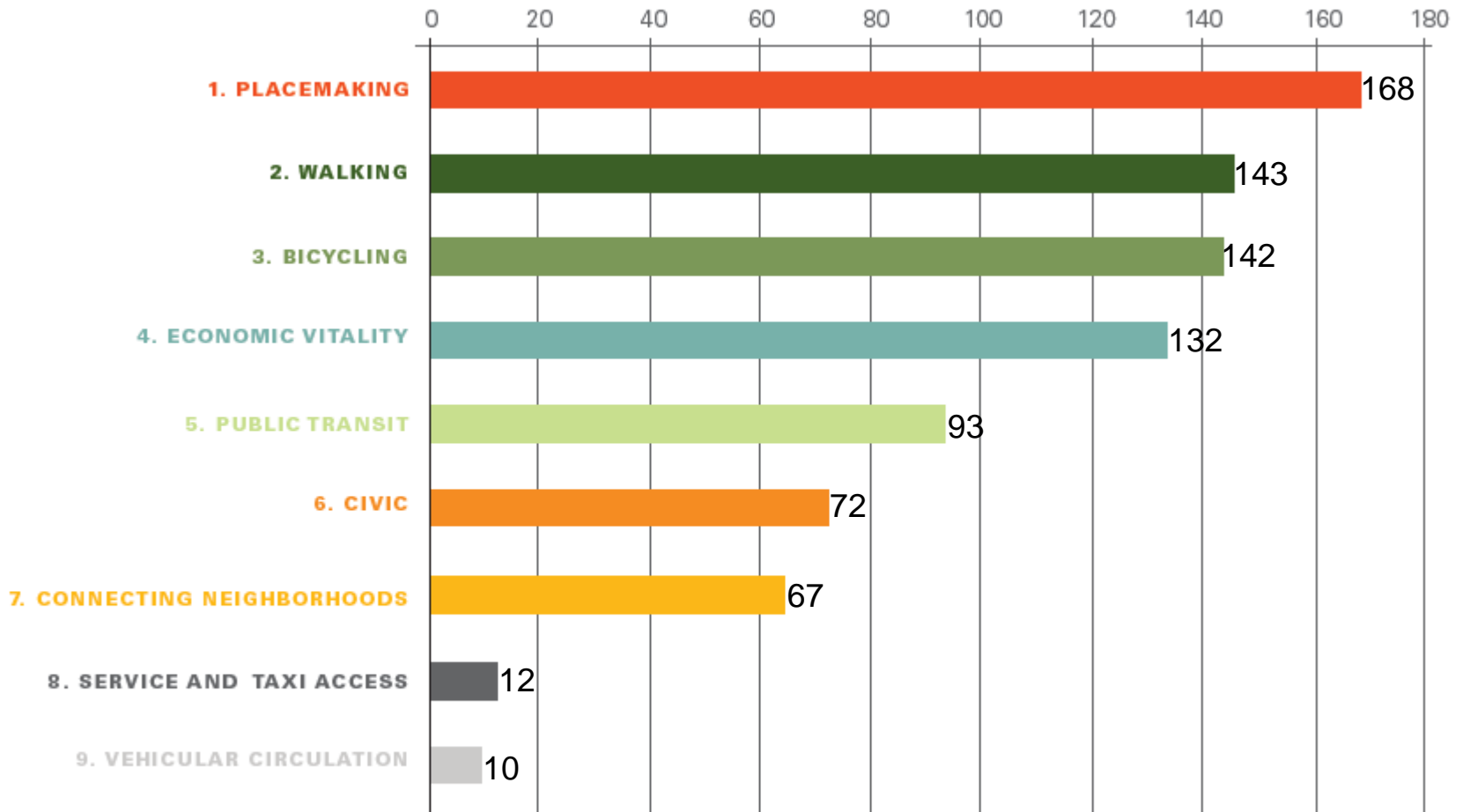
Stormwater Management Study

Nevue Ngan – Lead Design
Wilsey Ham – Engineering



Coordination with other efforts

- Central Market Economic Development Study
- Eastern Neighborhoods Transportation (EN-TRIPS, SoMA)
- Transit Effectiveness Project
- Core Circulation Study
- 2nd Street
- Central Corridor
- Central Subway
- Transbay Transit Center District Plan
- Other



total amount of votes in outreach workshop and online



- Transit
- Automobile
- Bicycle
- Pedestrian





Objective: Improve reliability and decrease travel time

Tools:

- Larger boarding islands
- Level boarding
- Pre-payment
- Enhanced wayfinding
- Lane reassignments
- Center running transit only lanes
- Transit signal priority
- Stop optimization





Better Market Street

Transit - Stop optimization

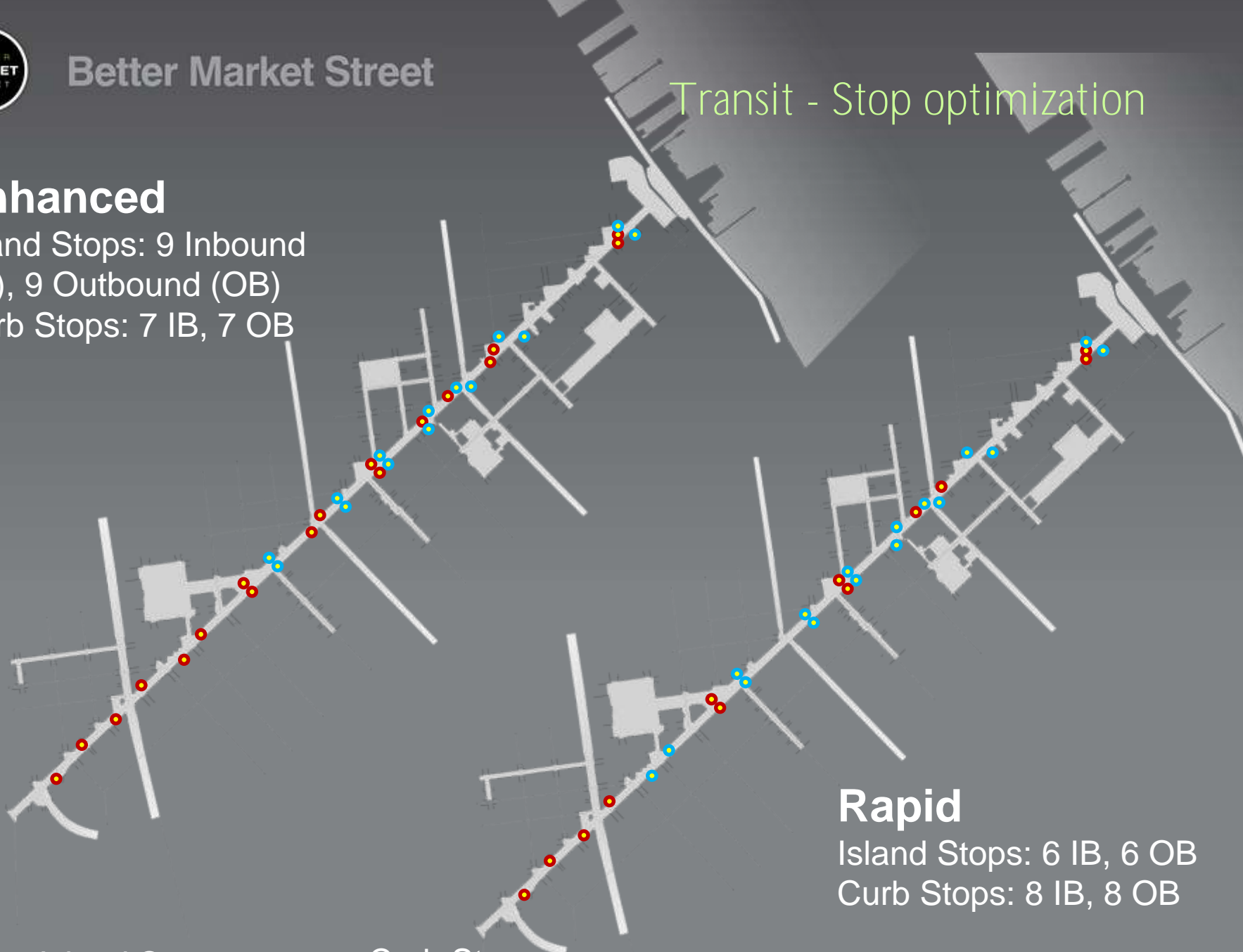
Enhanced

Island Stops: 9 Inbound (IB), 9 Outbound (OB)
Curb Stops: 7 IB, 7 OB

Rapid

Island Stops: 6 IB, 6 OB
Curb Stops: 8 IB, 8 OB

● Island Stop ● Curb Stop





Better Market Street

Private auto access



- Additional access changes
- Limited vehicle access
- Car free

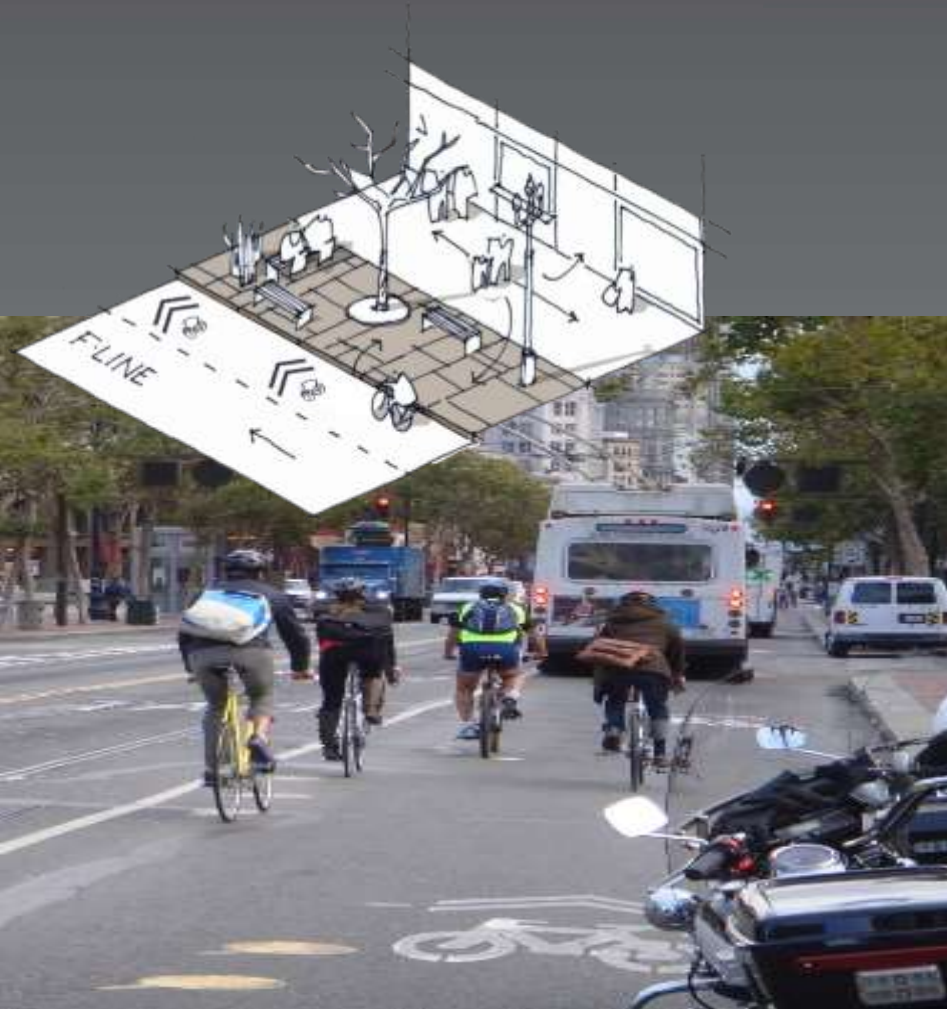


*Tour buses, shuttles, taxis, para-transit, and some deliveries exempt

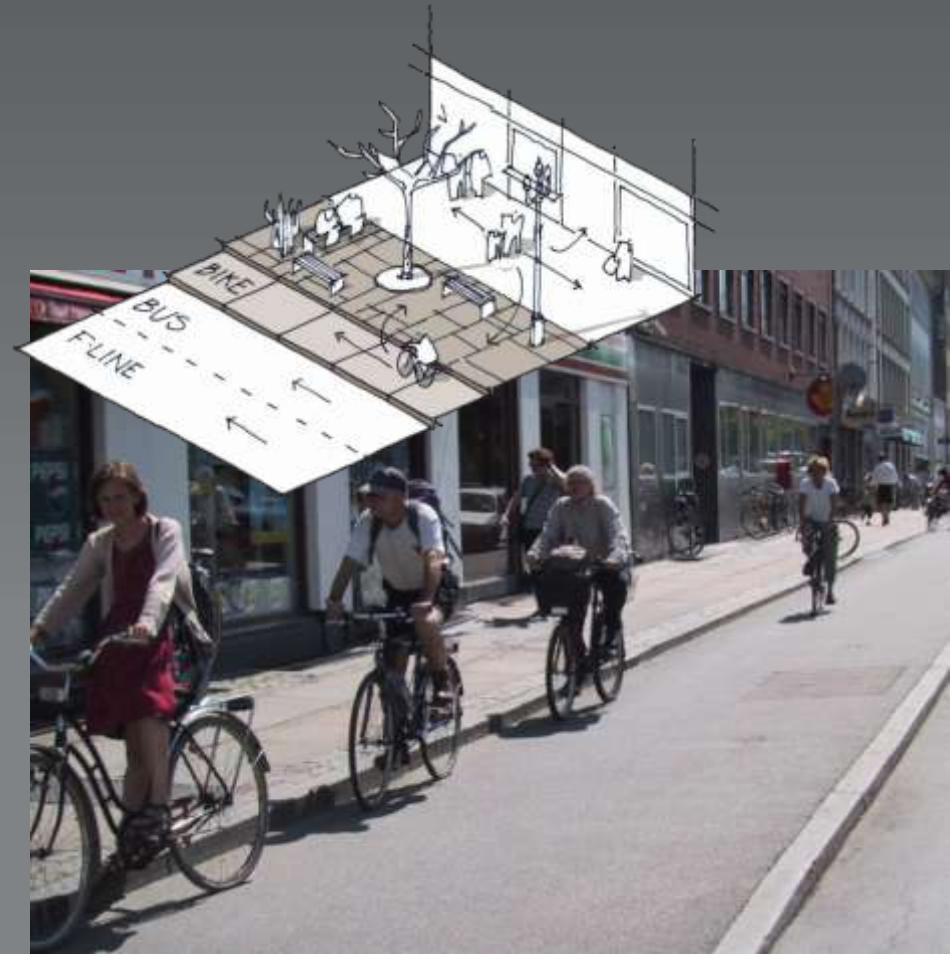


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Bicycle facility



Shared lane: Travel lane shared with transit and autos; with additional traffic restrictions



Cycletrack: Physically separated bike facility; with possible transition to shared lanes at select locations



1. Path of Travel
2. Accessibility
3. Intersection – Hot Spots
4. Traffic Calming/crossing – not wholly speed
5. Traffic/ped signal
6. Wayfinding
7. Challenge – auto/freeway centric



Urban Design Strategies

1. Create One Identity
2. Enhance Six Unique Characters
3. Introduce a Street Life Zone
4. Revitalize Major Public Spaces
5. Strengthen Connections





Create Unifying Identity





Better Market Street

One Street Meeting

Enhance Six Districts

Embarcadero
Embarcadero – Fremont

Financial
Fremont – 3rd

Mid-Market
5th – 7th

Retail
3rd – 5th

Octavia
12th to Octavia

Civic Center
7th – 12th





Introduce Streetlife Zone





Revitalize Major Public Spaces





2011

2012

May Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May June July Aug Sept Oct Nov Dec

Best Practices
Existing Conditions

Concepts Development

Public Outreach

Stakeholder Outreach

Additional Outreach
Activities

Key Stakeholder
Meetings



Round 1

Workshop + Webinar

Round 2

Workshop + Webinar

Round 3

Workshop + Webinar



Visioning, Planning, Concept Design





Better Market Street

Help us spread the word – Public workshops & webinar

Workshops

Tuesday, **July 17th** 6:00 – 8:30 p.m.

Saturday, **July 21st** 10:00 – 12:30 p.m.

Location TBD

Webinar

Thursday, **July 19th** 12:00 – 1:00 p.m.

Register at www.bettermarketstreetsf.org



GIVE US YOUR
FEEDBACK

The public can get involved
by sending comments through the
Better Market Street project web site at
bettermarketstreetsf.org

For more information, contact:

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