



BETTER
MARKET
STREET



Better Market Street SPUR Presentation

JULY 12, 2011



SAN FRANCISCO
PLANNING DEPARTMENT



SFMTA | Municipal Transportation Agency





- Project Update and Status
- Existing Conditions and Best Practice Research – Initial Findings
- Public Life Public Space Study
- Transportation - Speed and Delay Study
- Next Steps
- Questions?



Better Market Street

Goals and Objectives

- *A goal of the Better Market Street (BMS) project is to revitalize Market Street from Octavia Boulevard to The Embarcadero and reestablish the street as a premier cultural, civic, transportation and economic center of San Francisco and the Bay Area.*





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



Planning Department

Neil Hrushowy – Urban Design Lead

David Alumbaugh – Urban Design



Municipal Transportation Agency

Municipal Transportation Agency

Nate Chanchareon – Transportation Lead

Tim Papandreou – 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

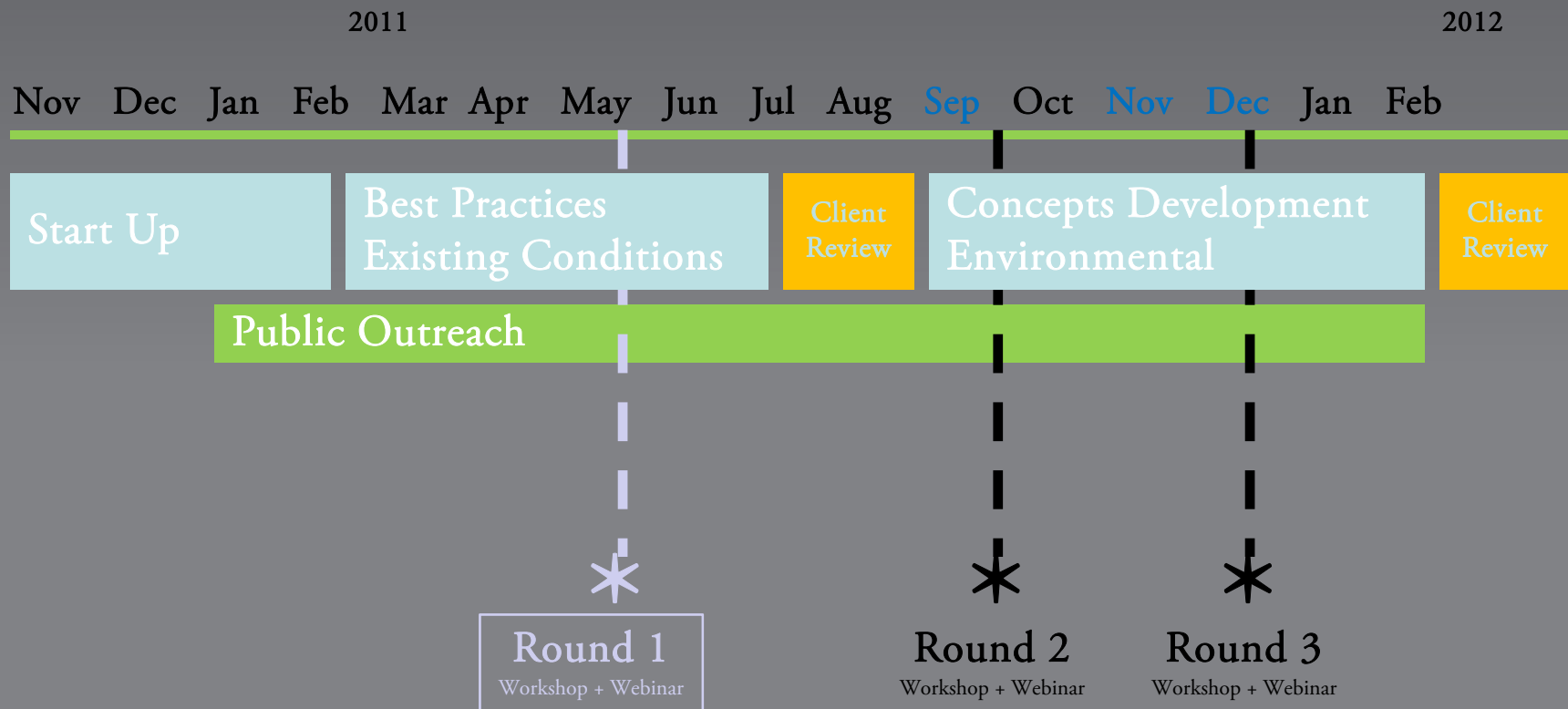


- Technical Advisory Committee
- Community Advisory Committee
- Civic Design Advisory Committee
- Coordination with other plans/programs
 - Central Market Economic Development Study
 - ENTRIPS
 - TEP
 - Other



Better Market Street

Schedule





Better Market Street

Schedule

Visioning, Planning, Concept Design

Phase 1

Phase 2



2011–2012

Environmental Review

2012–2014

Design

2014–2015

Construction

2015

Follow on Initiatives





Study Scope

- Collected pedestrian volume data at 23 locations on one weekday and one Saturday, from 8am - 10pm.
- Collected stationary activity data for 7 public spaces on one weekday and one Saturday, from 8am - 10pm.
- Evaluated all pedestrian crosswalks.
- Evaluated 18 public spaces according to 12 performance criteria.
- Evaluated 9 intersection pedestrian and cyclist “hotspots” for redesign.



SPRING SURVEY LOCATIONS



Pedestrian Movement

Market Street

- 1. Market St SW of Steuart St
- 2. Market St SW of Fremont St
- 3. Market St NW of Annie St
- 4. Market St NE of Powell St
- 5. Market St, betw. 6th St & McAllister St
- 6. Market St, betw. 8th St and 9th St
- 7. Market St, betw. Franklin St & Van Ness
- 8. Market St, betw. Octavia Blvd & Valenci

Side streets

- 9. Fremont St, E of Market
- 10. Battery St, N of Bush St
- 11. Bush St, E of Montgomery St
- 12. Montgomery St, N of Post St
- 13. 2nd St, SE of Stevenson St
- 14. Geary St, E of Kearny St
- 15. Grant Ave, N of Market St
- 16. Stockton St, N of Market St
- 17. Powell St betw. Ellis & O'Farrel St
- 18. 4th St, betw. Stevenson St & Jessie E
- 19. 5th St, betw. Stevenson St & Mint Plaza
- 20. 7th St, betw. Stevenson St & Mission S
- 21. UN Plaza, E of Hyde St Mission St
- 22. 8th St, betw. Stevenson St & Mission S
- 23. Valencia St, betw. McCoppin St & Mark

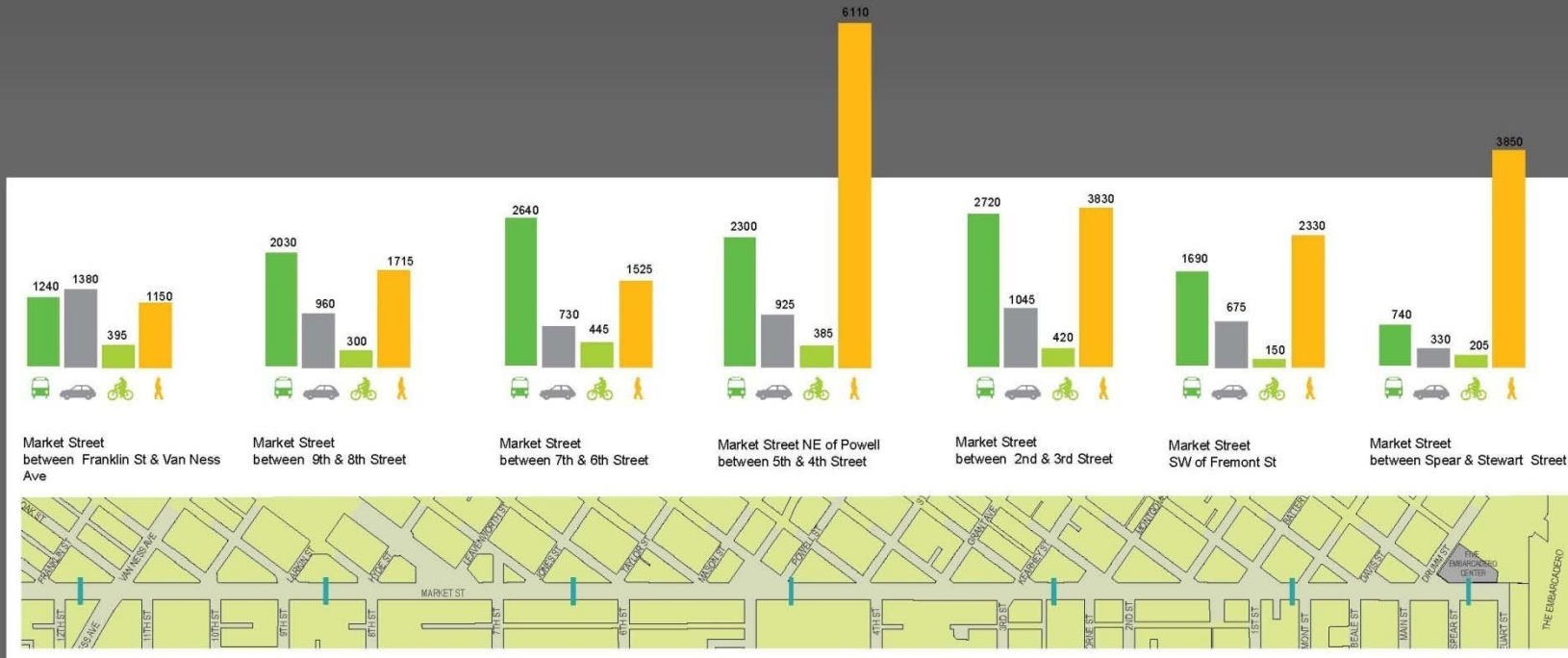
Stationary Activities

- A. Embarcadero Station Plaza
- B. Mechanic's Plaza & 455 Market Street
- C. Crown Zellerbach Plaza & 575 Market Street
- D. One Post Plaza
- E. Linear Plaza
- F. Hallidie Plaza



Major Findings

- Pedestrians are by far the biggest user

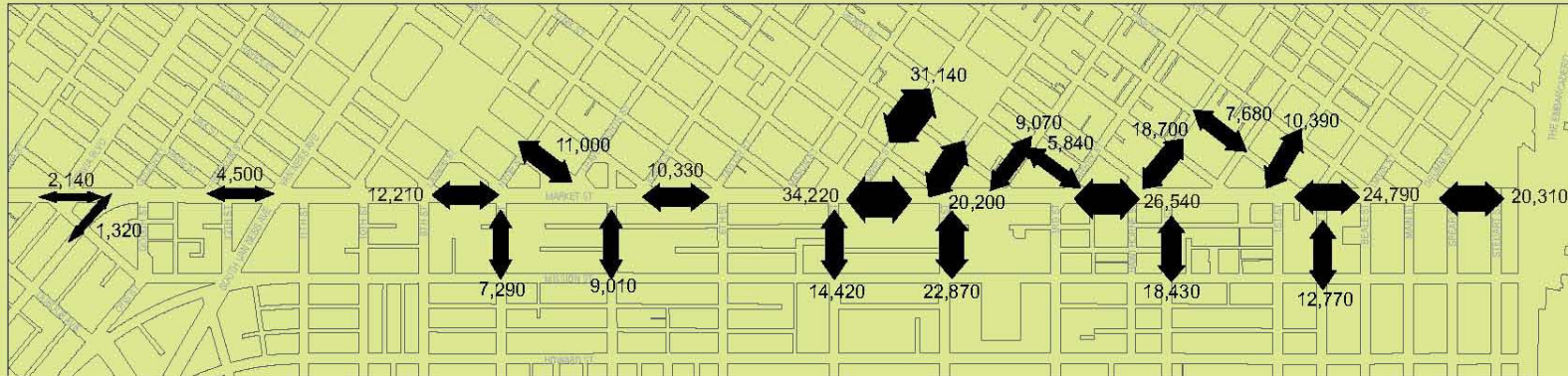




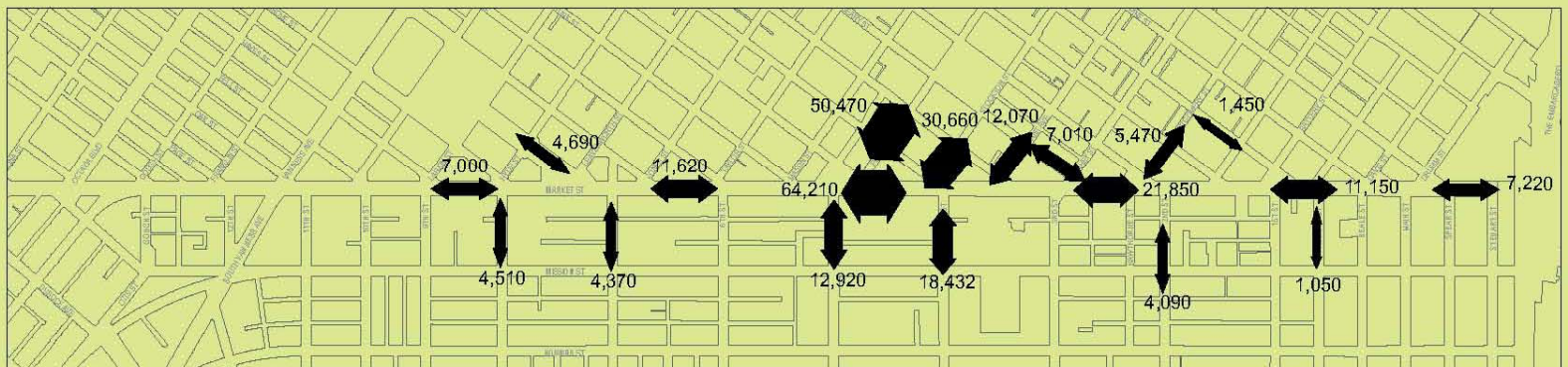
Major Findings

- Pedestrian volumes vary dramatically from one block to the next

Weekday pedestrian traffic, spring 2011
total amount of pedestrians 8 am - 6 pm



Weekend pedestrian traffic, spring 2011
total amount of pedestrians 8 am - 6 pm



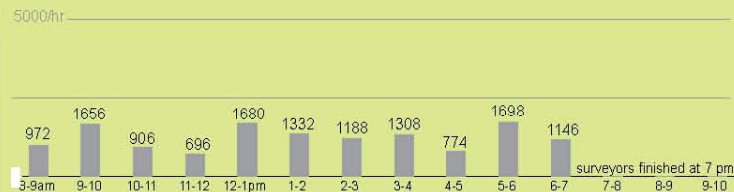


Major Findings

- Crowding is not an issue, with possible exception of one block between 4th and 5th

Market St, between 8th St and 9th St

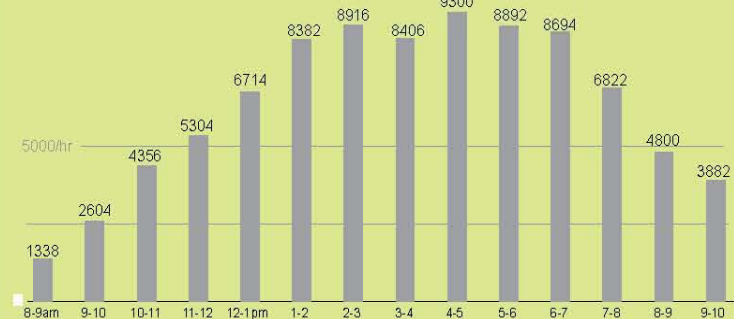
7610 ped/hour capacity of 2*16' unobstructed sidewalks



Weekday
spring 2011, pedestrians by hour

Market St NE of Powell St

10700 ped/hour capacity of 2*22.5' unobstructed sidewalks



Weekend
spring 2011, pedestrians by hour

Market St SW of Fremont St

7610 ped/hour capacity of 2*16' unobstructed sidewalks

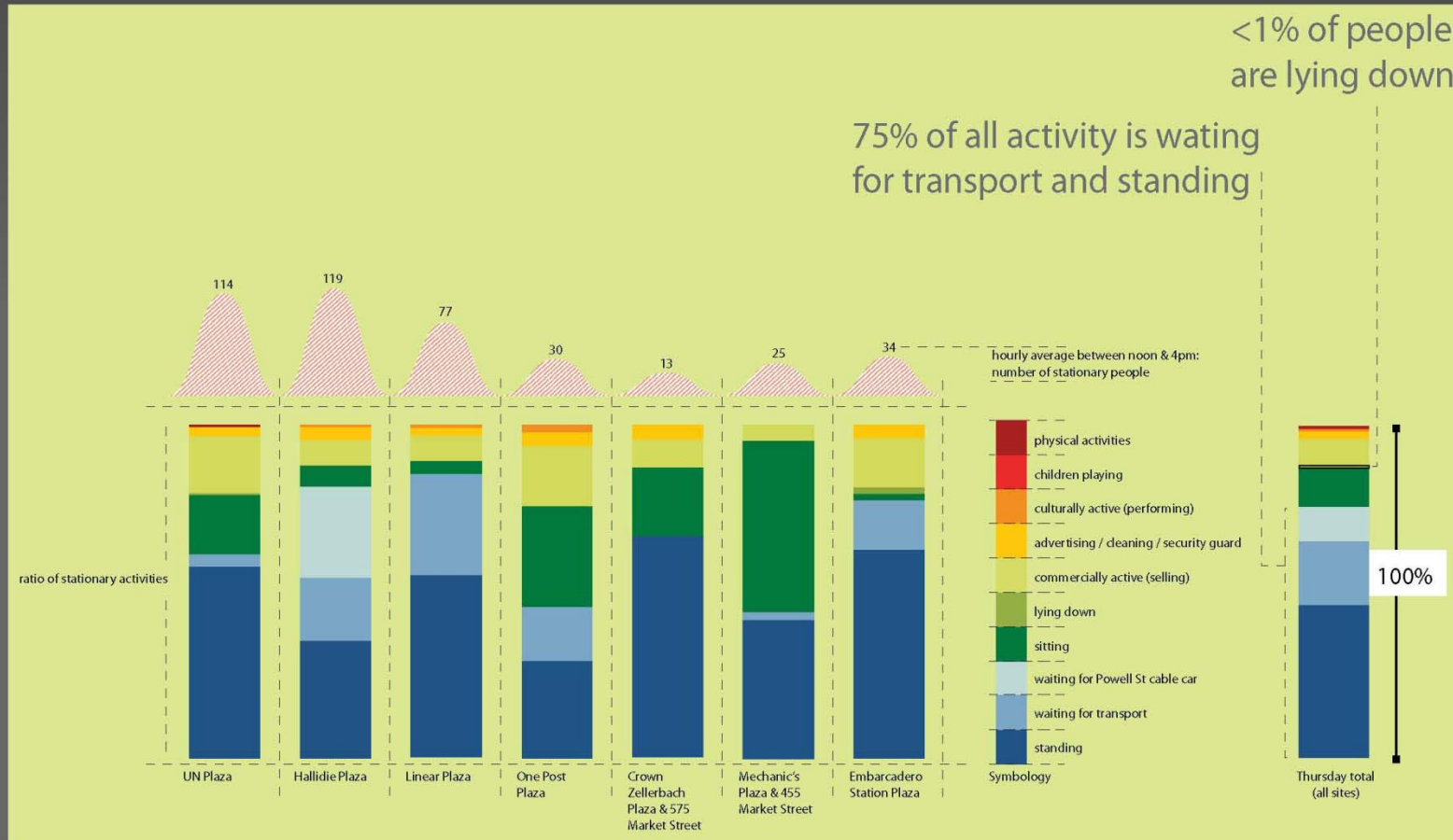


Weekday
spring 2011, pedestrians by hour



Major Findings

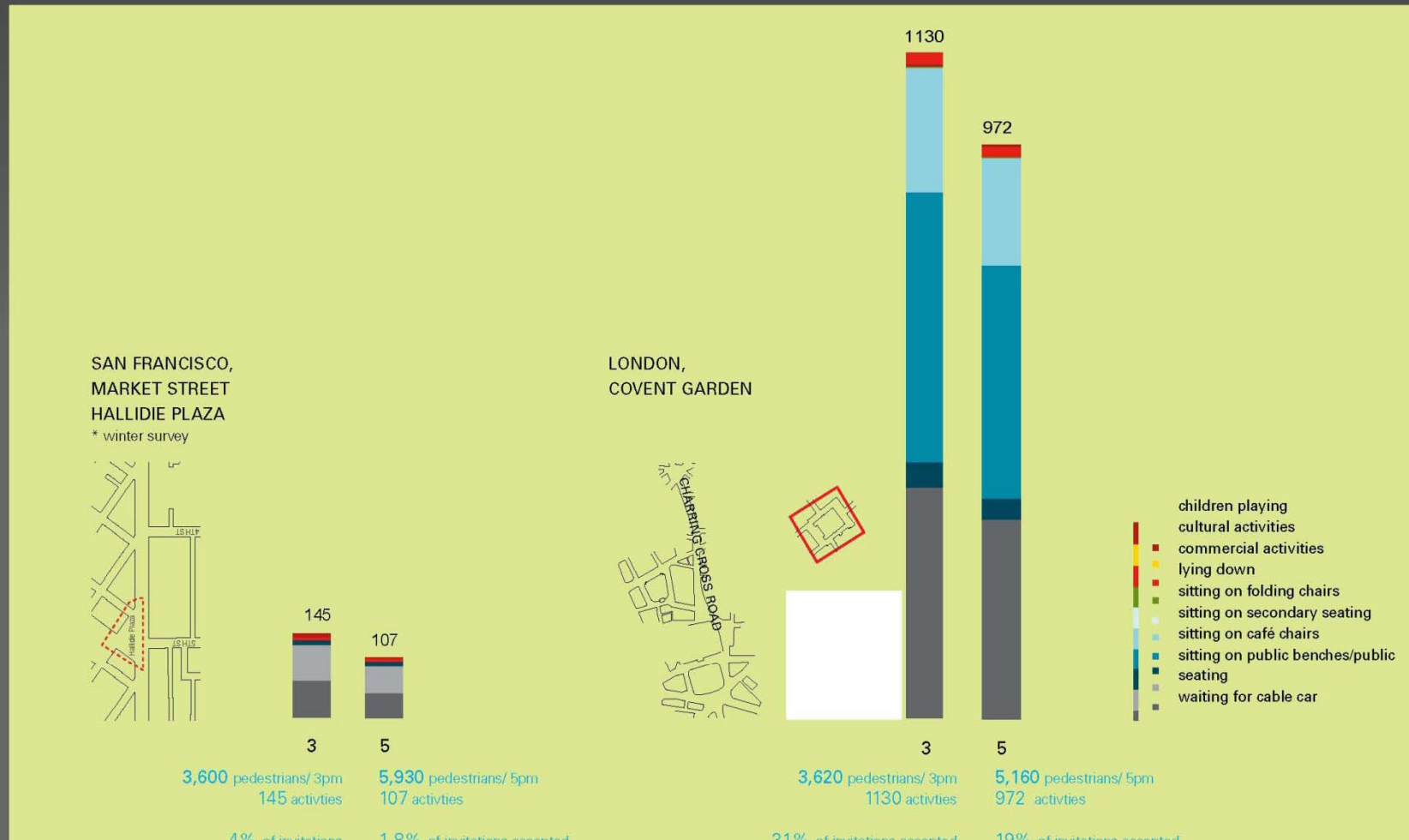
- Activities along Market Street are remarkably consistent, despite going through diverse neighborhoods





Major Findings

- Staying activities along Market Street are well-below potential





Major Findings

- There is very little pedestrian activity after 6pm



Decline in hourly pedestrian volumes after 7 pm
Weekday, spring 2011



Decline in hourly pedestrian volumes after 7 pm
Weekend, spring 2011





Major Findings

- Conditions for pedestrians can be improved at intersections

Interrupted pedestrian desirelines



Geary and Kearny Streets intersection

Desire line interruptions and “island hopping” by side streets

in **33%** of side street intersections at northern side





Major Findings

- Conditions for cyclists vary dramatically along the street

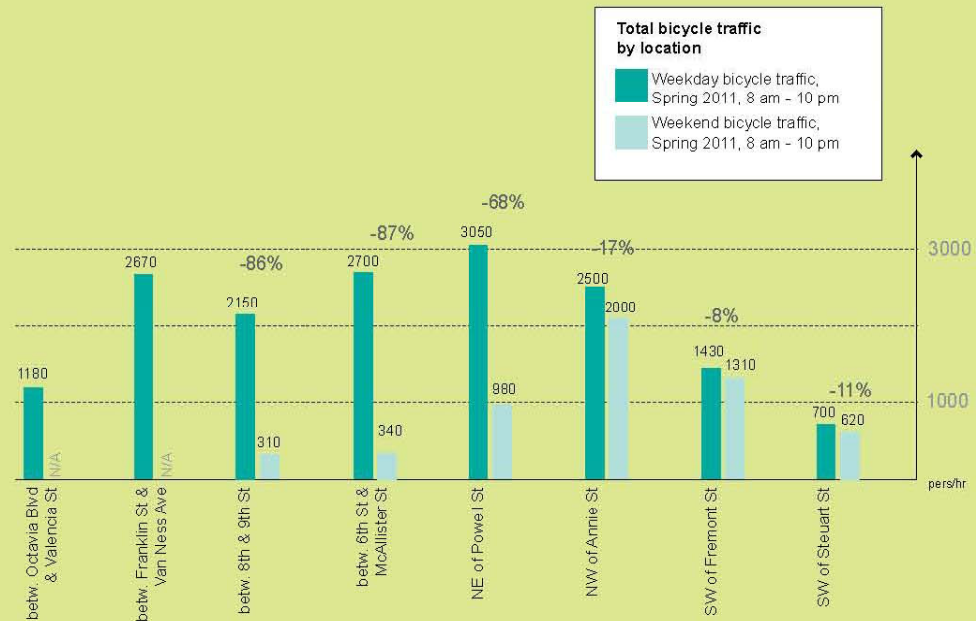
LESS PEOPLE CYCLING IN THE WEEKEND

Less people cycling in the weekend.

Drastic weekend decrease west of Annie St. Commuting rather than leisure traffic.

Slightly lower levels of cycling traffic north from Annie St as in weekdays

Side Streets located by commercial heart - 4th and 2nd St as well as Stockton, Grant, Geary and Montgomery St - see increasing volumes of cyclists in the weekend.





Major Findings

- Large sections of ground-floor frontages fail to engage with the street

Ground floor frontage potential

The character of the built environment and its impact on public space and public life varies dramatically throughout the length of the project site.

Below we analyzed the grain, quality of frontage and scale of buildings. Each area present a unique set of challenges and potential to be addressed in the design.



Octavia Blvd - Van Ness Ave
 Medium grain
 Low quality ground floor facades
 Narrow sidewalks



Van Ness Ave - 8th St
 Large grain
 Low quality ground floor facades



8th - 5th St
 Small grain
 Low quality ground floor facades



5th - 4th St
 Large grain
 Good quality ground floor



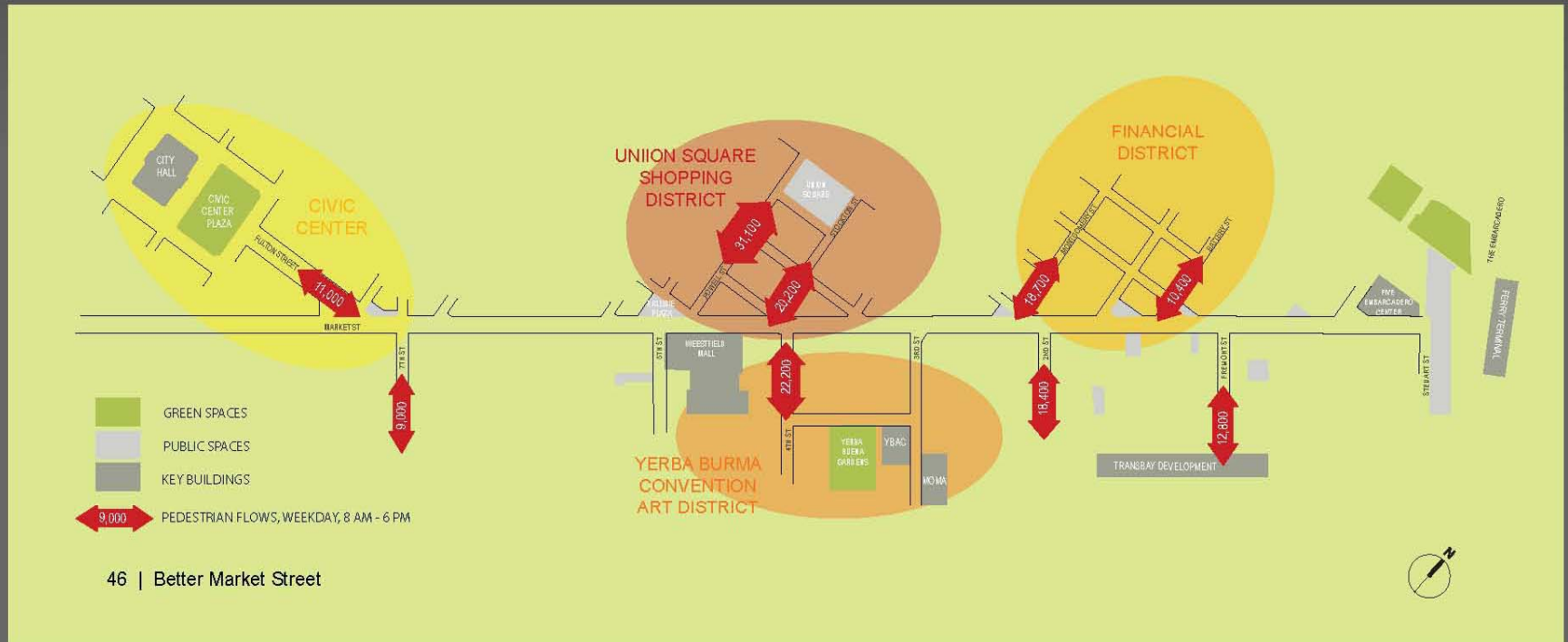
4th - 1st St
 Medium grain
 Medium quality facades



1st - Steuart St
 Large grain
 Low quality ground floor facades

Major Findings

- Market Street is not well-integrated with the larger public space network
- Only the Retail Heart plays an important role as part of a wider network of open spaces





Implications - First Thoughts

- Different segments of Market Street will need design solutions that reflect local conditions, and not only a corridor-wide solution.
- Market Street functions decently as a corridor for moving pedestrians, but does very poorly as a public space destination.
- The perception of safety will need to be addressed if Market Street is going to become a desirable open space destination. There are a number of strategies to achieve this.
- Urban design solutions will need to take advantage of the unique transit and bike conditions.



Better Market Street



Transportation

WHO IS MOVING ALONG THE STREET?

During weekday peak periods, the average number of people traveling along Market



49%
WALKING



32%
PUBLIC TRANSIT

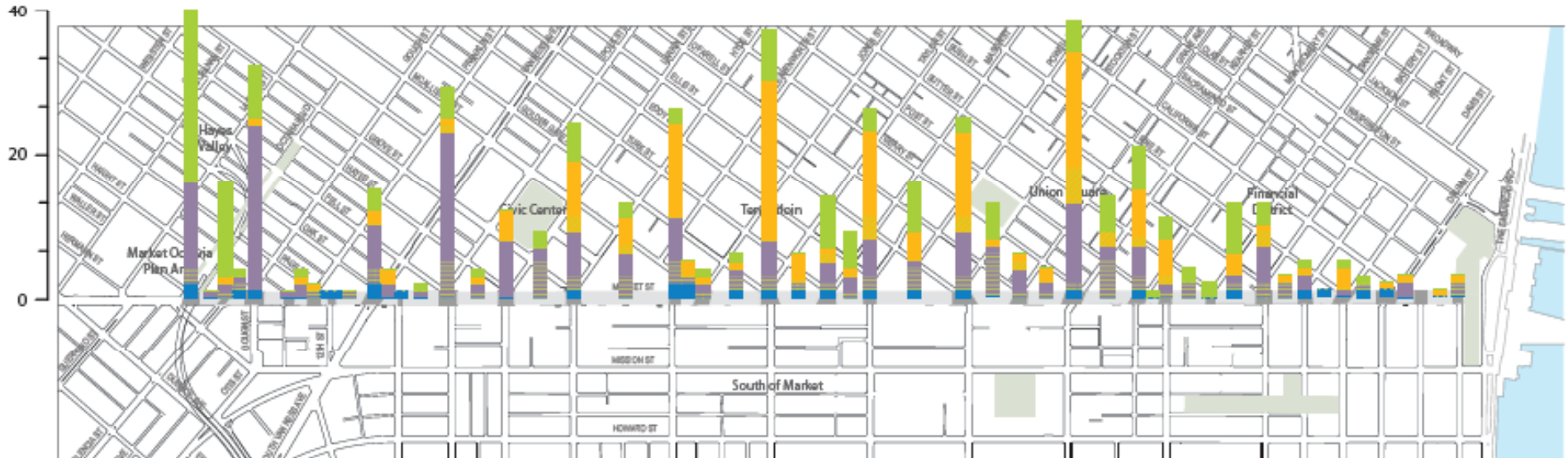


14%
CARS



5%
BIKE

MARKET STREET SAFETY - PEDESTRIAN, BIKE, AND CAR COLLISIONS 2005 - 2009



Mid-Market

Low pedestrian foot traffic throughout the day



Retail Heart

Increasing activity in the afternoon and on weekends

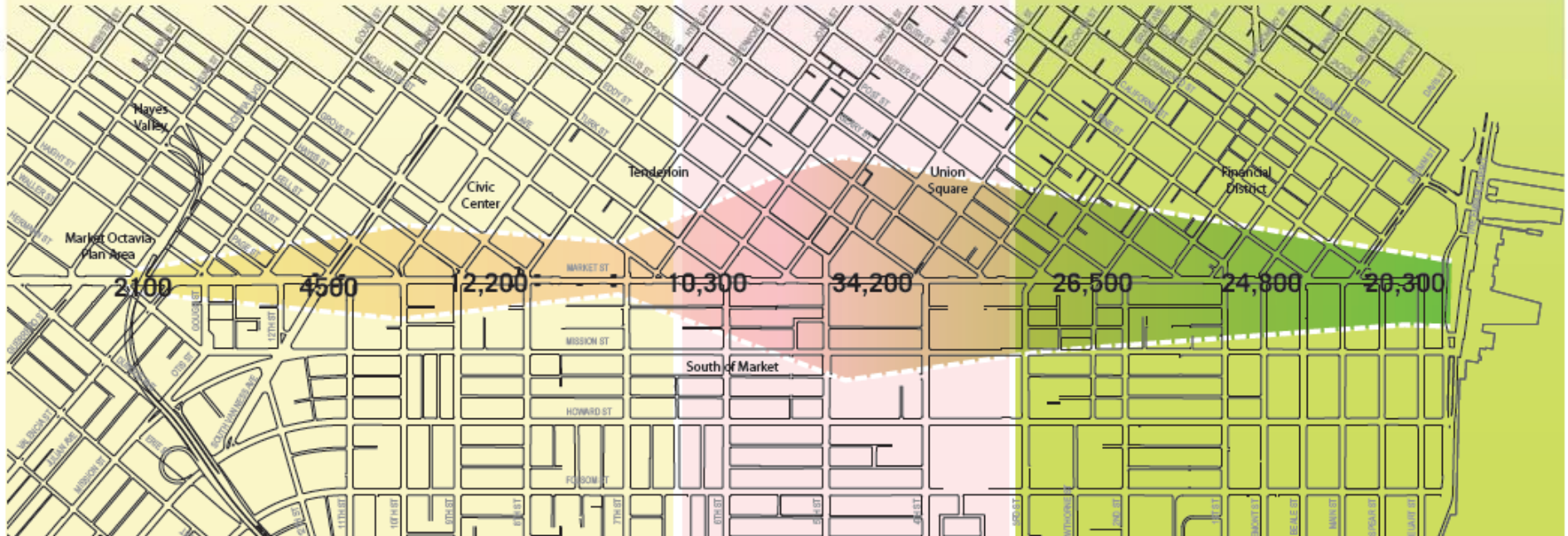


Financial District

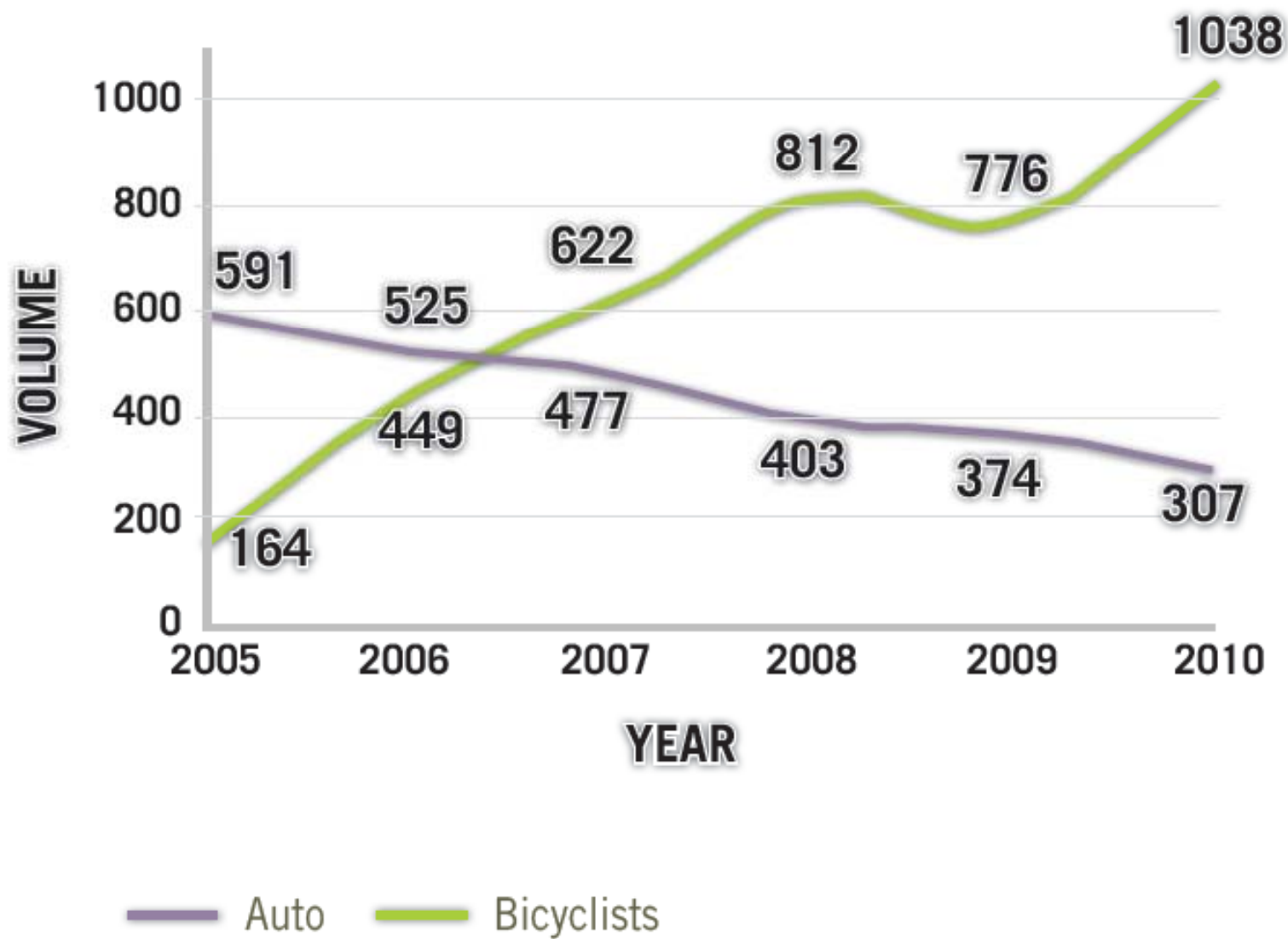
Increasing from morning to afternoon; declines in evenings



Pedestrian volumes



BTWD Traffic Volume and Mode Split - Eastbound AM Peak Market Street Data





Better Market Street

VEHICLE TRAFFIC VOLUMES

PM PEAK HOUR



- Traffic Analysis Study Area
- Greater than 2000 vehicles per hour
- 800 - 2000 vehicles per hour
- 500 - 800 vehicles per hour
- Less than 500 vehicles per hour
- Arrows indicate one-way street





Introduction



Loading Delay



Congestion



Island Congestion



Bicycle Conflict

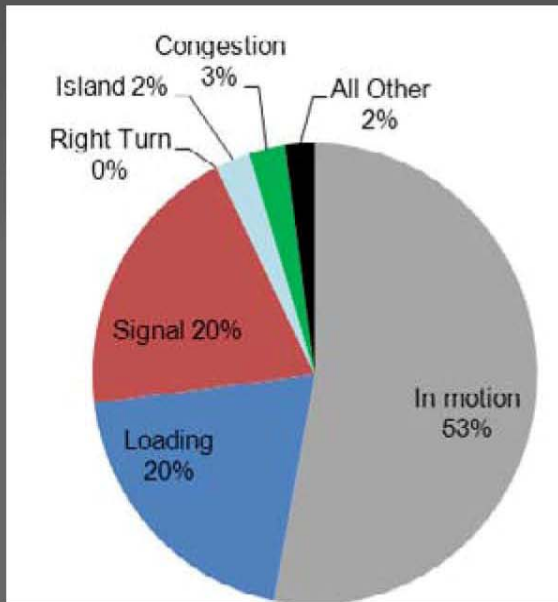


Pedestrian Conflict

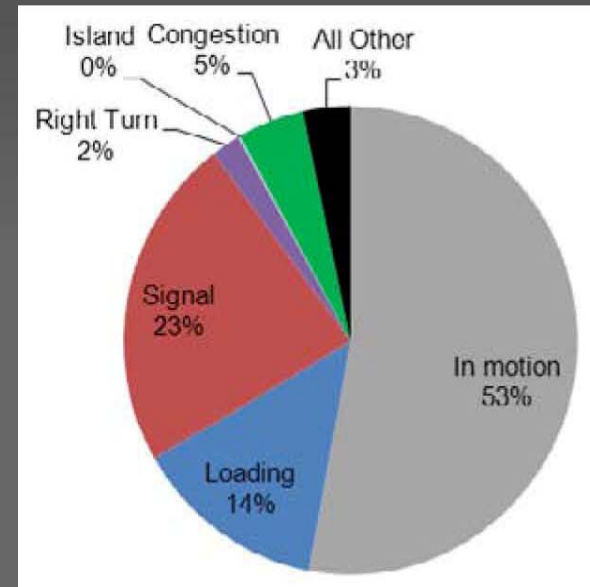


Components of Travel Time

Center Lane



Curb Lane





Loading Delay

- High Floor Transit Vehicles
- Narrow Boarding Islands
- On-board Payment

Signal Delay

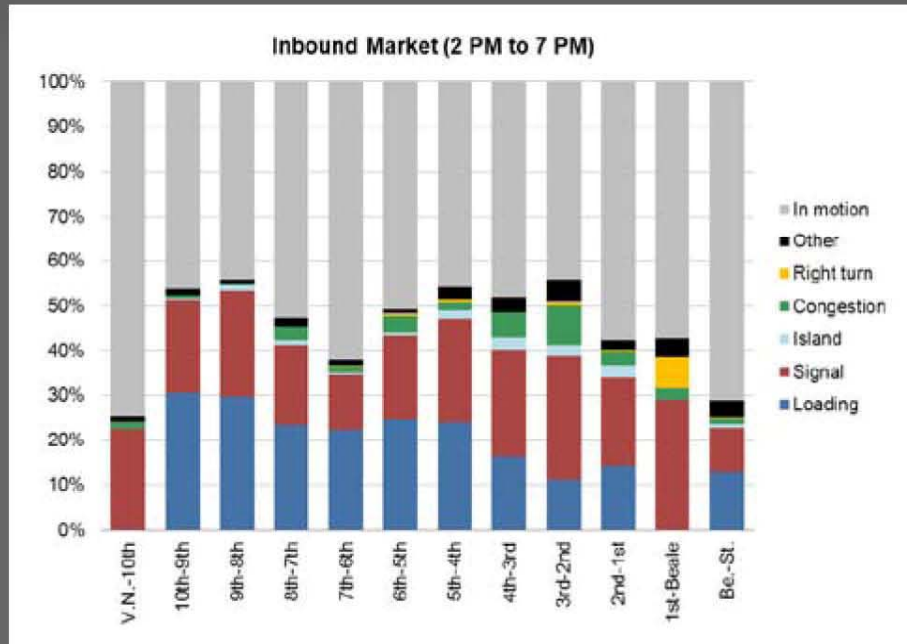
- Lack of Transit Signal Progression or Signal Priority
- Insufficient Green Time for Traffic on Market Street



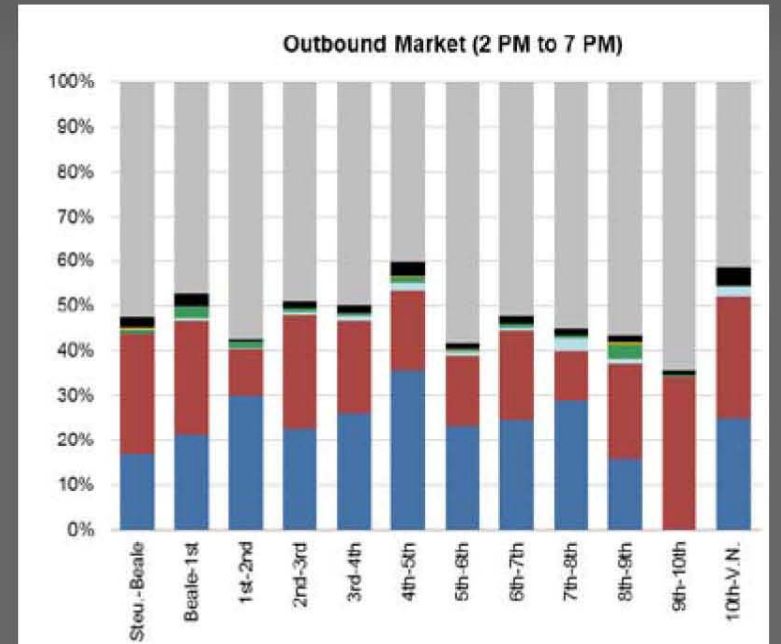
Average Running Time by Block



Inbound



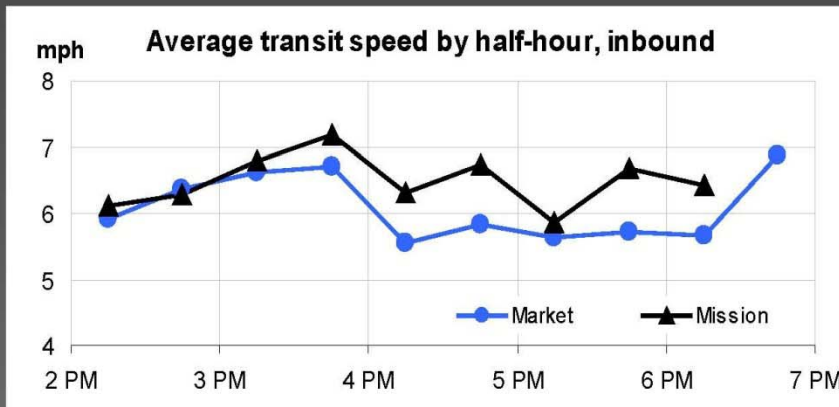
Outbound





Average Transit Speed

Inbound

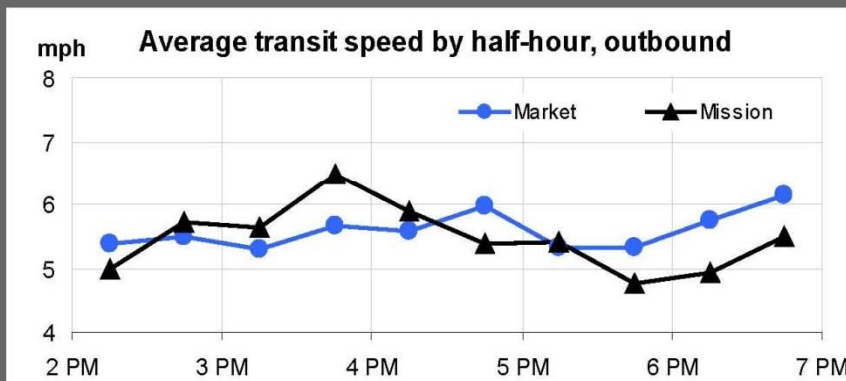


Average

Market: 5.8mph

Mission: 6.5mph

Outbound



Market: 5.6mph

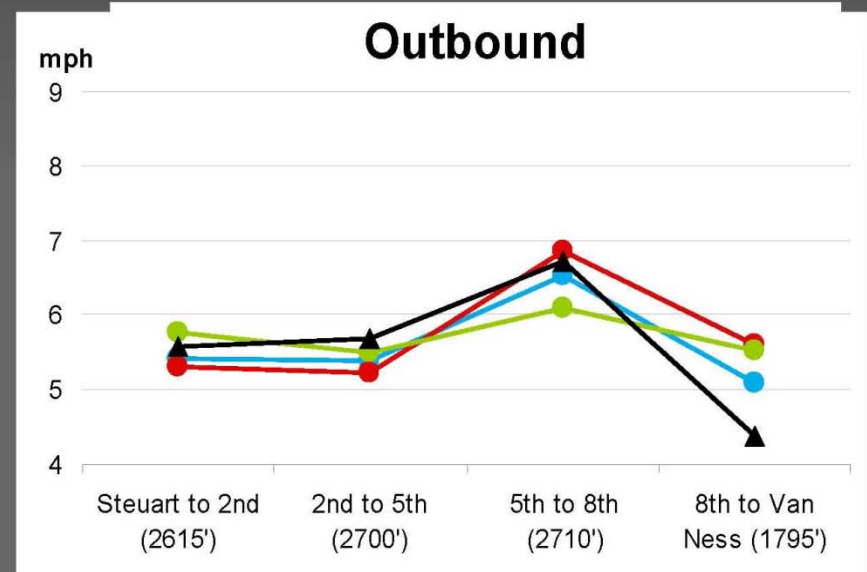
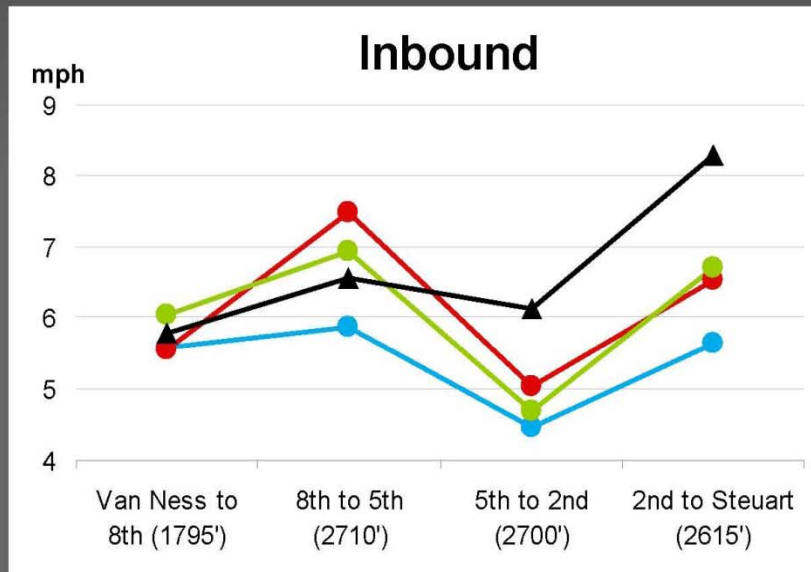
Mission: 5.5mph



Average Speed by Type of Line

Inbound

Outbound



● F line ● Market trolley ● Market diesel ▲ 14-Mission



Conclusions

- Half of transit time is spent stopped, mostly loading or at red lights.
- Same % of time in motion for center/curb and inbound/outbound.
- Market and Mission streets have similar transit speeds, but Market Street is less affected by rush-hour traffic than Mission Street.
- Right turn delay prominent inbound at Beale Street.
- The F Line is the slowest inbound; less speed variation between type of line outbound.



Next Steps

- Finalize Existing Conditions and Best Practices Research
- Develop Evaluation Framework
- Concepts Development
- Round 2 - Public Outreach – Fall 2011



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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