Better Market Street

Presentation to the SFMTA Board of Directors

June 19, 2012
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

Planning Department
Neil Hrushowy – Urban Design Lead
David Alumbaugh – Urban Design

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
Better Market Street

Community Outreach

1. PLACEMAKING: 168 votes
2. WALKING: 143 votes
3. BICYCLING: 142 votes
4. ECONOMIC VITALITY: 132 votes
5. PUBLIC TRANSIT: 93 votes
6. CIVIC: 72 votes
7. CONNECTING NEIGHBORHOODS: 67 votes
8. SERVICE AND TAXI ACCESS: 12 votes
9. VEHICULAR CIRCULATION: 10 votes

*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
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
- Additional access changes
- Limited vehicle access
- Car free

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

- Financial
  - Fremont – 3rd
- Mid-Market
  - 5th – 7th
- Retail
  - 3rd – 5th
- Octavia
  - 12th to Octavia
- Civic Center
  - 7th – 12th
- One Street Meeting
  - Embarcadero
    - Embarcadero – Fremont
Introduce Streetlife Zone
One Street Meeting

Revitalize Major Public Spaces
Better Market Street

Schedule – Phase 1

2011
May Jun Jul Aug Sep Oct Nov Dec

2012
Jan Feb Mar Apr May June July Aug Sept Oct Nov Dec

- Best Practices
  - Existing Conditions
- Public Outreach
- Stakeholder Outreach
- Concepts Development
- Additional Outreach Activities

Round 1
Workshop + Webinar

Round 2
Workshop + Webinar

Round 3
Workshop + Webinar

Key Stakeholder Meetings
Visioning, Planning, Concept Design

Schedule

2011–2012

Phase 1

2012–2014

Environmental Review

2014–2015

Design

2015

Construction

Follow on Initiatives
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

For more information, contact:
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