# Better Market Street Project

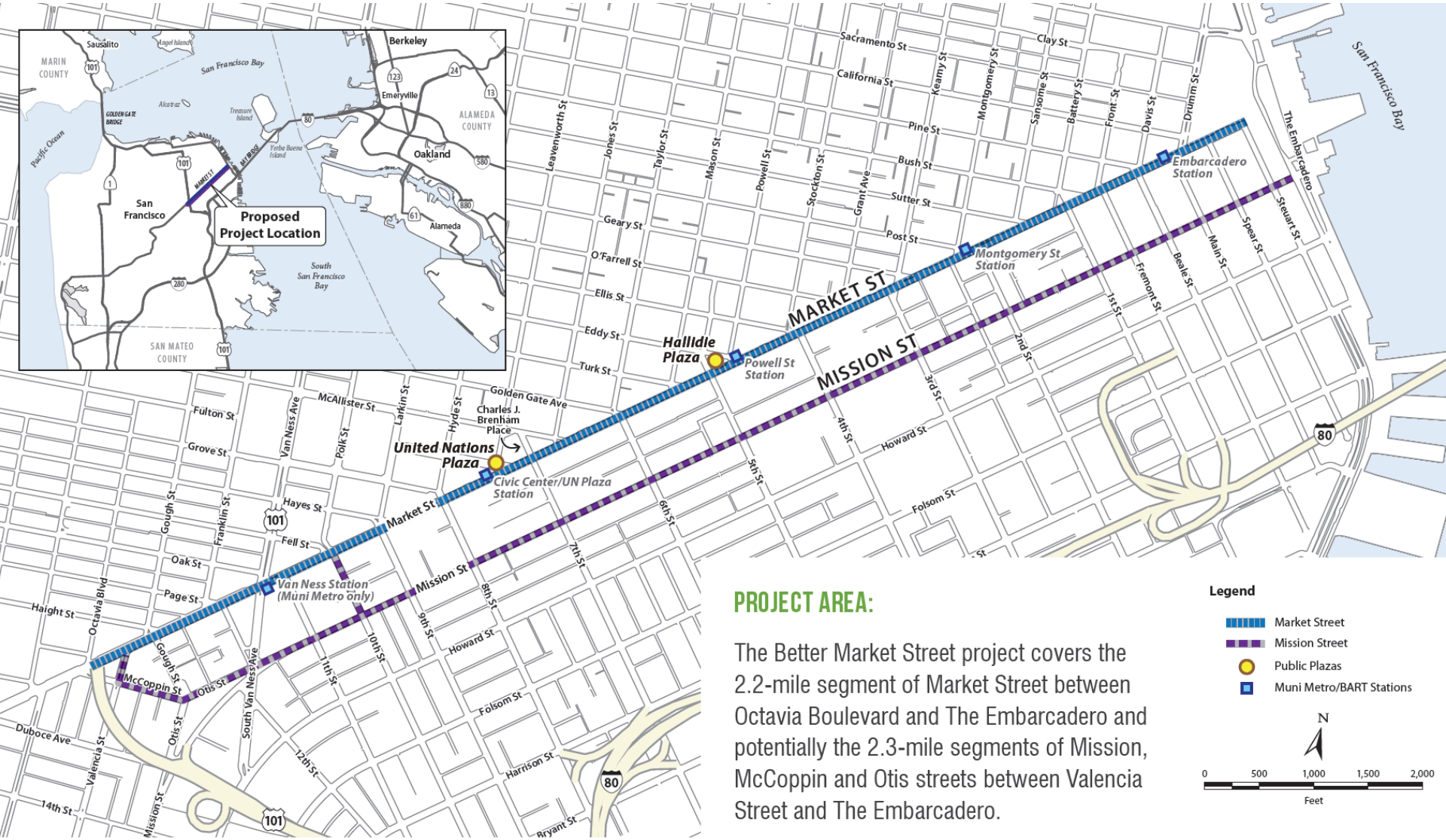
Market Octavia CAC

March 16, 2015

SAN FRANCISCO PLANNING DEPARTMENT

SFMTA | Municipal Transportation Agency

# Better Market Street Project Area




## PROJECT AREA:

The Better Market Street project covers the 2.2-mile segment of Market Street between Octavia Boulevard and The Embarcadero and potentially the 2.3-mile segments of Mission, McCoppin and Otis streets between Valencia Street and The Embarcadero.

**Legend**

- Market Street
- Mission Street
- Public Plazas
- Muni Metro/BART Stations

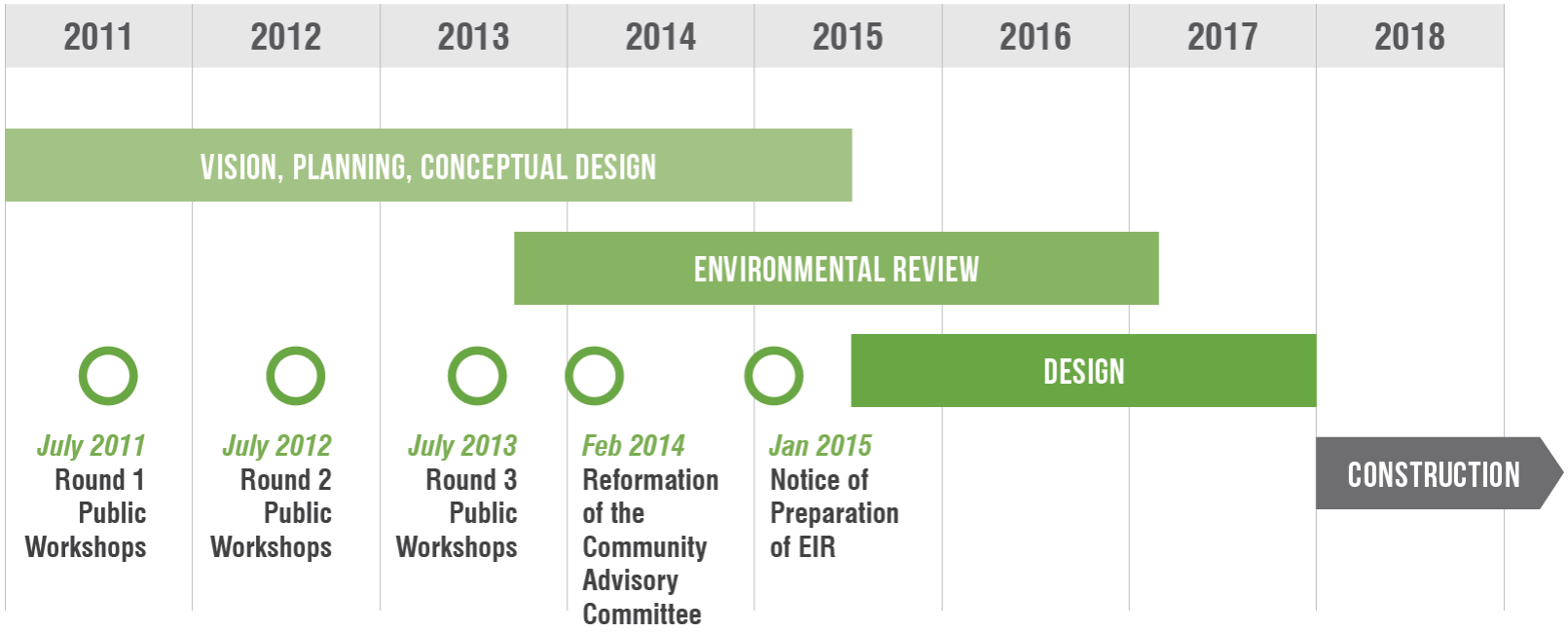
N

0 500 1,000 1,500 2,000

Feet

# Better Market Street Schedule

## PROJECT TIMELINE:




Market St. San-Francisco Cal

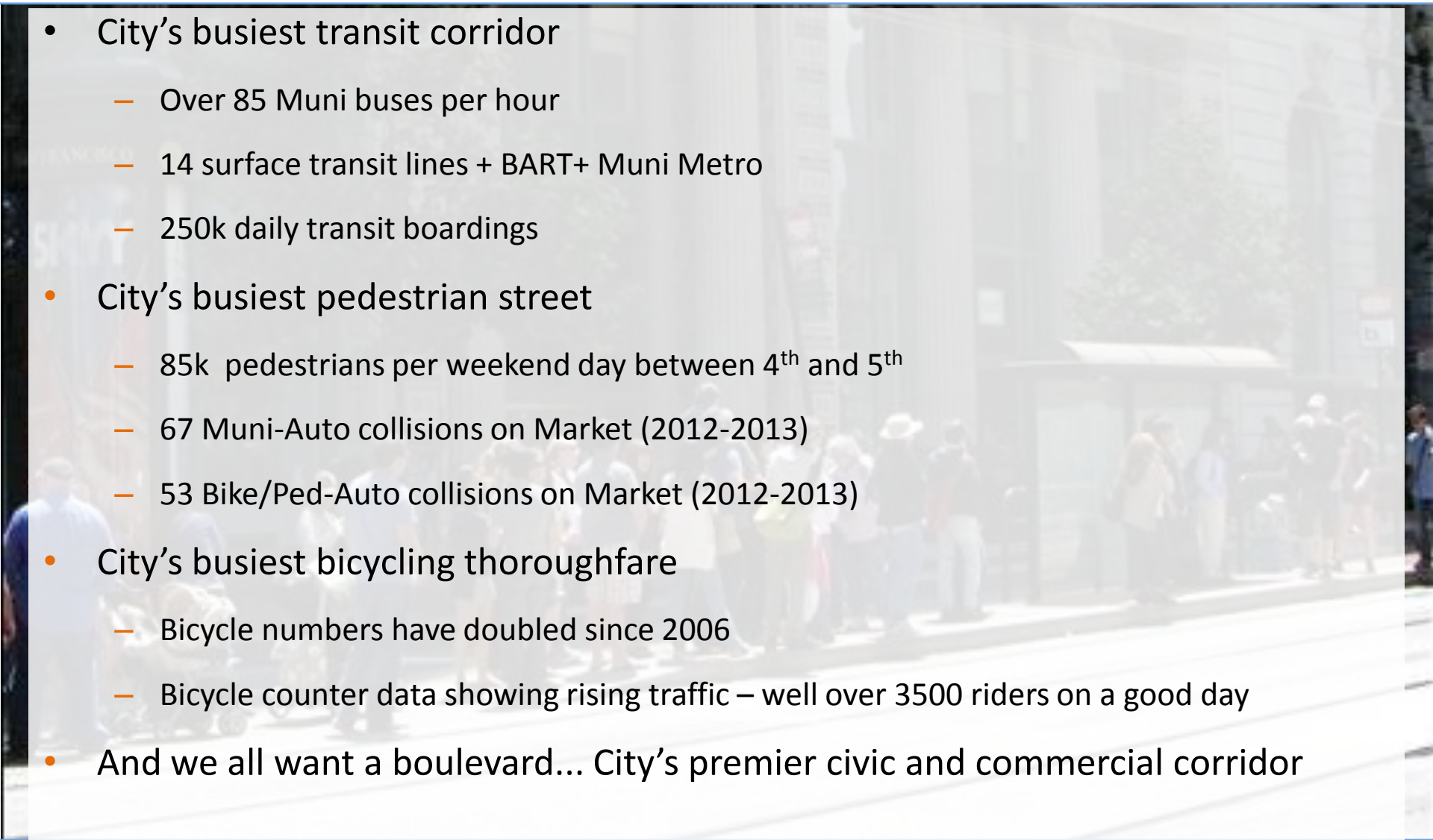

DAWN


EMBASSY


CITIZENS FEDERAL SAVINGS
MORRIS PL
FARROS
FARROS

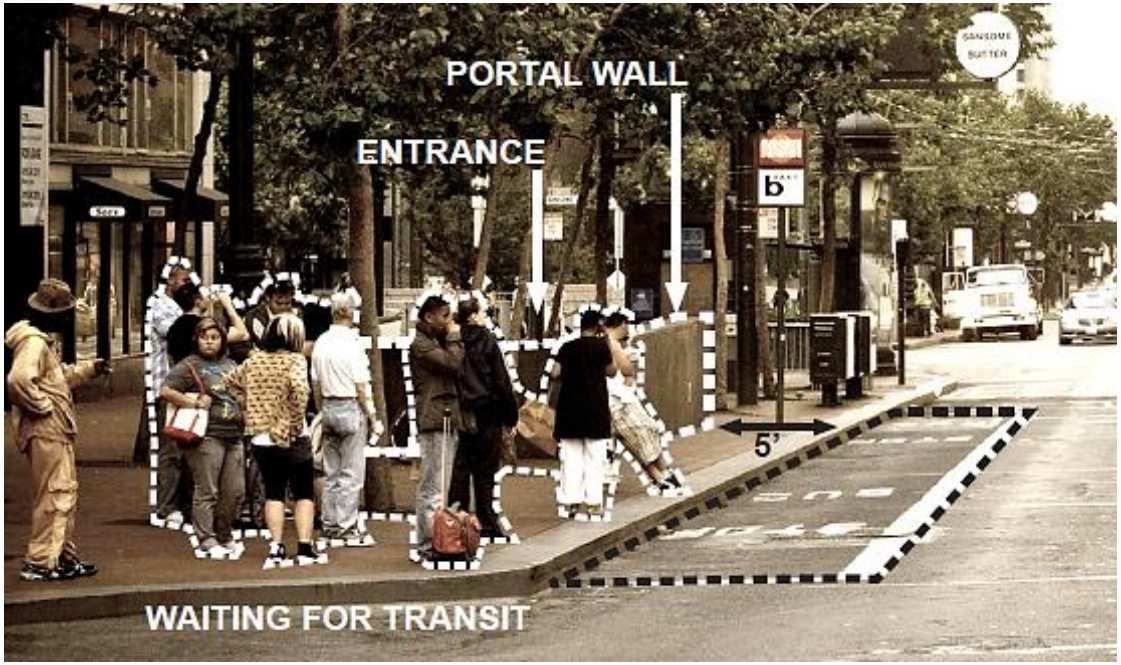
# Market Street

# Market Street



- City's busiest transit corridor
  - Over 85 Muni buses per hour
  - 14 surface transit lines + BART+ Muni Metro
  - 250k daily transit boardings
- City's busiest pedestrian street
  - 85k pedestrians per weekend day between 4th and 5th
  - 67 Muni-Auto collisions on Market (2012-2013)
  - 53 Bike/Ped-Auto collisions on Market (2012-2013)
- City's busiest bicycling thoroughfare
  - Bicycle numbers have doubled since 2006
  - Bicycle counter data showing rising traffic – well over 3500 riders on a good day
- And we all want a boulevard... City's premier civic and commercial corridor

# Market Street

# Projected Jobs Growth by 2035

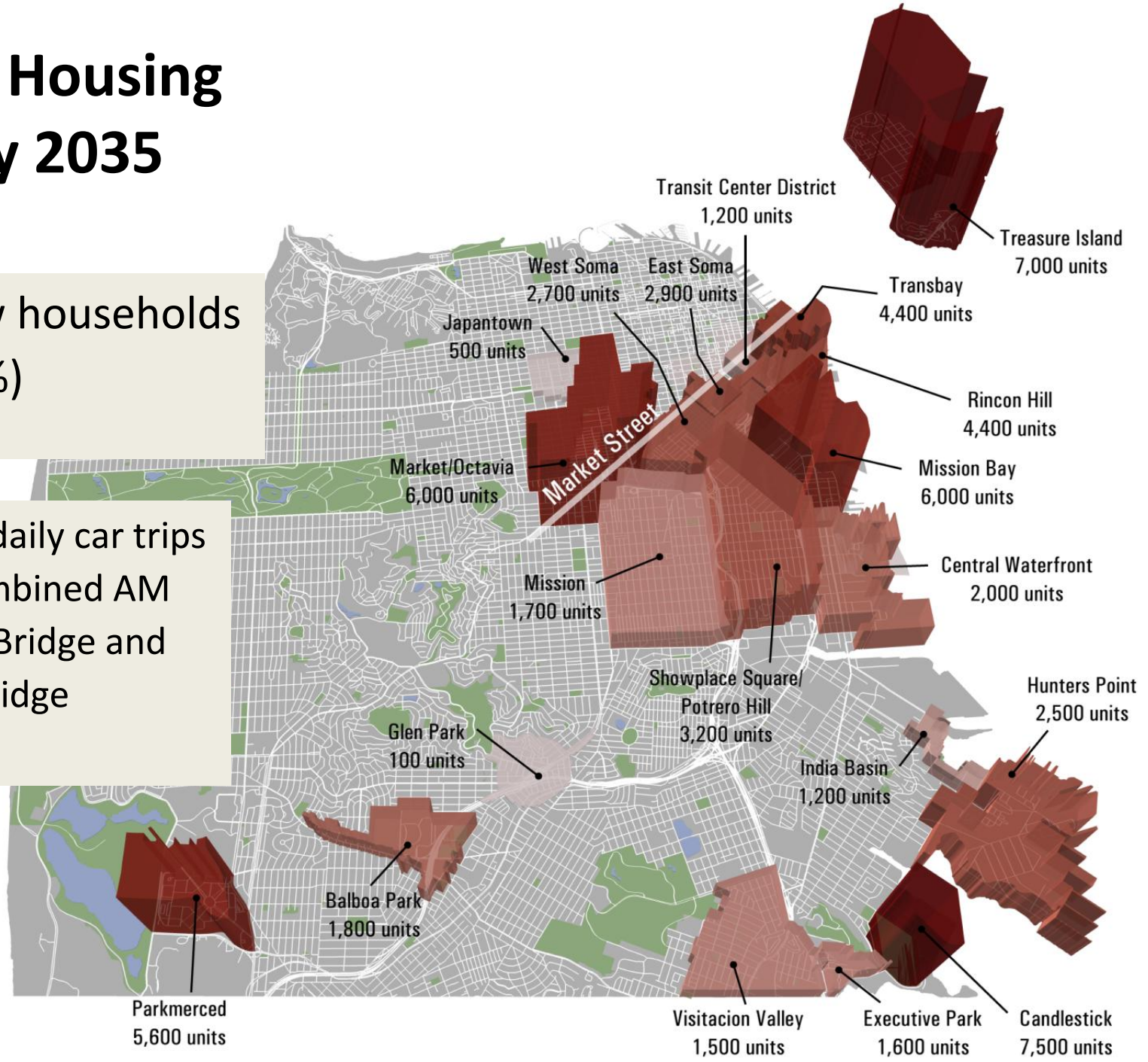
191,000 new workers (approx. 25%)

412,000 more daily car trips (~= current combined AM volume of Bay Bridge and Golden Gate Bridge crossings)

# Projected Housing Growth by 2035

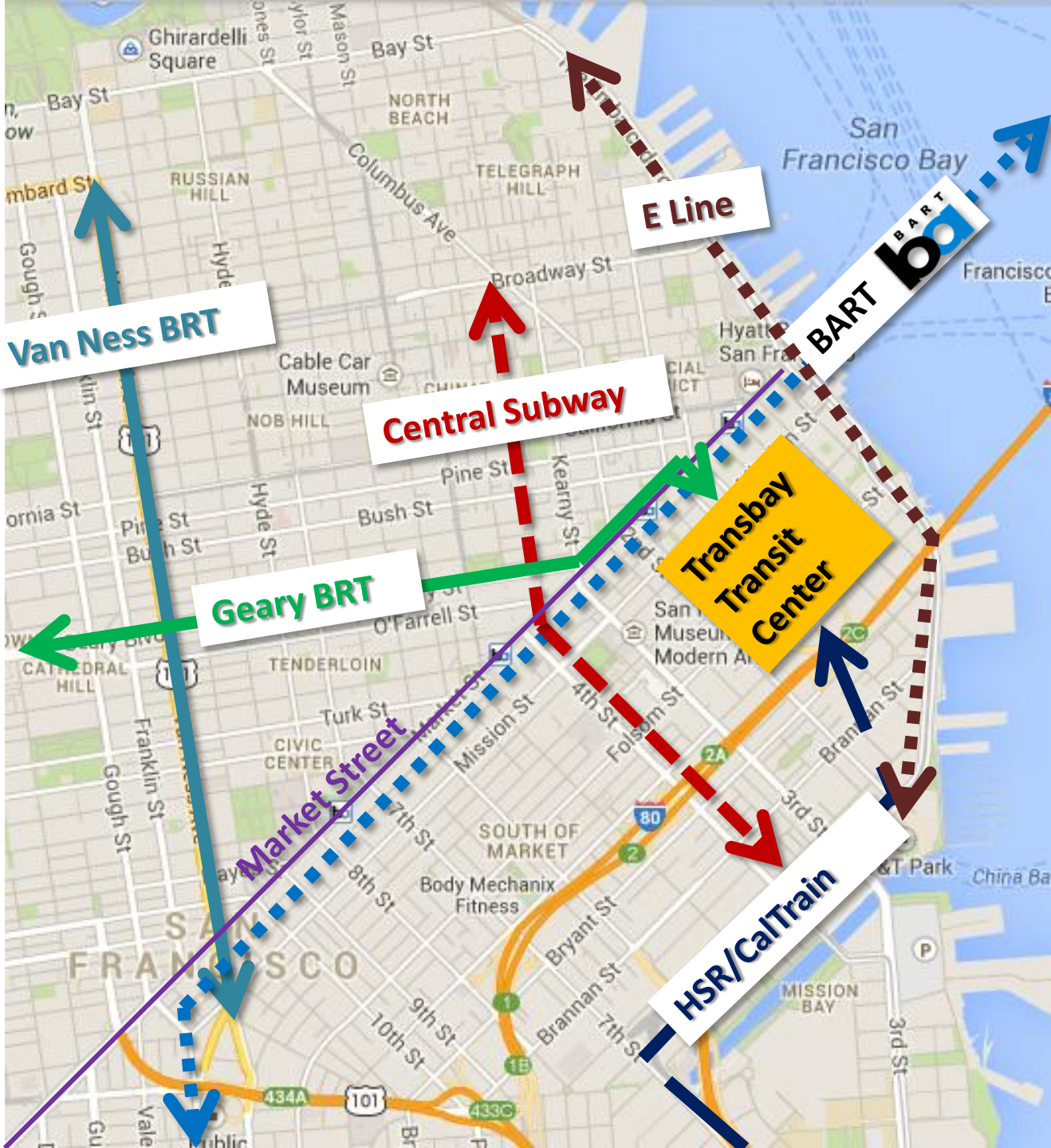
101,000 new households (approx. 15%)

412,000 more daily car trips (~= current combined AM volume of Bay Bridge and Golden Gate Bridge crossings)



# Market Street & Transit Modes

Central role in connecting existing and future transit modes and projected growth in employment and housing.



# City's Goals

- Transit Capacity→ Muni Forward and Transportation 2030
  - 2014 General Obligation Bond & 2016 Vehicle License Fee provide funding for streets and transportation ($1.5 billion)
  - Build capacity of Muni's backbone to support planned growth
- Safety → Vision Zero
  - Zero traffic fatalities by 2024
- Bicycle Capacity → SFMTA Bicycle Strategy
  - 8-10% mode share by 2018; currently 3.5%
- Street Life → Market Street
  - Revamp 1970s streetscape into premier civic and commercial corridor
  - Bring activity and energy to sidewalks and plazas

BETTER MARKET STREET

# Creating a synergy between transport and place

How to make a mobility corridor that works for 21st Century and a grand civic and commercial boulevard?

Studying 3 design options with substantial improvements to:

- safety
- accessibility
- pedestrian conditions
- cycling facility
- transit service and stops
- invitations for street life

# Studying 3 alternatives & 2 Design Options in environmental review

All alternatives include substantial improvements to pedestrian conditions, cycling facility, transit service, transit stops, sidewalks and public space.

<table>
<tr><th>3 Alternatives</th><th>2 Design Options</th></tr>
<tr><td>1 – Market Street</td><td rowspan="2">Option A (Market Shared Lane)<br>OR<br>Option B ( Market Cycle Track)</td></tr>
<tr><td>2 – Market Street (Moderate)</td></tr>
<tr><td>3 – Market Street + Mission Street</td><td>Option A (Market Shared Lane) + Mission Cycle Track</td></tr>
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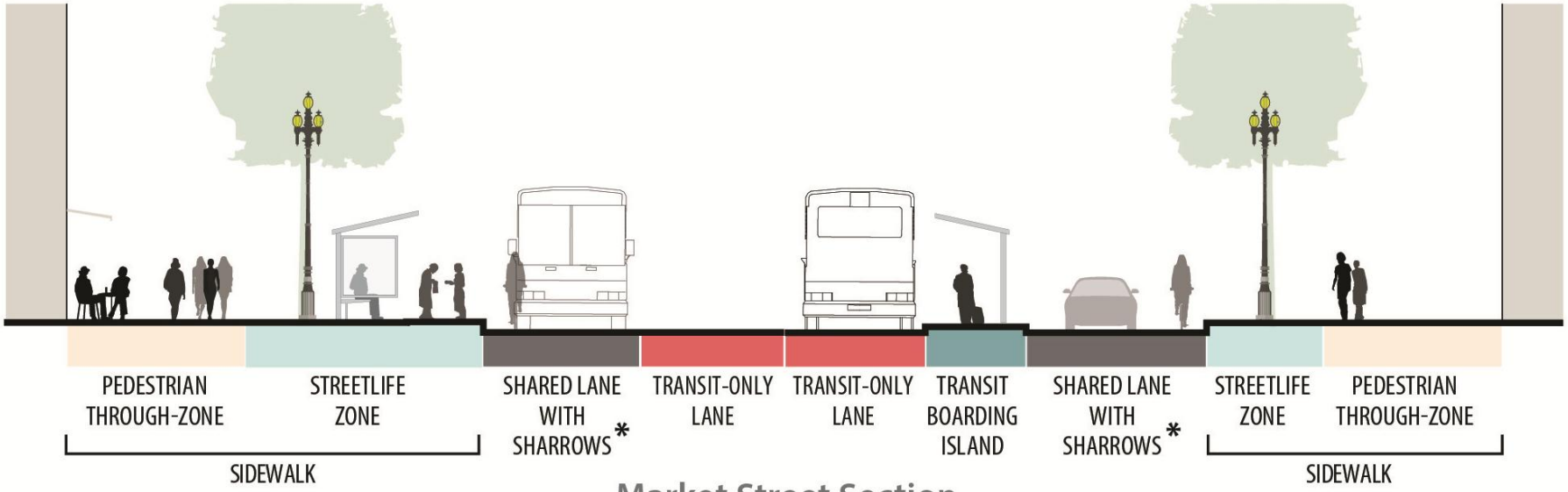
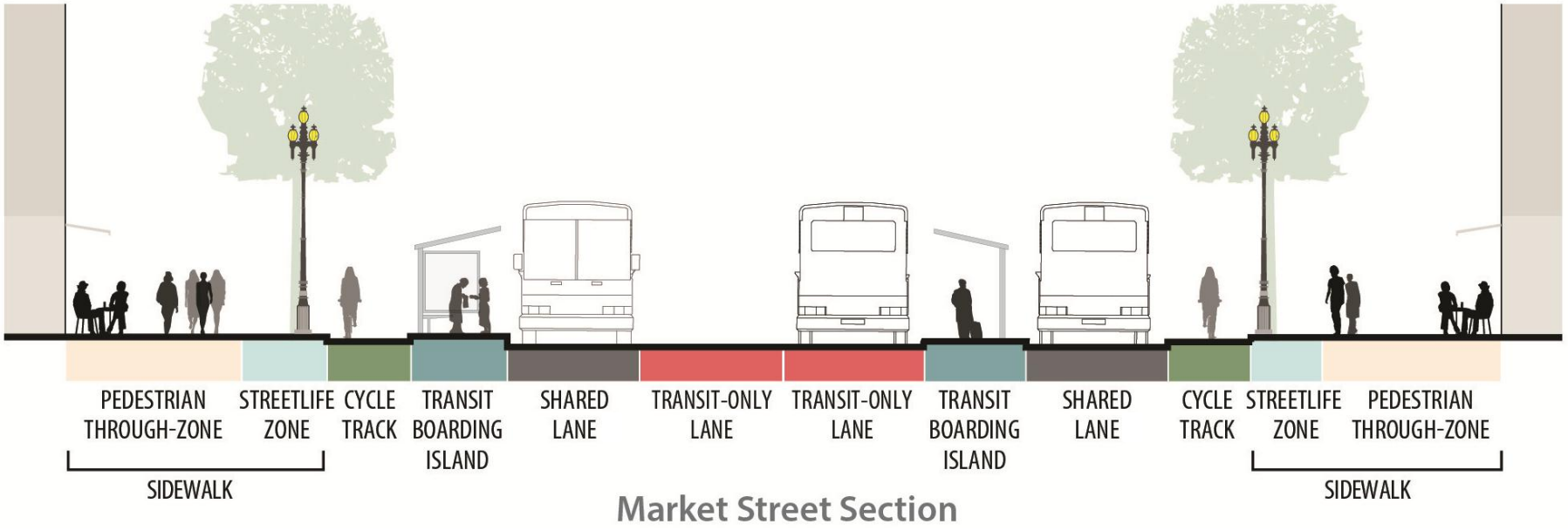
BETTER MARKET STREET

# Design Option A – Market Street shared lane




Market Street Section

# Design Option B - Market Street cycle track



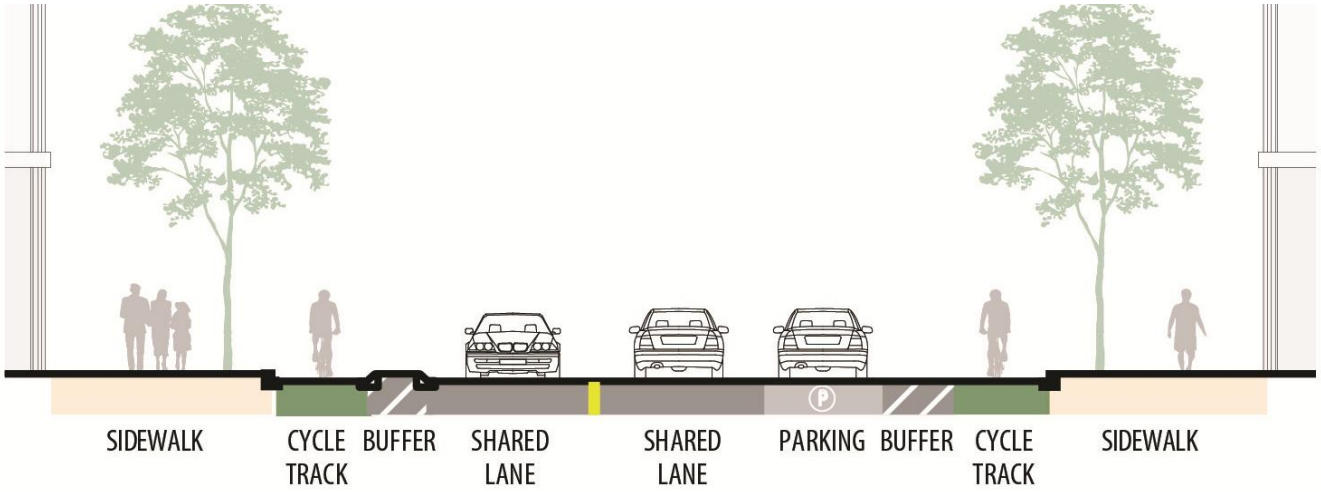

Market Street Section

# Separated Bike Facility

Market Street


Duboce Avenue at Church Street

# Alternative – Market Shared Lane + Mission Street cycle track




Mission Street Section

1 TRANSIT DESIGN

2 VEHICULAR RESTRICTIONS

3 LOADING

# Increase Capacity and Speed through Design and Operations

Transit optimization +

Auto restrictions +

Separate bicycle facility +

Transit signal priority =

**Anticipated transit improvement of**

**15-20% local, 20-25% Rapid**

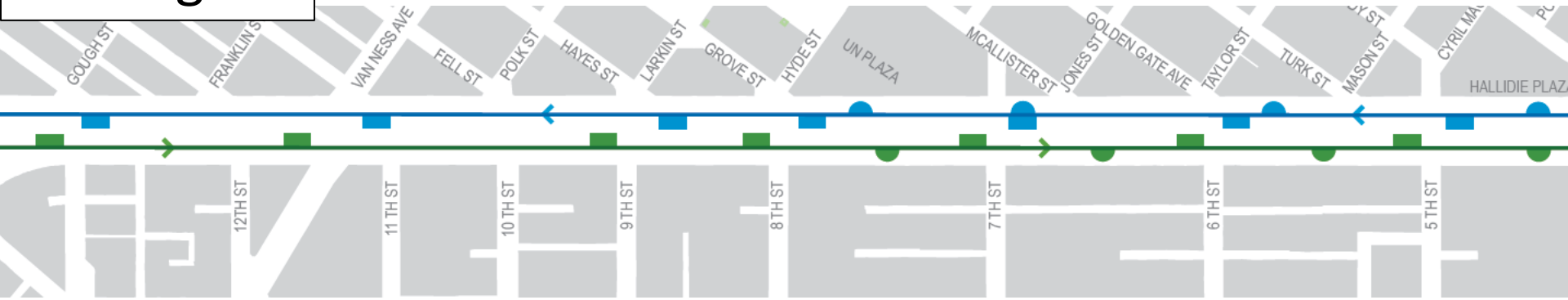
# Introduction of Rapid service on Market

- Center-lane Rapid stops at BART/Muni stations near station elevators (5L, 9L, 38L, 71L, F)
- Moderate increase in space between local stop
- Generally farside stops to reduce signal delay

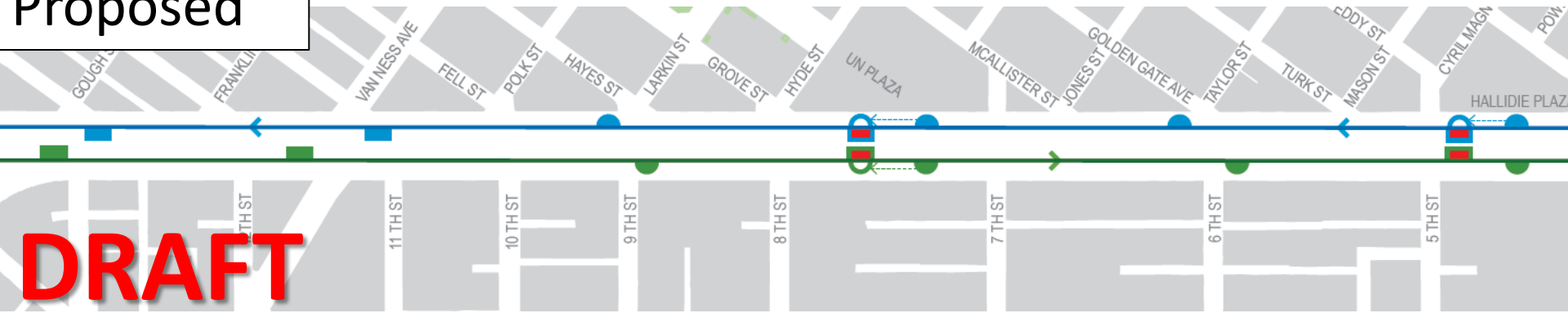
| | | |
|---|---|---|
| Existing | 24 stops<br>950’ spacing | |
| Proposed | Local:<br>21 stops<br>1110’ spacing | Rapid:<br>12 stops<br>1930’ spacing |

# Transit Stop Spacing
# Octavia to 5th St.

Existing




Proposed

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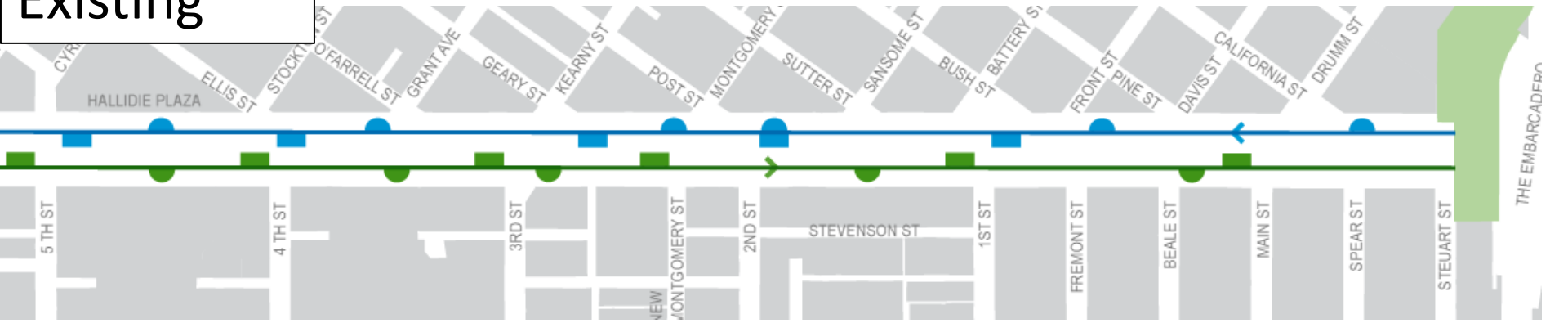
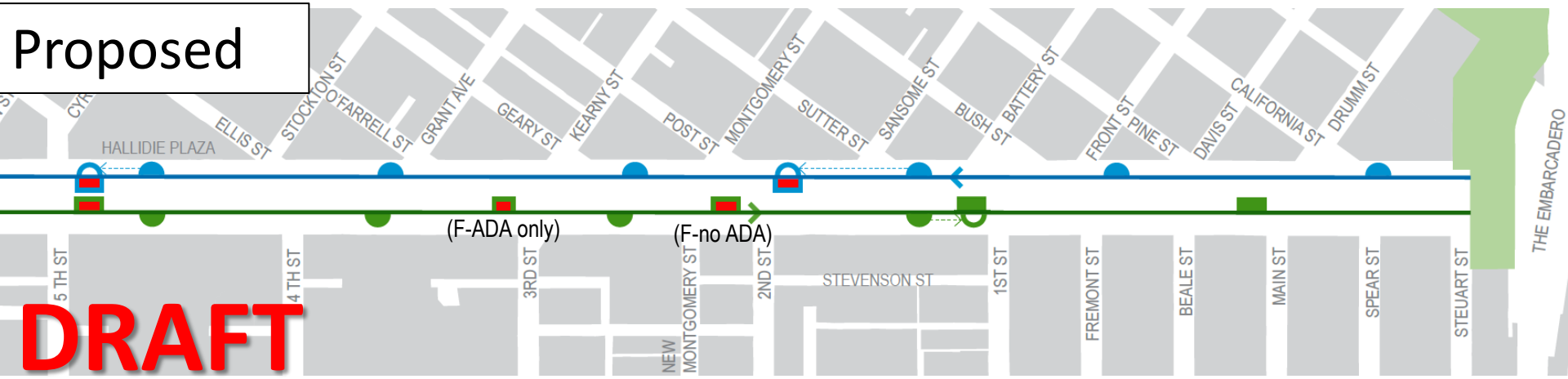
# Transit Stop Spacing
# 5th St. to Embarcadero

## Existing




## Proposed

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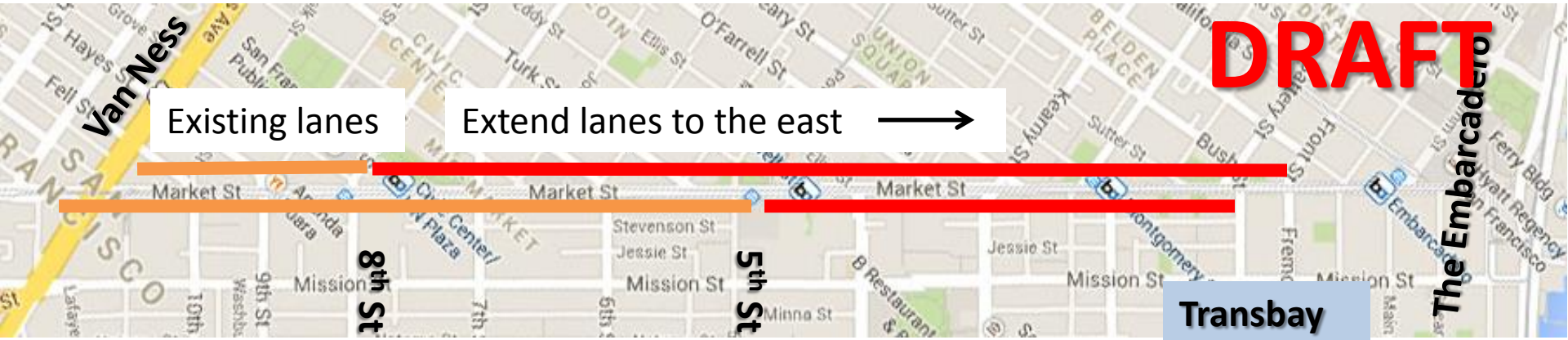
# Transit Stop Dimensions

- Stop Widths:
  - All islands minimum 8’ wide with curb ramp for ADA bus access
  - All center islands would have a wheelchair ramp for F line access
- Stops lengths designed based on bus frequency
  - Inbound stops fit 1-3 articulated buses stopping simultaneously
  - Outbound designed for 1-2 buses


BETTER MARKET STREET

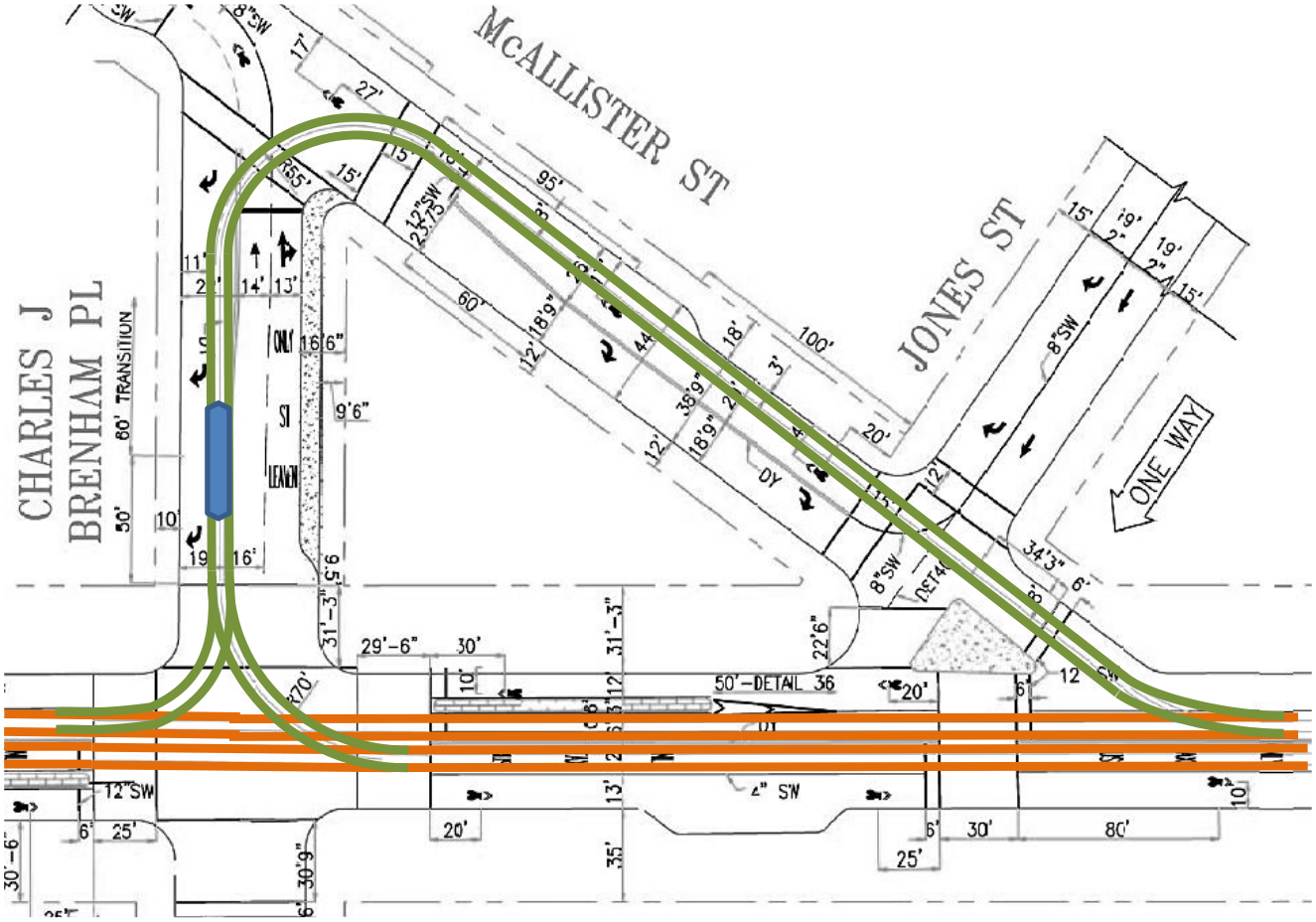
# Extend & Colorize Transit Only Lanes




- Adding red treatment improves transit only lane visibility and self-enforcement
- Extending the transit only lanes will prioritize the Rapid service and improve safety through reduced lane changes
- Prohibiting taxis from center lane will prevent island blockages

# New F Turn-back Loop & Layover

Proposed F turn-back loop would help better balance F service to demand



1 TRANSIT DESIGN

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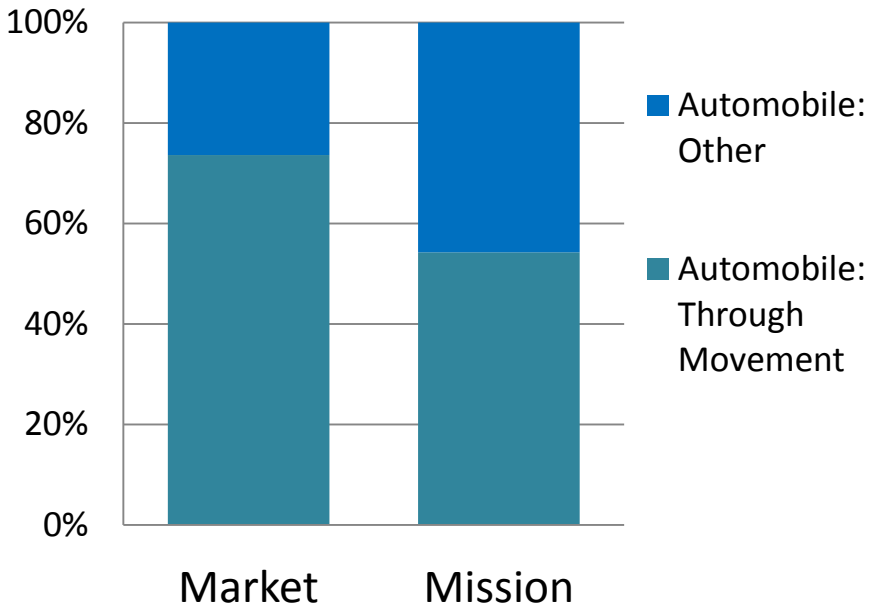
# Private Vehicle Restrictions

- Proposed vehicle restrictions stem from project goals, and will:
  - Improve bicycle, pedestrian and transit safety by reducing conflicts
  - Improve transit travel time by reducing congestion
- Buses, taxis, commercial vehicles, bicycles and paratransit would be exempt from vehicle restrictions

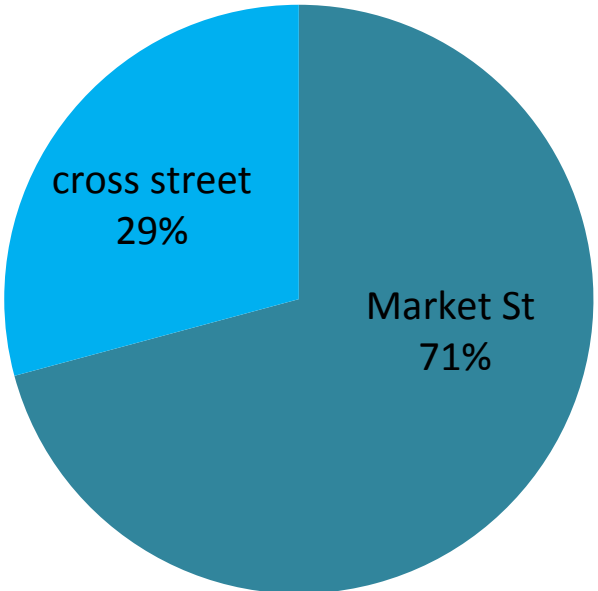
# Analysis of Collision Trends

- Market has collision rate >4 times higher than Mission Street
- More collisions caused by cars going straight

## Auto vs. Bike/Ped Collisions




## Street of At-Fault Vehicle



# Proposed Western Vehicle Restrictions

(Private vehicles only; buses, taxis, bicycle, trucks, paratransit exempt)

# Proposed Eastern Vehicle Restrictions

(Private vehicles only; buses, taxis, bicycle, trucks, paratransit exempt)

1 TRANSIT DESIGN

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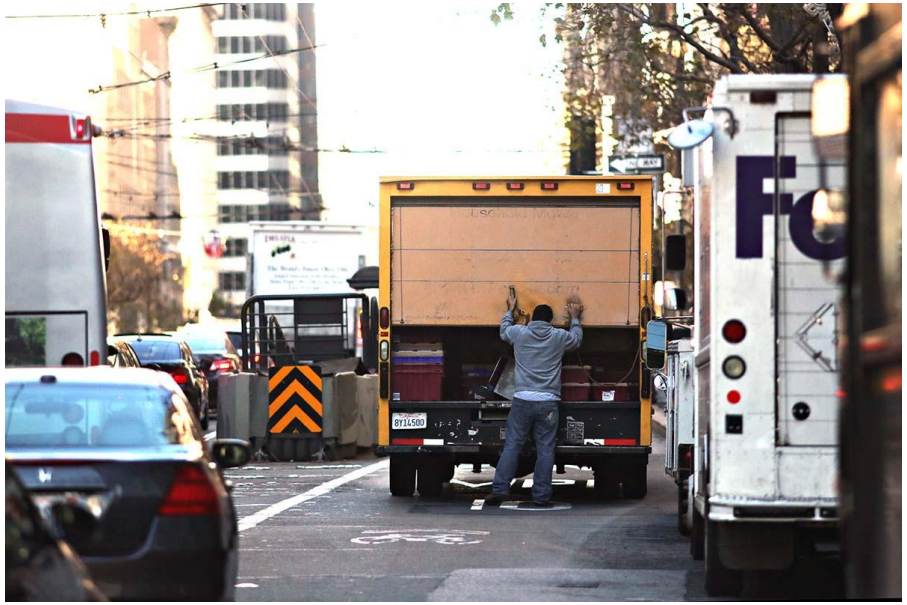
# Relocating Loading Activities

Project objectives to enhance public realm and reduce friction supported by relocating loading from Market St. to cross streets and alleys

# Analyzing Loading

Determine which storefronts could be affected by relocation of loading access. These are businesses

- with loading access greater than 200 feet from door
- no access from alleyways



# Refining Loading Proposals

- Work with new buildings being developed to avoid need to load on Market
- Work with property owners/businesses to shift loading activities to alleys or cross streets
- Identify locations where none of the above maintain access and work with them on a case-by-case basis, perhaps:
  - Time-of-day restrictions
  - Retaining key loading bays
  - ?

# Questions & Comments

www.bettermarketstreetsf.org