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.
Better Market Street Schedule

PROJECT TIMELINE:

<table>
<thead>
<tr>
<th>Year</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
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</tbody>
</table>

VISION, PLANNING, CONCEPTUAL DESIGN

- **July 2011** Round 1 Public Workshops
- **July 2012** Round 2 Public Workshops
- **July 2013** Round 3 Public Workshops
- **Feb 2014** Reformation of the Community Advisory Committee
- **Jan 2015** Notice of Preparation of EIR

ENVIRONMENTAL REVIEW

DESIGN

CONSTRUCTION
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
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>
<thead>
<tr>
<th>3 Alternatives</th>
<th>2 Design Options</th>
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</thead>
<tbody>
<tr>
<td>1 – Market Street</td>
<td>Option A (Market Shared Lane) OR Option B (Market Cycle Track)</td>
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<tr>
<td>2 – Market Street (Moderate)</td>
<td></td>
</tr>
<tr>
<td>3 – Market Street + Mission Street</td>
<td>Option A (Market Shared Lane) + Mission Cycle Track</td>
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</tbody>
</table>
Design Option A – Market Street shared lane

- PEDESTRIAN THROUGH-ZONE
- STREETZONE
- SHARED LANE WITH SHARROWS *
- TRANSIT-ONLY LANE
- TRANSIT-ONLY LANE
- TRANSIT BOARDING ISLAND
- SHARED LANE WITH SHARROWS *
- STREETZONE
- PEDESTRIAN THROUGH-ZONE

Market Street Section
Design Option B - Market Street cycle track
Separated Bike Facility

Market Street

Duboce Avenue at Church Street
Alternative – Market Shared Lane + Mission Street cycle track
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

<table>
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<tr>
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<th>Existing</th>
<th>Proposed</th>
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<td></td>
<td>24 stops</td>
<td>Local:</td>
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<tr>
<td></td>
<td>950’ spacing</td>
<td>21 stops</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1110’ spacing</td>
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<tr>
<td></td>
<td></td>
<td>Rapid:</td>
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<td></td>
<td>12 stops</td>
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<tr>
<td></td>
<td></td>
<td>1930’ spacing</td>
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</tbody>
</table>
Transit Stop Spacing
Octavia to 5\textsuperscript{th} St.

Existing

Proposed

DRAFT
Transit Stop Spacing
5th St. to Embarcadero

Existing

Proposed

(F-ADA only)  (F-no ADA)

DRAFT
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
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
2 VEHICULAR RESTRICTIONS
3 LOADING
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

![Bar chart comparing collision rates between Market and Mission streets.](chart)

#### Street of At-Fault Vehicle

- Market St: 71%
- Cross street: 29%
Proposed Western Vehicle Restrictions

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

EXISTING:
- One-Way Street
- Existing Required Turn
- Existing Movement Proposed to Be Restricted

PROPOSED:
- Allowed Traffic Movement
- New One-Way
- Two-Way Conversion
- New Required Turn
Proposed Eastern Vehicle Restrictions

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

*DRAFT

Alt 3 only
1 TRANSIT DESIGN
2 VEHICULAR RESTRICTIONS
3 LOADING
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