

Chapter 4



Street Design Guidelines

4.1 VISION

The Fisherman's Wharf Public Realm Plan presents the opportunity to rethink the sidewalk and intersection design of Fisherman's Wharf's streets in an effort to transform the poor pedestrian environment into a network of pedestrian routes that strengthen the neighborhood's identity and invites more people to venture beyond Jefferson Street during their visit to the Wharf.

Fisherman's Wharf, despite its proximity to a number of neighborhoods and important city districts, feels disconnected from adjacent areas. The poor quality pedestrian environment is one of the primary reasons for this disconnect. By improving the north-south connections, residents and visitors alike would feel more comfortable extending their walk through North Beach to Fisherman's Wharf, rather than turning back after encountering several blocks of intimidating intersections and dull streetscapes. Beach Street - and

in the future, sections of North Point Street - should become part of a larger, unified pedestrian-oriented district that provides a diversity of destinations that could expand the Wharf's appeal to a broader spectrum of people.

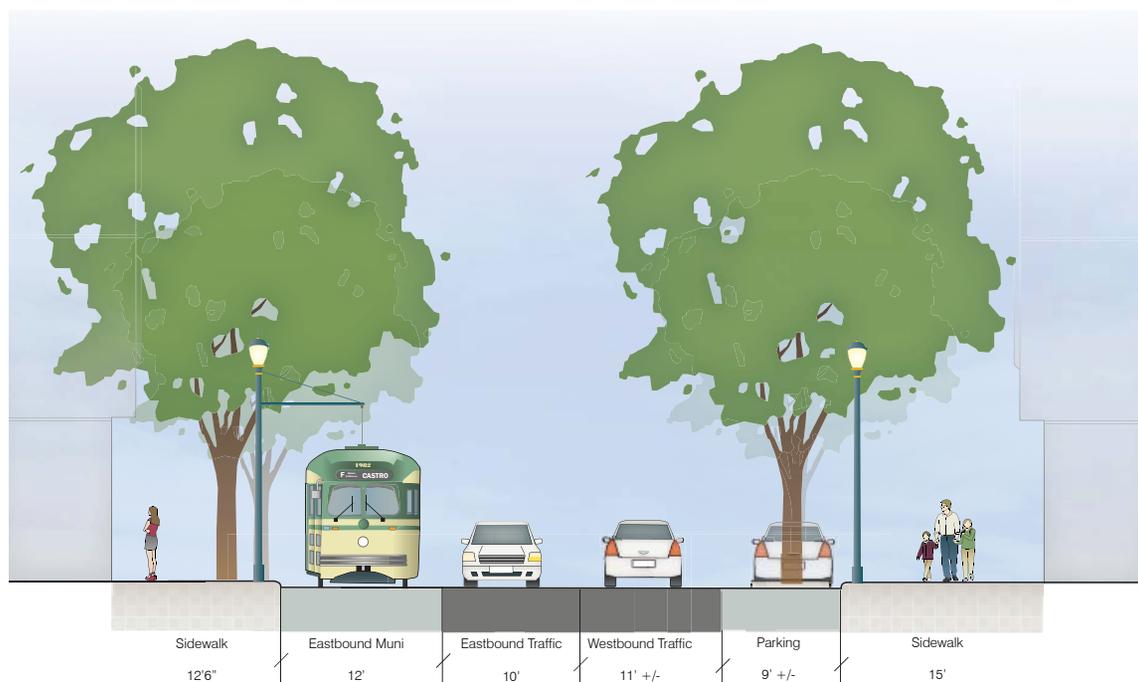
Strengthening these connections will also depend upon improved architecture and more active ground floors that engage pedestrians; these policies and guidelines are addressed in Chapter 6.

This section defines the guidelines to be used whenever repaving, sewer replacement, significant transit facility upgrades or any other similar work is to be done on any street within the plan boundaries.

For each street, the plan briefly summarizes the existing conditions and challenges, and then describes the vision for each street. This is accompanied by a photograph and cross-section drawing of the street with the proposed improvements.

4.2 BEACH STREET (BETWEEN HYDE STREET AND THE EMBARCADERO)

Proposed section for Beach Street, between Hyde Street and The Embarcadero.



Beach Street has the potential to become an important pedestrian route and should be used to expand the scope of Fisherman's Wharf by moving it south towards the adjacent neighborhoods. This will need substantial public and private improvements to the quality of the pedestrian environment, and will likely take many years of incremental change to achieve.

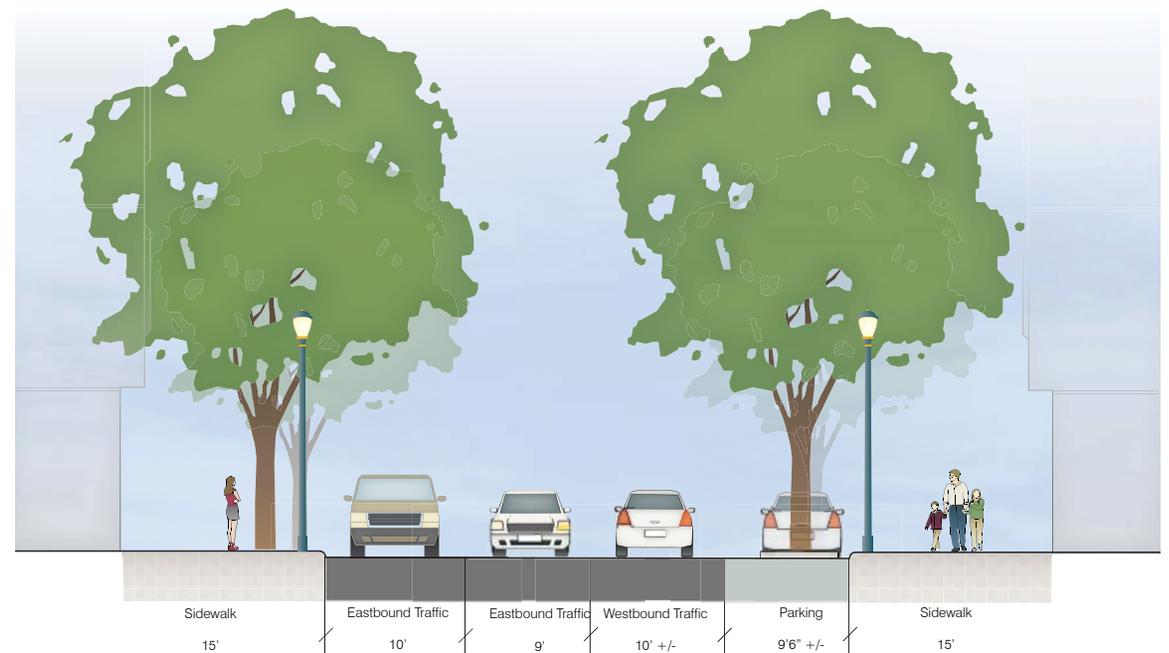
All new development will have to have active ground floors that engage pedestrians and relate to the street at the pedestrian scale. (Chapter 5 details the

façade improvements for buildings fronting Beach Street.) Sidewalk café seating with attractive climate control elements would be appropriate in the near term improvements, and opportunities to increase the effective width of the sidewalk, either through curb extensions or the flexible use of the parking lane, could be implemented relatively quickly (show Mojo Café example). Ground-floor setbacks for new development should be explored as a medium- and long-term strategy.



Mojo Café, Divisadero Street.

4.3 BEACH STREET (BETWEEN POLK STREET AND HYDE STREET)



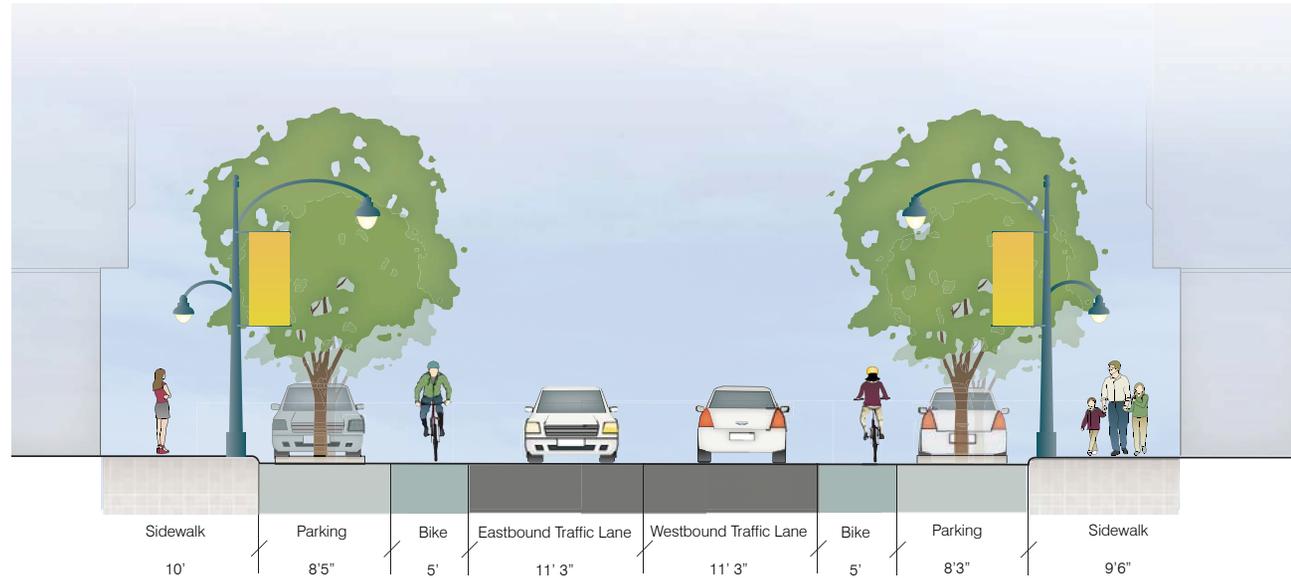
Proposed section for Beach Street, between Polk Street and Hyde Street.

The north sidewalk along Beach Street west of Hyde Street should be enhanced with new seating and viewing opportunities, while reducing the streetscape clutter associated with the numerous sidewalk vendors. Wider sidewalks along Aquatic Park and designated areas for the vendors would improve public view corridors and should be considered as part of any streetscape improvement.

Along the south sidewalk, the flexible use of the parking lane, in combination with climate control and outdoor furniture, would provide restaurants with the opportunity to spill out onto the street and foster a more convivial environment.

The large number of tour buses that load and park along this stretch of Beach Street, particularly in front of Ghirardeli Square, diminishes the experiential quality for pedestrian. Consequently, convenient alternative locations more suitable for bus parking and loading should be explored.

4.4 NORTH POINT STREET (BETWEEN COLUMBUS AVE AND POWELL STREET)



Streetscape improvements along North Point Street should improve the quality of the pedestrian facilities for residents, strengthen the east-west connections through the heart of the hotel district, and increase the efficiency of transit service. The relatively narrow sidewalks and few curb cuts mean that parking lane planters would be a more effective way of increasing the number of trees along the street.

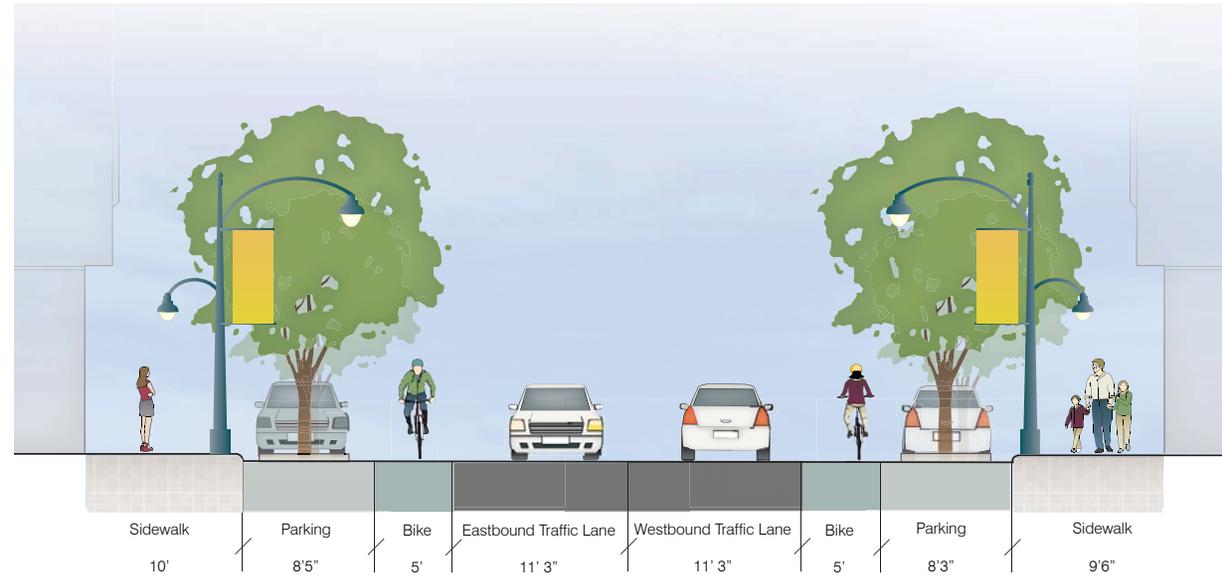
Shortening crossing distances and providing transit passengers a more comfortable place to wait by building transit bulb-outs at intersections with transit stops and corner curb extensions at all others, would begin to mitigate the uninviting feeling of the narrow

sidewalks. An alternative solution would be to build cycle tracks adjacent to the sidewalk, inside the line of parked cars, which would provide an additional buffer between the pedestrian and traffic. This solution would require further study by the City and therefore is a medium-term solution.

North Point provides access to many of Fisherman's Wharf's parking facilities and is proposed to receive some of the rerouted traffic from Jefferson Street and channel it into available parking, with the aid of a dynamic parking signage program. For a more detailed discussion of the Parking and Circulation Plan, see Chapter 5.

Proposed section for North Point Street between Columbus Ave and Powell Street.

4.5 NORTH POINT STREET (BETWEEN POLK STREET & COLUMBUS AVE, AND POWELL STREET & THE EMBARCADERO)

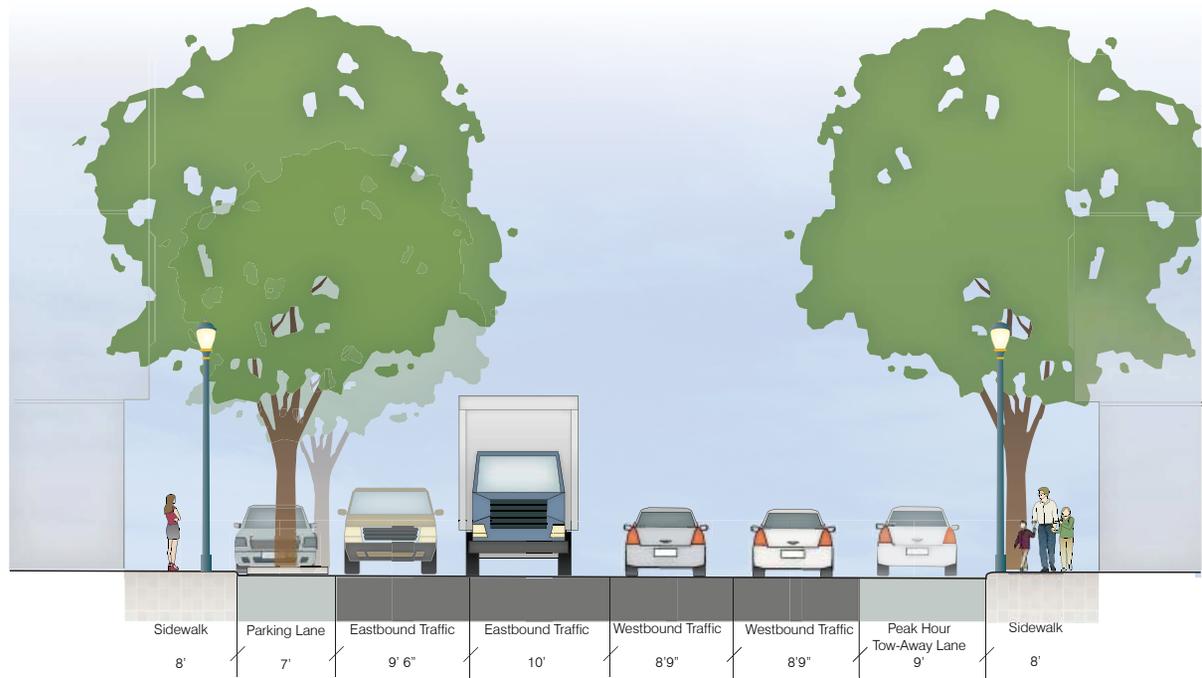


Beyond the commercial core, North Point Street should evolve into a quieter, more residential street that feels less like a throughway, and more like a local's destination. The San Francisco Bicycle Plan proposal to convert one of the westbound travel lanes to two bicycle lanes would bring North Point closer to this goal, and other City policies should be made consistent with this vision.

As with the more commercial section of North Point, the City should shorten crossing distances and provide transit passengers a more comfortable place to wait by building transit bulb-outs at transit stops, and corner curb extensions at all others. The intersections with Hyde and Larkin Streets should receive special attention because of their more prominent role in the larger pedestrian network.

Proposed section for North Point Street, between Polk Street & Columbus Ave, and Powell Street & The Embarcadero.

4.6 BAY STREET (BETWEEN COLUMBUS AVE AND POWELL STREET)



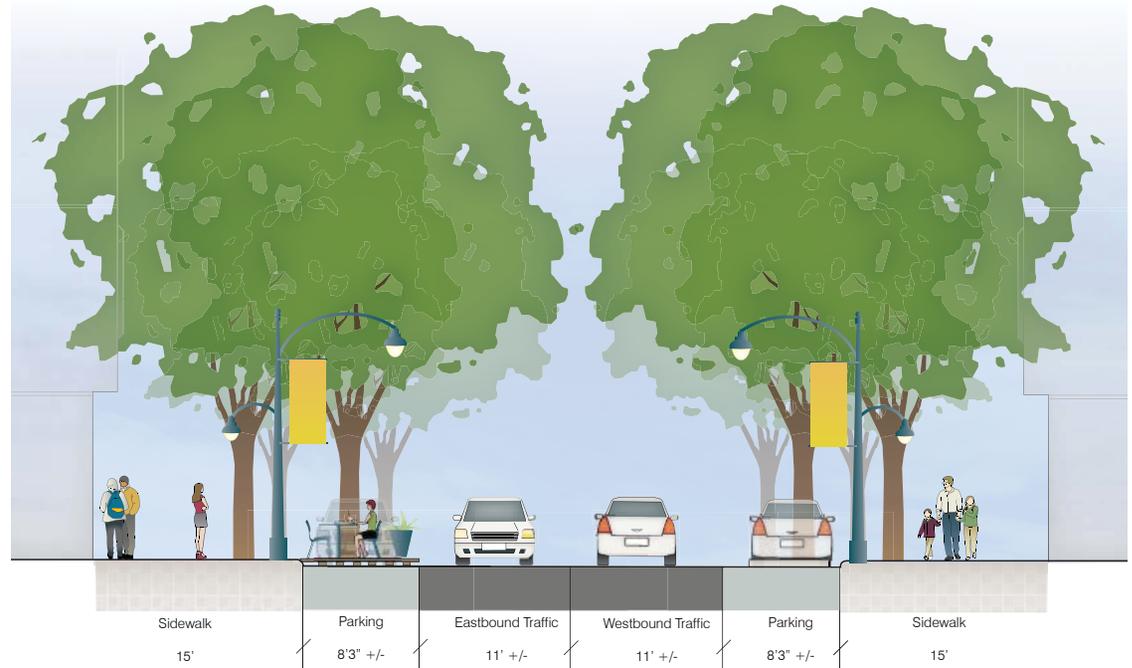
Proposed section for Bay Street between Columbus Ave and Powell Street.

It is unlikely that Bay Street will become an important pedestrian route in the foreseeable future, but over time as new development comes in, large strides can be made in reorienting buildings towards the street, thereby strengthening the connection between passersby and the built environment. The primary short- and medium-term goals are to buffer the ground-floor uses from traffic to the greatest extent possible and

to improve pedestrian crossings at all intersections, but especially at those that could become important links in a larger pedestrian network. The crossings at Columbus Avenue and Taylor and Powell Streets should be the highest priority. These changes would have a substantial impact on connecting Fisherman's Wharf with the active neighborhoods immediately to its south.

4.7 POWELL, MASON, TAYLOR, JONES AND LEAVENWORTH STREETS

Proposed section For Powell, Mason, Taylor, Jones and Leavenworth Streets.



These streets will need substantial improvement to better connect the Wharf area with the neighborhoods to the south. Narrowing crossing distances, providing public space amenities at intersections (such as bulb-outs with furnishings), pedestrian scale lighting and trees to make the streets feel more intimate and inviting are some of the recommended streetscape improvements.

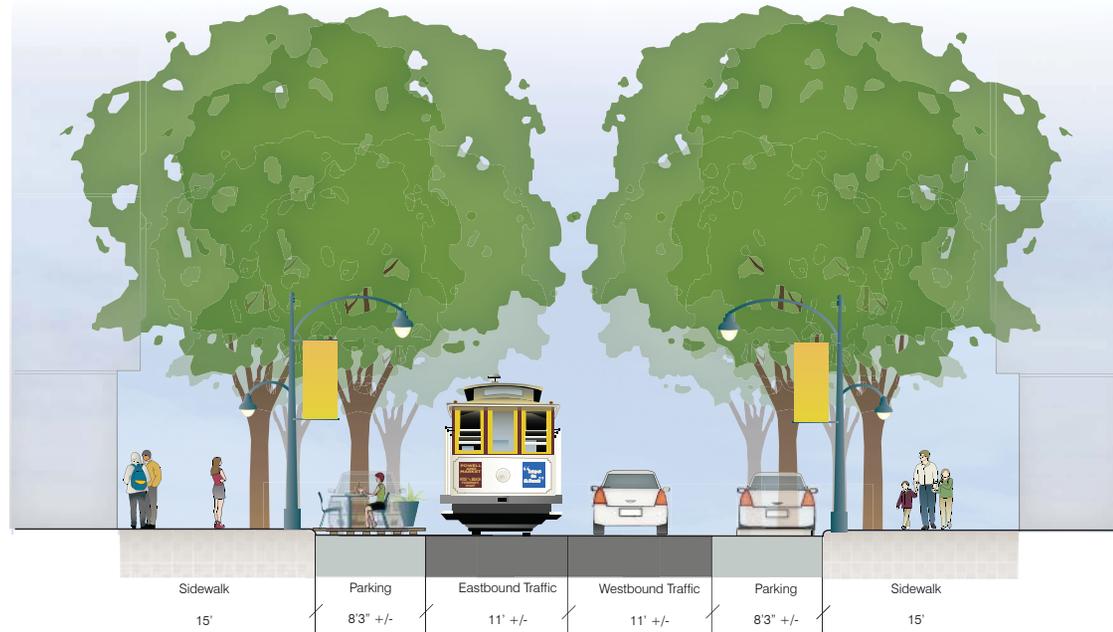
This will have to be complimented by new urban design guidelines for ground-floor facades that require

active frontages, regardless of land use. Taylor Street in particular should be a strong pedestrian spine that connects Jefferson Street to the cable car turnaround, Columbus Avenue, North Beach and the adjacent neighborhoods. Ground-floor retail will be an essential element in this solution.

Powell Street should play a similar role in strengthening the pedestrian connections between the Wharf and North Beach. It already has many of the elements of a good pedestrian environment, but should be further enhanced, particularly at intersections.

For the remainder of the streets, however, it will be less critical to maintain retail along the entire length; rather, a mixture of active retail, commercial and residential ground-floors would prove to be a very attractive combination and would begin to reduce the overtly tourist-oriented land uses in the area.

4.8 HYDE STREET (BETWEEN BEACH STREET AND BAY STREET)



Proposed section for Hyde Street between Beach Street and Bay Street.

The main goal is to strengthen the existing character of Hyde Street, while providing improved pedestrian amenities. Speeds should remain low and cars should move slowly, as Hyde has a strong residential and pedestrian character, although it will continue to serve both local and limited through traffic. The cable car could be better accommodated by building corner curb extensions at the intersections where it stops to load and unload passengers. Green elements from the reservoir could be carried across Bay Street to diminish effect of the wide asphalt roadway and soften the residential edge.

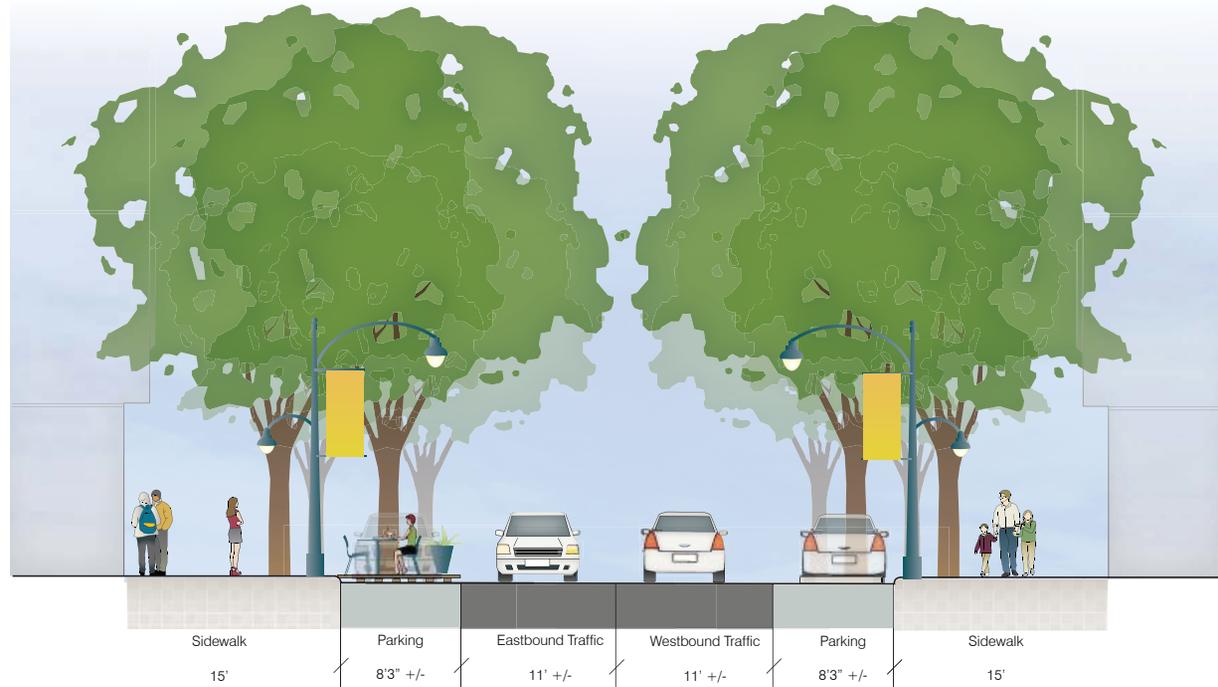
4.9 HYDE STREET (BETWEEN JEFFERSON STREET AND BEACH STREET)



Proposed section for Hyde Street
Between Jefferson Street and
Beach Street.

This section of Hyde Street is one of the most important links in the area's pedestrian network, connecting Jefferson Street to the cable car turnaround, Ghirardeli Square, the Maritime Museum and the restaurants and shops on Beach Street. Strengthening its pedestrian character, mitigating the negative impact of parked tour buses and improving the park edge would help knit Fisherman's Wharf together with important adjacent destinations.

4.10 LARKIN STREET (BETWEEN BEACH STREET AND BAY STREET)

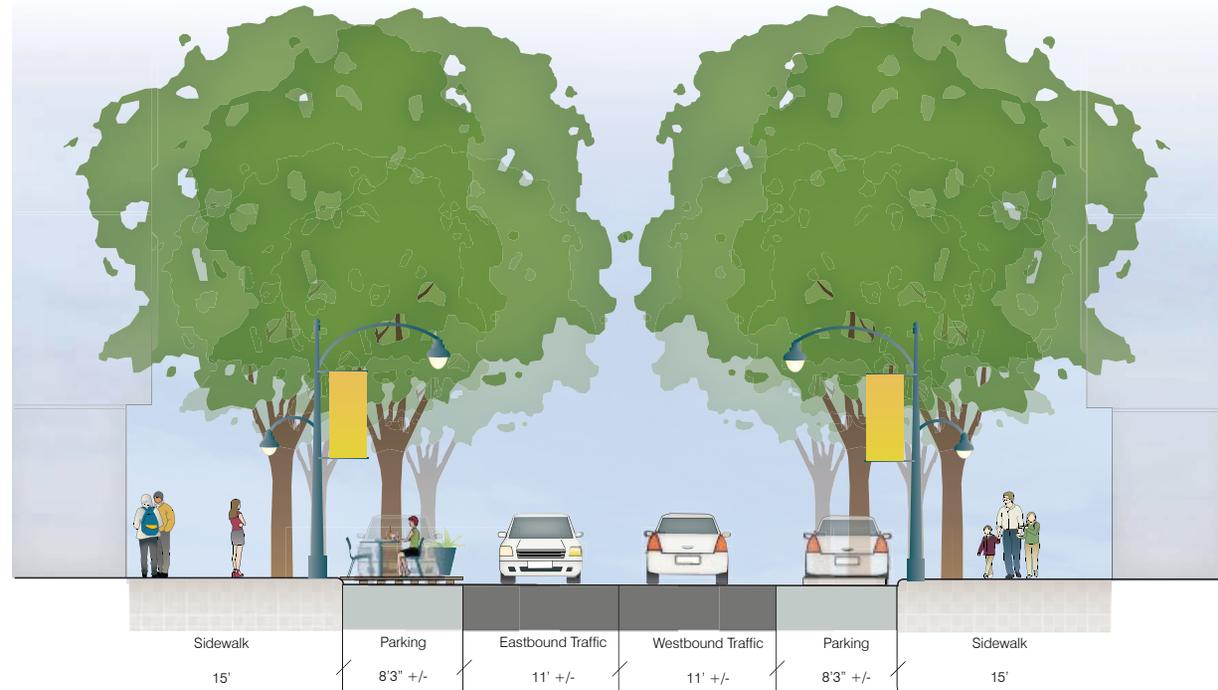


Proposed section for Larkin Street between Beach Street and Bay Street.

The main goal is to strengthen the existing character of Larkin Street, while providing improved pedestrian amenities. As with Hyde Street, traffic should move slowly, as Larkin Street has an elevated level of pedestrian activity associated with the popular Ghirardelli Square, which should be supported to the greatest extent possible. Where Larkin Street meets Beach Street is an especially important intersection, with its tremendous views of Aquatic Park and need to accommodate a heavy volume of pedestrians.

The block immediately to the south, between North Point and Bay Streets, is primarily residential in character and the streetscape design should reflect this. Green elements, for example, from the reservoir could be carried across Bay Street to diminish the effect of the wide asphalt roadway and soften the residential edge.

4.11 POLK STREET (BETWEEN BEACH STREET AND BAY STREET)



Proposed section for Polk Street between Beach Street and Bay Street.

The main goal is to improve Polk Street's pedestrian experience of as much as possible, given substantial constraints. Consistently spaced street trees of the same variety, corner curb extensions and perhaps a creative art-based retrofit to the schoolyard wall would help soften the edges for residents and those who have to walk along this stretch. Ultimately, it will take a major renovation of the Fontana Towers for there to be any substantial improvement to the pedestrian quality of the street.

BEACH STREET DESIGN 1

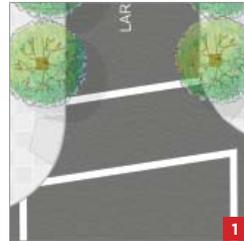
NEIGHBORHOOD COMMERCIAL

Beach Street has two primary characters - the retail/commercial segment through the middle of the Wharf and the park edge segment between Hyde Street and Fort Mason. The following pages provide design recommendations for streetscape improvements that should be made as opportunities arise.

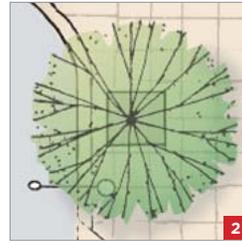
Retail/commercial streets constitute many of the most important streets in Fisherman's Wharf. The majority of the hotels are located on them and they link the Wharf area to nearby attractions, such as Ghirardelli Square, and adjacent neighborhoods, such as North Beach.

The design elements proposed on the opposite page for Beach Street also would be appropriate for the segments of Larkin, Leavenworth, Mason and Powell Streets.

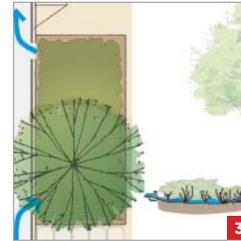
Standard Design Elements (from the Better Streets Plan)



1
MARKED CROSSWALKS AND RAMP



2
STREET TREES



3
STORMWATER CONTROL MEASURES



4
PEDESTRIAN SIGNALS



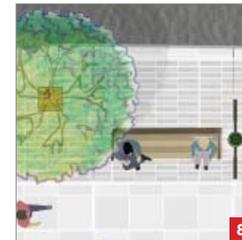
5
PEDESTRIAN SCALE LIGHTING



6
CORNER CURB EXTENSIONS



7
FLEXIBLE USE OF PARKING LANE

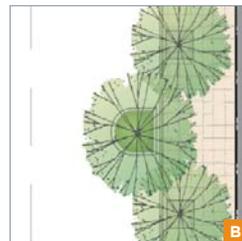


8
SPECIAL PAVING IN FURNITURE ZONE

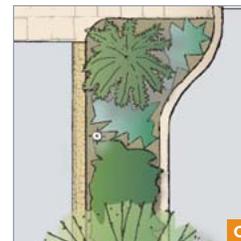
Optional Design Elements (from the Better Streets Plan)



A
HIGH VISIBILITY CROSSWALKS



B
PARKING LANE PLANTERS



C
SIDEWALK PLANTER BOXES



D
RAISED CROSSINGS



E
EXTENDED BULB-OUTS

BEACH STREET AT TAYLOR STREET NEIGHBORHOOD COMMERCIAL

Can also apply to: Larkin Street, Leavenworth Street, Mason Street, and Powell Street



Standard Improvements

- Marked crosswalks and ramps
- Street trees
- Stormwater control measures
- Pedestrian signals
- Pedestrian scale lighting
- Corner curb extensions
- Flexible use of parking lane
- Special paving in furniture zone

Recommended Improvements

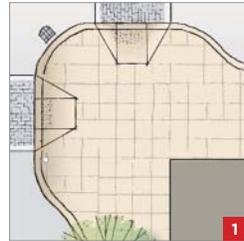
- High-visibility crosswalks
- Sidewalk planter boxes
- Raised crossings
- Extended bulb-outs

BEACH STREET DESIGN 2

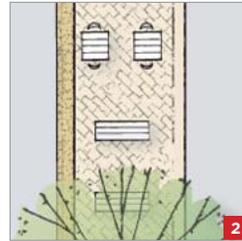
PARK EDGE

Park Edge streets should be designed to provide a transition between the pedestrian activity along the sidewalk and important open spaces. Aquatic Park anchors Beach Street's western end and offers a pleasing contrast to the historic buildings, with their small-scale retail in the ground floor, across the street.

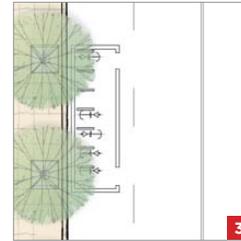
Standard Design Elements (from the Better Streets Plan)



CORNER CURB EXTENSIONS



SITE FURNISHINGS



FLEXIBLE PARKING LANES



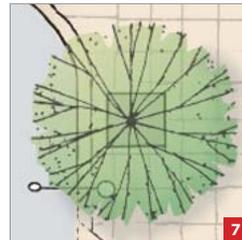
HIGH VISIBILITY CROSSWALKS



PEDESTRIAN SIGNALS



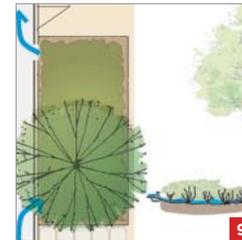
PEDESTRIAN SCALE LIGHTING



STREET TREES

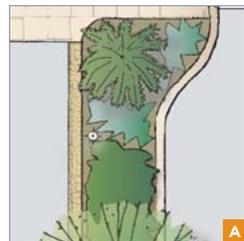


EXTENDED BULB-OUTS



STORMWATER CONTROL MEASURES

Optional Design Elements (from the Better Streets Plan)



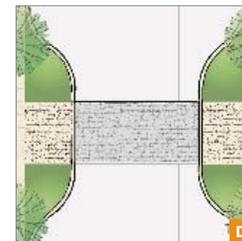
SIDEWALK PLANTER BOXES



RAISED CROSSINGS



SPECIAL PAVING IN FURNISHING ZONE



MIDBLOCK CROSSING/BULB-OUT

BEACH ST AT POLK ST PARK EDGE



Standard Improvements

- Corner curb extensions
- Site furnishings
- Flexible use of parking lanes
- High visibility crosswalks
- Pedestrian signals
- Pedestrian scale lighting
- Street trees
- Extended bulb-outs

Recommended Improvements

- Sidewalk planter boxes
- Raised crossingsExtended bulb-outs
- Special paving in furniture zone
- Mid-block crossing/bulbout

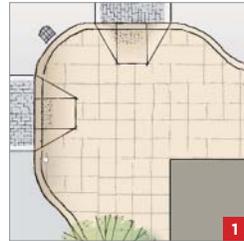
NORTH POINT STREET DESIGN 1

NEIGHBORHOOD RESIDENTIAL

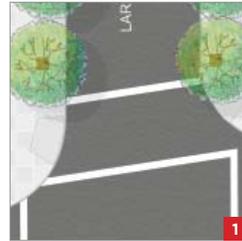
Traffic on North Point, as a Neighborhood Residential street, should be calmed and have lower traffic speeds, while still providing normal vehicular access. Its proximity to a major visitor destination will mean North Point will be busier than most streets in this classification, yet it should not be treated as a Residential Thoroughway, the alternative streetscape design classification.

Efforts should be made to reknit the residential character of the area with adjacent neighborhoods, while improving the quality of life of residents along the corridor.

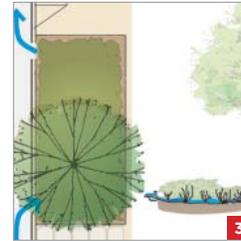
Standard Design Elements (from the Better Streets Plan)



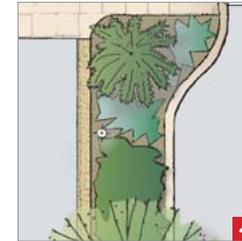
CORNER CURB EXTENSIONS



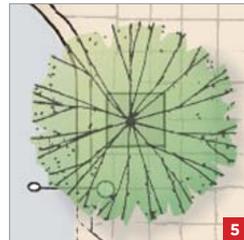
MARKED CROSSWALKS AND RAMP



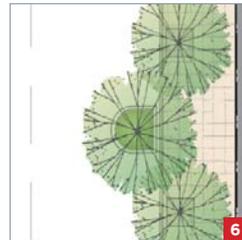
STORMWATER CONTROL MEASURES



SIDEWALK PLANTER BOXES



STREET TREES



PARKING LANE PLANTERS



PEDESTRIAN SCALE LIGHTING

Optional Design Elements (from the Better Streets Plan)



PEDESTRIAN SIGNALS



RAISED CROSSINGS

NORTH POINT ST AT LARKIN ST NEIGHBORHOOD RESIDENTIAL



Recommended Improvements

- Corner curb extensions
- Marked crosswalks and ramps
- Stormwater control measures
- Sidewalk planter boxes
- Street trees
- Parking lane planters
- Pedestrian scale lighting

Optional Improvements

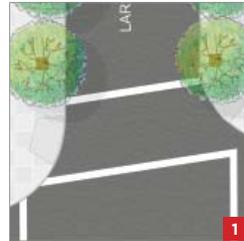
- Pedestrian signals
- Raised crossings

NORTH POINT STREET DESIGN 2

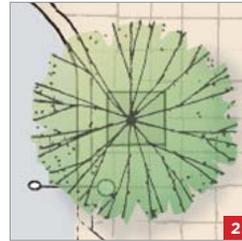
NEIGHBORHOOD COMMERCIAL

Very similar to the residential segment, the Neighborhood Commercial segment of North Point should be quiet and have lower traffic speeds, but with more spaces for pedestrians to stop and spend time. Pedestrian activity should be highest along this stretch, as guests from one of the numerous hotels, as well as visitors who have parked in one of the many parking lots, will use North Point to walk to Taylor Street or another north-south connector to Fisherman's Wharf.

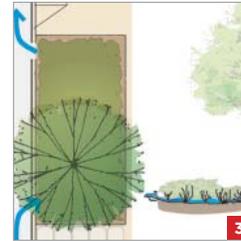
Standard Design Elements (from the Better Streets Plan)



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CORNER CURB EXTENSIONS



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FLEXIBLE USE OF PARKING LANE

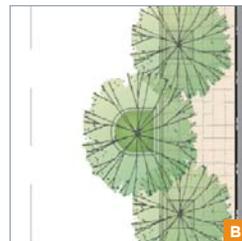


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SPECIAL PAVING IN FURNITURE ZONE

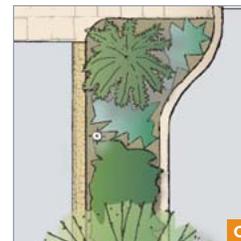
Optional Design Elements (from the Better Streets Plan)



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C
SIDEWALK PLANTER BOXES



D
RAISED CROSSINGS



E
EXTENDED BULB-OUTS

NORTH POINT ST AT GRANT ST NEIGHBORHOOD COMMERCIAL



Recommended Improvements

- Marked crosswalks and ramps
- Street trees
- Stormwater control measures
- Special paving in furniture zone
- Pedestrian signals
- Pedestrian scale lighting
- Corner curb extensions
- Flexible use of parking lane

Optional Improvements

- High visibility crosswalks
- Parking lane planters
- Sidewalk planter boxes
- Raised crossings
- Extended bulb-outs

BAY STREET

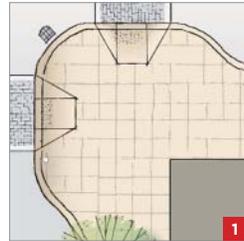
RESIDENTIAL & COMMERCIAL THROUGHWAY

The purpose of the streetscape improvements is to buffer pedestrians and the ground-floor uses to the greatest extent possible from the high-volumes of fast-moving traffic and to improve crossing connections at all intersections.

The intersections at Columbus Avenue and Taylor and Powell Streets should be prioritized, given their prominence as pedestrian connectors in the larger area. The conversion of the westbound parking lane to a travel lane during the peak period and the narrow sidewalks, however, severely constrain the potential street design elements.

Visually narrowing the street by planting moderate to large canopy trees in parking lane planters on the south side would be the single most effective improvement.

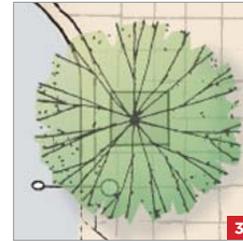
Standard Design Elements (from the Better Streets Plan)



CORNER CURB EXTENSTIONS



PEDESTRIAN SIGNALS

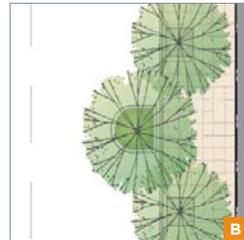


STREET TREES

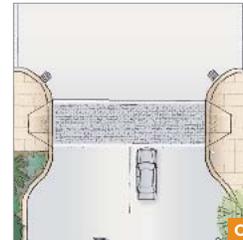
Optional Design Elements (from the Better Streets Plan)



EXTENDED BULB-OUTS



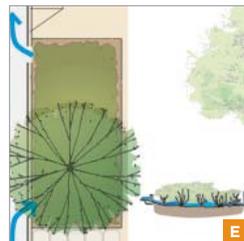
PARKING LANE PLANTERS



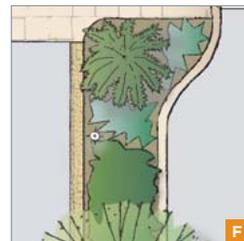
HIGH VISIBILITY CROSSWALKS



PEDESTRIAN SCALE LIGHTING



STORMWATER CONTROL MEASURES



SIDEWALK PLANTER BOXES

BAY STREET AT LARKIN STREET COMMERCIAL THROUGHWAY



Recommended Improvements

- Corner curb extensions
- Pedestrian signals
- Street trees

Optional Improvements

- Extended bulb-outs
- Parking lane planters
- High visibility crosswalks
- Pedestrian scale lighting
- Stormwater control measures
- Sidewalk planter boxes

BAY STREET AT TAYLOR STREET COMMERCIAL THROUGHWAY



Recommended Improvements

- Corner curb extensions
- Pedestrian signals
- Street trees

Optional Improvements

- Extended bulb-outs
- Parking lane planters
- High visibility crosswalks
- Pedestrian scale lighting
- Stormwater control measures
- Sidewalk planter boxes

BAY STREET AT TAYLOR STREET COMMERCIAL THROUGHWAY



COLUMBUS AVENUE AND NORTH POINT STREET

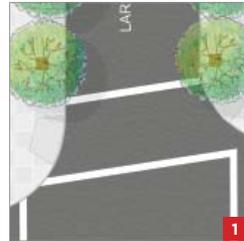
Columbus Avenue is one of San Francisco's most important streets, connecting the downtown to Chinatown, North Beach and the north waterfront. Its diagonal course across the otherwise rectilinear San Francisco grid elevates its status and provides a unique opportunity to design a street with great civic meaning.

Other planning efforts will address the central section of Columbus Avenue. This plan will recommend extending the proposed treatments to North Point Street.

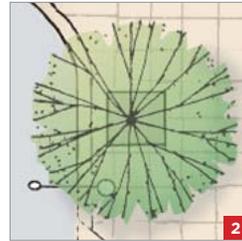
Columbus terminates at Beach Street, adjacent to Joseph Conrad Square and across the street from the Argonaut Hotel. The City should highlight this place with a design that draws attention to the final block of Columbus, and this plan recommends creating a shared space street that connects the park to cafes and restaurants that line the western side of Columbus Avenue.

To help reduce the scale of the intersection and make it more attractive for pedestrians, this plan recommends closing the short segment of Leavenworth Street between North Point Street and Columbus Avenue. This would result in a much needed public plaza, while substantially reducing the negative impact of the intersection's very large surface area.

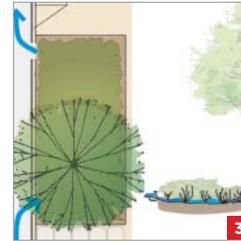
Standard Design Elements (from the Better Streets Plan)



1 MARKED CROSSWALKS AND RAMP



2 STREET TREES



3 STORMWATER CONTROL MEASURES



4 PEDESTRIAN SIGNALS



5 PEDESTRIAN SCALE LIGHTING



6 CORNER CURB EXTENSIONS



7 EXTENDED BULB-OUTS

Optional Design Elements (from the Better Streets Plan)



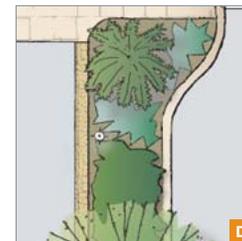
A PEDESTRIAN REFUGE ISLAND



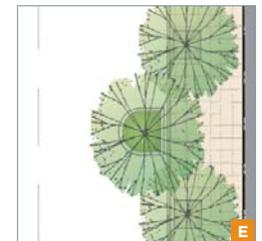
B HIGH VISIBILITY CROSSWALKS



C RAISED CROSSINGS



D SIDEWALK PLANTER BOXES



E PARKING LANE PLANTERS

COLUMBUS AVENUE AND NORTH POINT STREET



Recommended Improvements

- Marked crosswalks and ramps
- Street trees
- Stormwater control measures
- Pedestrian signals
- Pedestrian scale lighting
- Corner curb extensions
- Extended bulb-outs

Optional Improvements

- Pedestrian refuge island
- High visibility crosswalks
- Raised crossings
- Sidewalk planter boxes
- Parking lane planters

TAYLOR STREET

NEIGHBORHOOD COMMERCIAL

Taylor Street, one of the most important streets in the Wharf area, should become a beautiful and comfortable place to walk, while offering compelling opportunities for people to stop, sit and enjoy the area. This should be provided by both public and private seating opportunities.

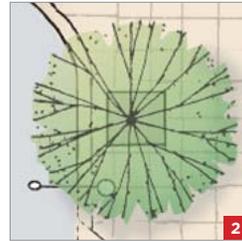
Generous built-outs that can be used as small plazas, the flexible use of the parking lane, special paving in the furnishing zone and pedestrian-scale lighting are examples of the design elements that should be used on Taylor. The intent is to create, to the greatest extent possible, a linear plaza that links Columbus Avenue, the cable car turnaround and Fisherman's Wharf.

Thoughtful infill that strengthens the pedestrian will be necessary to fulfill this vision, but the street improvements should be the first step.

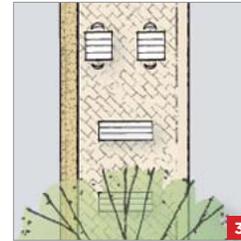
Standard Design Elements (from the Better Streets Plan)



HIGH VISIBILITY CROSSWALKS



STREET TREES



SITE FURNISHINGS



PEDESTRIAN SIGNALS



PEDESTRIAN SCALE LIGHTING



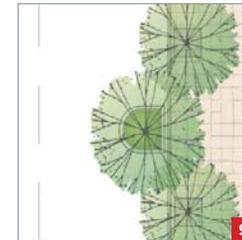
CORNER CURB EXTENSIONS



FLEXIBLE USE OF PARKING LANE

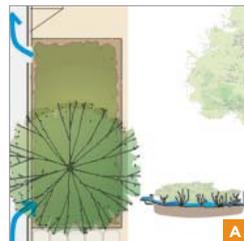


SPECIAL PAVING IN FURNISHING ZONE

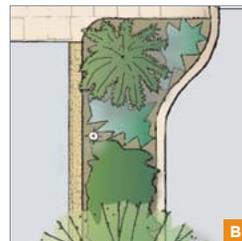


PARKING LANE PLANTERS

Optional Design Elements (from the Better Streets Plan)



STORMWATER CONTROL MEASURES

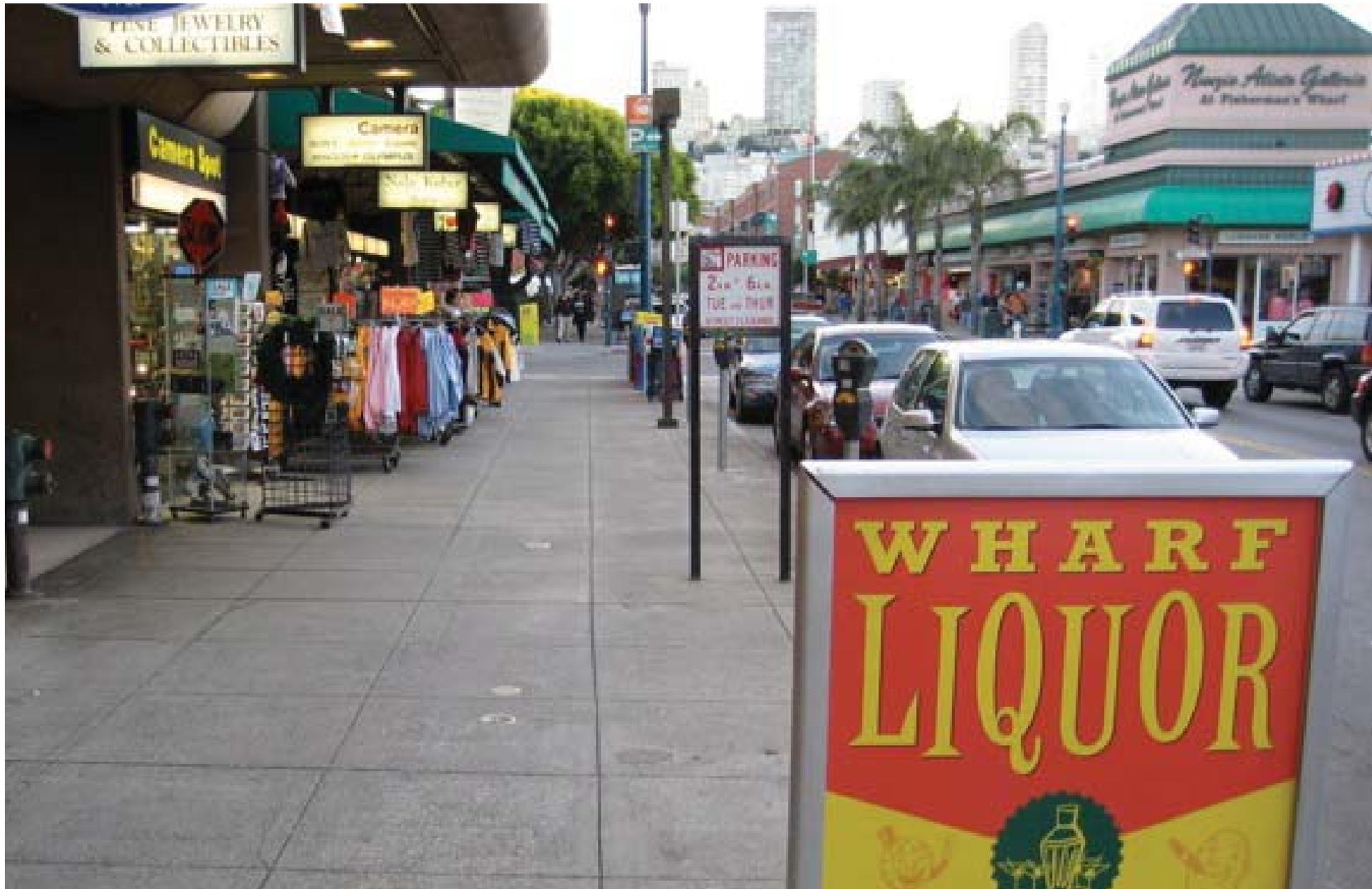


SIDEWALK PLANTER BOXES



EXTENDED BULB-OUTS

TAYLOR STREET NEIGHBORHOOD COMMERCIAL



TAYLOR STREET NEIGHBORHOOD COMMERCIAL





Recommended Improvements

- High visibility crosswalks & ramps
- Street trees
- Pedestrian signals
- Pedestrian scale lighting
- Corner curb extensions
- Flexible use of parking lane
- Special pavers in furnishings zone
- Site furnishings

Optional Improvements

- Stormwater control measures
- Sidewalk planter boxes
- Extended bulb-outs