

Destination

Streetscape

Downtown

Investments for a Walkable City



The Downtown Streetscape Plan

Adopted July 13, 1995

An implementation plan and guidelines for
Objective 22 of the Downtown Area Plan and
Section 138.1 of the Planning Code.

Plan Summary

**The Planning Department
City and County of San Francisco**

Funding Provided by
The San Francisco County
Transportation Authority

Destination Downtown

The Downtown Streetscape Plan

The Planning Department
City and County of San Francisco

The Downtown Streetscape Plan is the guiding document for the development of the Downtown Pedestrian Network called for in the Downtown Area Plan (Objective 22). As such, the Plan is the basis for Master Plan consistency determinations for all pedestrian streetscape improvements in the downtown, whether implemented by the public or private sectors.

The Downtown Streetscape Plan is also the implementation framework for downtown streetscape improvements as outlined by Section 138.1 of the Planning Code which regulates streetscape improvements in the downtown, C-3 districts. As per the provisions of Sections 309 and 137 of the Planning Code, the Downtown Streetscape Plan is used as the basis for, and to determine the adequacy of, all streetscape improvements required by Sections 138 and 138.1 of the Planning Code, mandated by the City Planning Commission, or voluntarily installed as a component of any project subject to Section 309 review.

The Department of Public Works is the permitting agency for all improvements in the public right-of-way. All streetscape improvements mandated by the Planning Commission as per the provisions of the Planning Code and the recommendations of the Downtown Streetscape Plan are subject to approval by the Director of Public Works. As set forth in DPW Order Number 168,244, DPW agrees to consider the recommendations referenced in the Downtown Streetscape Plan when reviewing encroachment and street-use permit applications in the downtown area.

... The street
"means accident
and incident,
drama, move-
ment. It means
above all dream .
... In the street
you learn what
human beings re-
ally are; other-
wise or after-
wards, you invent
them"

Close to half a million people walk in downtown San Francisco every day. They are walking to and from transit, work, shopping, or maybe to a lunchtime sojourn at an open space. And, while walking, they see the city at a slower pace and a smaller scale than people in cars and buses. Walking affords intimate observations of the city; as the influential urbanist Kevin Lynch once noted, pedestrian paths provide a strong sense of the overall image of the city. And, for better or worse, the physical character of the city's streets has a strong influence on the quality of San Francisco's image for residents and visitors alike.

Downtown San Francisco has a remarkable number of urban resources to offer visitors, shoppers, and workers. Foremost among these is the richness and diversity of the city--its energy and its beauty. It is this richness that has made San Francisco both a desirable place to live and work, and one of the world's most popular destinations. Yet, it is often difficult to appreciate a beautiful view or a wonderful street scene if the sidewalk is hazardous, dirty, in disrepair, and filled with a variety of neglected and poorly placed pieces of street furniture. Indeed, there are an average of 100 pedestrian-vehicle accidents in the downtown each year, and some sidewalks are so cluttered that pedestrians have to walk in the street. The overall quality of the urban environment is dependent on the richness of the views, the social scene, *and* the conditions of the street from which the entire urban experience is viewed.

According to surveys conducted by the Planning Department, almost 70% of the 300,000 people who work downtown arrive by transit, carpool, or by walking. Similarly, 60% of the 200,000 other people in the downtown area each day arrive by transit or by walking. Of these, over 30% of the shoppers downtown use walking as their primary mode of transportation. It is also estimated that 90% of the 12 million tourists that visit San Francisco each year walk through the Union Square area during their stay in the city, and it is probable that

the majority of the people who arrive downtown by auto will spend some time walking too. The compactness of downtown and the City's temperate climate combine to make walking an ideal mode of transportation. *As a result, the underlying assumption of this design plan is that walking is essential in the downtown core, and all streets are, or should be, pedestrian-oriented.*

A negative image of the city influenced by a poor streetscape environment can have significant and adverse impacts on the economic vitality of the city as a whole. Visitors might choose not to visit again or pass along negative perceptions of San Francisco to their hometown friends and colleagues, regional shoppers might choose to go to a mall instead of Union Square, and businesses, both large and small, might choose to locate in a clean, attractive, and well-maintained environment elsewhere. Ultimately, efforts to retain and improve upon the innate attractiveness and livability of San Francisco must include attention to all of the components of the urban experience, including the conditions of the streetscape.



Stockton Street Scene

Overview

The Downtown Streetscape Plan

The publication of this streetscape plan for the downtown pedestrian environment represents a first step in a long-term effort to improve sidewalk conditions in downtown San Francisco. The intent of the plan is to assist in the development of pedestrian projects in both the public and private sector by providing design ideas for large scale improvements as well as guidelines for individual sidewalk elements. The goals of this plan are threefold:

■ **To provide a coordinated, comprehensive design vision for the Downtown Pedestrian Network.** A design vision that:

- Reinforces the sidewalk as an essential element of the public realm.
- Provides for the comfort and safety needs of pedestrians.
- Contributes to the unique physical character of the City.
- Complements the open space network.
- Promotes walking as the primary transportation mode in the downtown core.
- Unifies the downtown streetscape.

■ **To provide standards and guidelines for the placement of streetscape elements by both the public and private sectors.** These standards and guidelines will ensure that the many sidewalk elements are appropriately sited and meet the overall goals of the Downtown Pedestrian Network.

■ **To provide a framework for anticipated capital projects funded by the Proposition B sales tax as administered by the San Francisco County Transportation Authority, for privately financed projects implemented to meet downtown open space requirements, and for projects funded by public-private partnerships.**

This Downtown Streetscape Plan was developed by the Planning Department as a component of the Downtown Pedestrian Projects Program of the Transportation Sales Tax Expenditure Plan, funded by the San Francisco County Transportation Authority.

Planning staff worked closely with the public, merchants' groups, city agencies, and design professionals in the development of this plan. The San Francisco Chapter of the American Institute of Architects was especially helpful as the co-sponsor of the Downtown Pedestrian Charrette and as an on-going forum for design assistance and feedback.

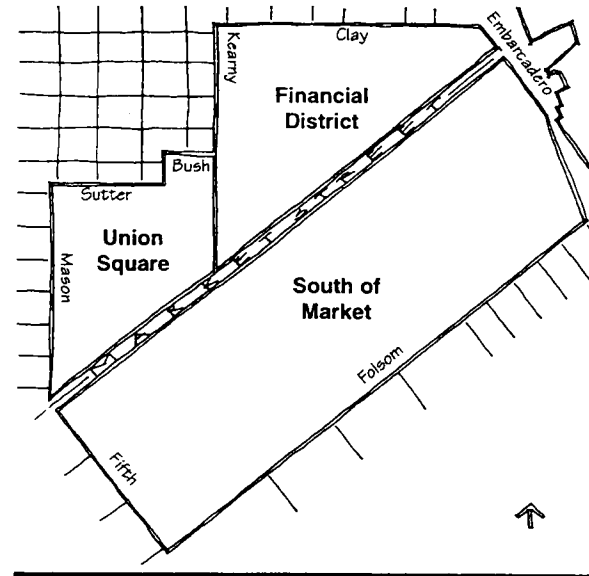


Outdoor Cafes on Maiden Lane

Overview

Plan Study Area

The study area for the Downtown Streetscape Plan encompasses the C-3 district outlined in the Downtown Plan, exclusive of Market Street, the Embarcadero, and the Civic Center area, all of which are addressed in other plans. The boundaries of the study area, as indicated on the map, are Mason and Fifth Streets to the west, the Embarcadero to the east, Clay Street to the north (except Chinatown), and Folsom Street to the South.



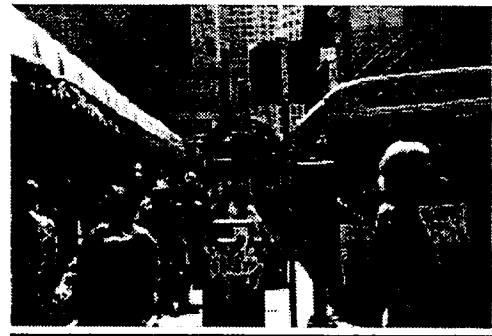
Study Area Boundaries

The district is further sub-divided into three sub-areas that correspond to land use and zoning patterns: Union Square (Mason to Kearny, Market to Bush), the Financial District (Kearny to the Embarcadero, Market to Clay), and South of Market (Fifth to the Embarcadero, Market to Folsom).

Existing Streetscape Conditions

While each street in the Downtown area raises specific issues and concerns, there are a number of universal problems that occur throughout the area. Identified problems include:

■ **Congestion:** Large pedestrian volumes are not necessarily a problem in a vibrant urban environment. A high level of foot traffic makes the downtown more bustling and interesting. Problems can occur, though, if the sidewalk is too narrow for the number of people and activities on it. Congested sidewalks can be hazardous, and create significant accessibility problems.



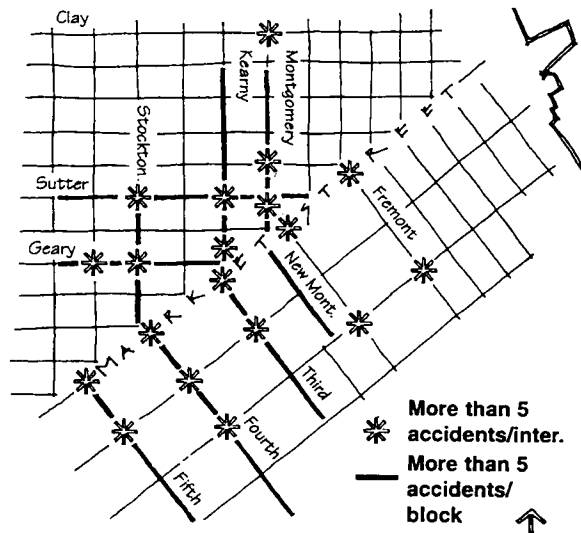
Congestion on Kearny Street

■ **Queuing Space:** When the sidewalks are too congested, significant problems can result at the corners due to insufficient queuing space. At congested corners pedestrians often wait off the curb, a particularly dangerous practice on streets with peak-period curb lane traffic.

■ **Unsafe Crosswalks/Vehicle Conflicts:** Conditions such as lengthy crosswalks, insufficient signalized pedestrian crossing times, extensive vehicle turns through the crosswalk, red-light running, and inadequate pedestrian crossing islands present problems for pedestrians and are evident throughout downtown.

Overview

■ **Sidewalk Clutter/Obstacles:** There are many elements on the sidewalk ranging from street signs and parking meters to street trees and flowerstands. While many of the elements are desirable and/or necessary, their placement often makes them obstacles to pedestrians.



Pedestrian/Vehicle Accident Problem Areas

■ **Accessibility/Poor Sidewalk Surfaces:** The conditions listed above, combined with a host of inadequate corner curb ramps and a variety of sidewalk surfaces (many in disrepair), have created disabled access problems throughout the downtown.

■ **Lack of Pedestrian Amenities/Unattractive Streetscapes:** There are a number of elements that make the streetscape pleasant, including street trees, benches, and, in San Francisco, historic details. Well-designed pedestrian amenities are a key element in creating a walkable and memorable environment. Moreover, certain amenities such as benches greatly contribute to the comfort of pedestrians by giving them places to rest, socialize, and to experience the city visually. Downtown San Francisco is notable for the absence of many of these amenities.

■ **Cleanliness:** One of the most common complaints about the downtown streetscape is the fact that it is "dirty." Some of the more common items that questionnaire respondents mentioned include litter, graffiti, and odors, particularly those caused by the lack of public restrooms.

■ **Orientation/Poor Signage:** Although there are a number of prominent visual markers in the downtown area, the lack of adequate pedestrian signage often makes the area quite confusing for tourists, a problem that is exacerbated by the street grid shift at Market Street.

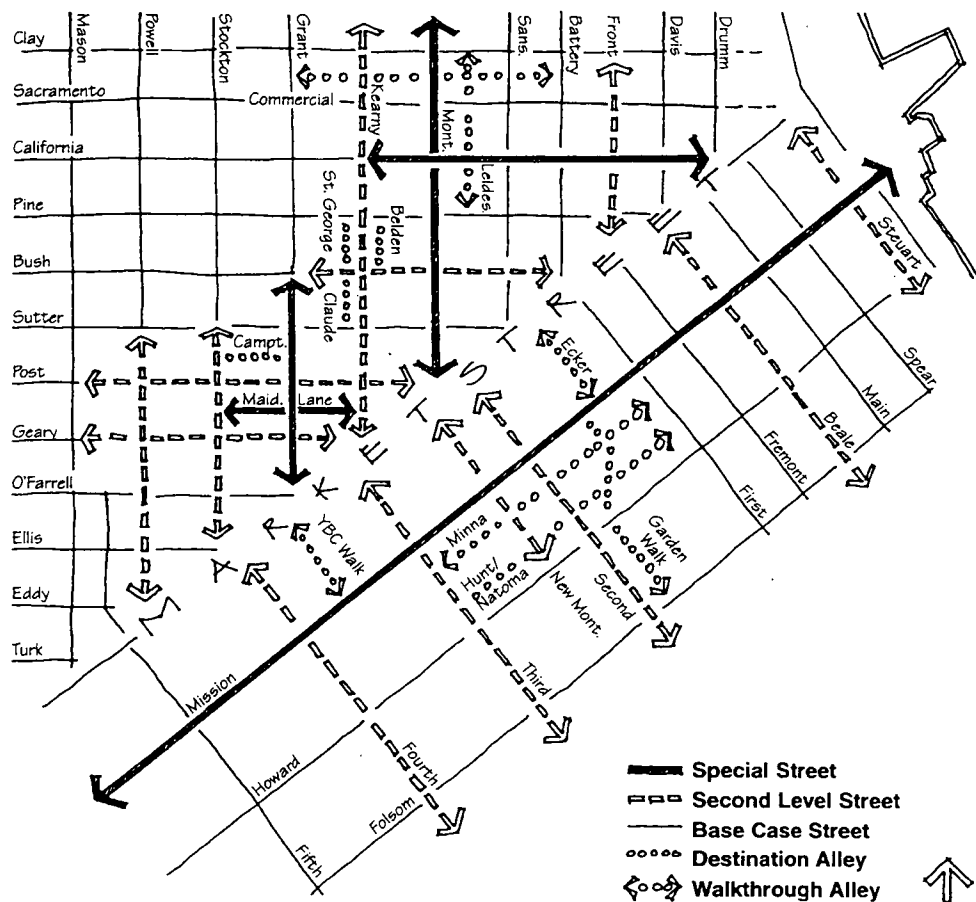
■ **Lack of Consistency:** This problem is most evident with sidewalk paving patterns. Some blocks have widely differing paving materials in front of each individual property, and many of these are in various states of disrepair. Similarly, the proliferation of different elements, including planters, street trees, and street lights on one block often creates visual cacophony which diminishes the effectiveness of the improvements.

■ **Neglect of Streetscape Elements:** Many of the individual elements that are already in place have not been maintained. As a result, there are many elements that have become eyesores and occasionally dangerous, which detract from the image of the area.

■ **Insufficient Open Space:** As recognized in the Downtown Plan, there are significant open space deficiencies downtown. Sidewalks are an integral element of the downtown open space network not only as connections, but as valuable open space elements themselves.

Design Plan

The Downtown Streetscape Plan is based on a classification of streets based on usage, function, city pattern, and symbolic significance. This framework facilitates a design process within which streets can be differentiated from each other while also being coordinated with the overall design goals for the downtown. The typology draws from existing conditions and anticipated changes, but is deliberately fluid to accommodate future developments. The typology plan facilitates the design solutions outlined in the plan while also engendering a downtown environment that clearly indicates to pedestrians which streets are important connections and destinations. In particular, the typology establishes a design matrix for streetscape elements that concentrates street furniture on streets with sufficient sidewalk space.



Street Typology Design Plan

Design Plan

... The fundamental assumption of the Plan is that all downtown streets are inherently pedestrian-oriented ...

The design framework is constructed as a progressive hierarchy with *Base Case Streets* representing the bottom rung and *Civic Streets* the top. The *Base Case* establishes the minimum for all pedestrian streetscapes downtown; The next level, *Second Level Streets*, are primary pedestrian connections and incorporate the Base Case with additional treatments. The third level, *Special Streets*, are focal point, destination streets and incorporate the lower two categories of improvements as well as more distinctive, specially-designed improvements. The top level, *Civic Streets*, is reserved for the most important symbolic streets in San Francisco, Market and The Embarcadero, both of which merit distinctive urban design attention.

Since both Market Street and The Embarcadero have been the focus of their own design plans and street improvement projects, improvements for these streets are outside of the scope of this study. This Plan will reinforce the importance of both streets by ensuring that their streetscape designs remain the most prominent and unique in the city. Market Street will also be enhanced through the development of links from both the south and north. Moreover, the wide pedestrian right-of-ways on Market and the Embarcadero facilitate the placement of street furniture such as sidewalk toilets that might not otherwise be accommodated on smaller sidewalks elsewhere downtown. Since Market Street is the central spine for much of the downtown, these street furniture placements are especially important complement to the street furniture placements outlined here.

At least one street in each sub-district is designated as a *Special Street*. These streets will be focal point, destination streets for the sub-districts thereby setting the tone and definition for the sub-district as a whole. The five *Special Streets*, California, Grant, Maiden Lane, Mission, and Montgomery, are noteworthy for their citywide symbolic recognition, streetscape environment, and pedestrian function, and each merits a unique design treatment. As a rule, they should be centers of pedestrian amenities and activities with design treatments that do not appear elsewhere.

The *Second Level Streets*, Beale, Bush, Fourth, Front, Geary, Kearny, New Montgomery, Post, Powell, Second, Steuart, Stockton, and Third, are important functional and, in some cases, symbolic pedestrian streets. These *Second Level* streets are designated as significant pedestrian paths between important destinations. Improvements are designed to facilitate through movement and to highlight destinations.

The *Base Case Streets* are all streets not designated as either *Special* or *Second Level*. The focus on the *Base Case* streets is to create safe and attractive pedestrian environments that reinforce district identity.

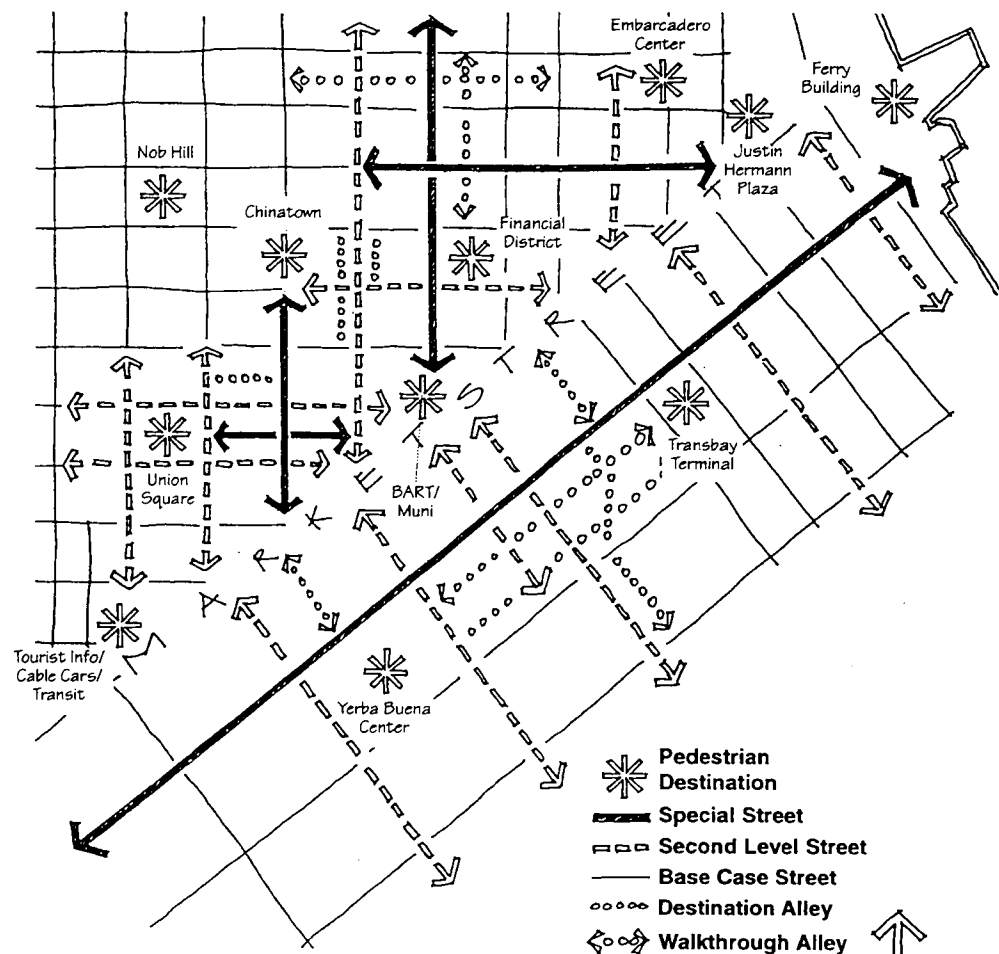
This typology is also applied to the alleyways. The *Base Case* establishes the minimum for a pedestrian connection, *Walkthrough*, alley: Annie, Commercial, Ecker, Jessie, Leidesdorff, Minna, Natoma, Shaw, Stevenson, and Trinity. The *Second Level* highlights more important, *Destination*, alleys: Belden, Claude, Commercial, Campton, Hunt/Natoma and St. George. The *Special Street* signifies the most imageable of the alleys, Maiden Lane.

Design Plan

.... In San Francisco, there is more open space on the sidewalks than in all parks and open spaces combined

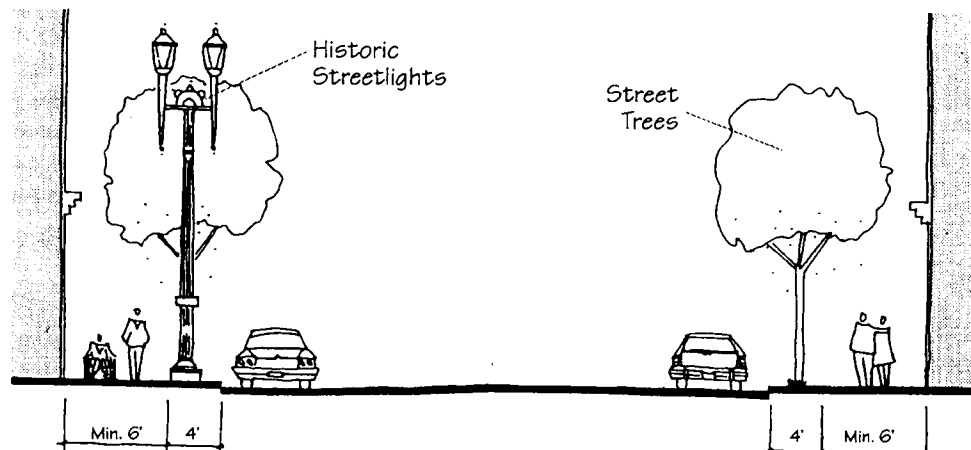
The resulting Downtown Pedestrian Network is a system of interrelated pedestrian routes. It is both a network of connections between destinations as well as a series of destinations in and of itself. The enhanced connections between significant nodes (both within and adjacent to downtown) reinforce these places as pedestrian destinations. For example, street improvements will highlight the visual connection between Chinatown and Yerba Buena Center on Grant Avenue, between North Beach/Telegraph Hill and Market Street on Kearny Street, and between Union Square and the Financial districts on Post Street.

Similarly, the Downtown Pedestrian Network complements the Downtown Open Space Network outlined in the Downtown Plan. Streetscape improvements such as trees and sitting areas integrate the sidewalks into the open space system as both connections and integral elements which increase open space resources. Areas with open space deficiencies as identified in the Downtown Plan will benefit from these streetscape improvements, particularly along Mission Street near Second Street, on Minna Street, and on the *Destination* alleys such as Claude and Belden.



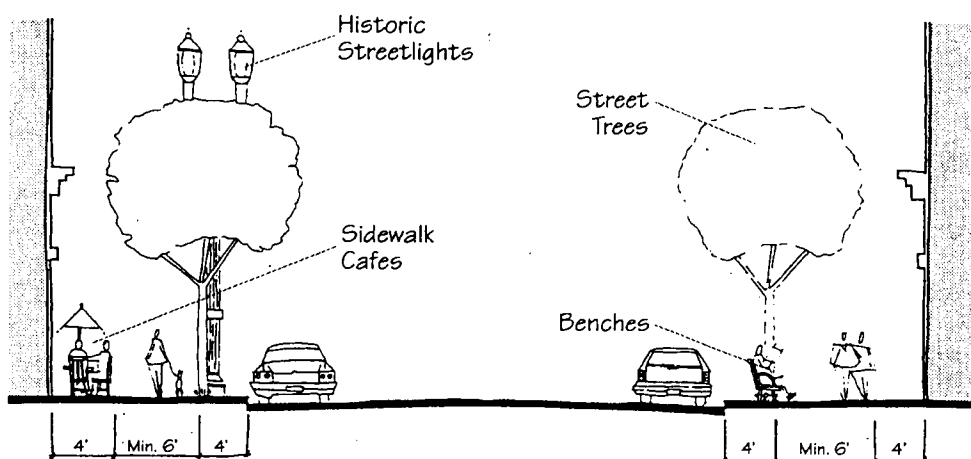
Design Plan and Significant Pedestrian Destinations

Design Plan



- Street Trees
- Historic Street Lights
- Fixed Newsracks
- Trashcans
- Standard Sidewalk
- Corner Clear Zone

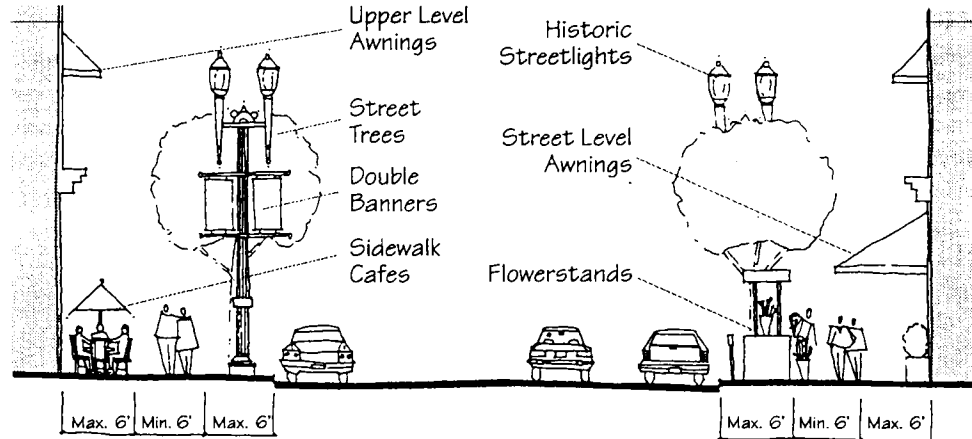
Typical Base Case Street Diagram



- | | |
|-----------------------------|--------------------|
| ■ Street Trees w/uplighting | ■ Paving Variation |
| ■ Historic Street Lights | ■ Benches |
| ■ Fixed Newsracks | ■ Bicycle Racks |
| ■ Trashcans | ■ Sidewalk Cafes |
| ■ Standard Sidewalk | ■ Kiosks |
| ■ Corner Clear Zone | ■ Sidewalk Vendors |

Typical Second Level Street Diagram

Design Plan



- | | | |
|-----------------------------|--------------------|----------------------|
| ■ Street Trees w/uplighting | ■ Benches | ■ Unique Streetscape |
| ■ Historic Street Lights | ■ Bicycle Racks | ■ Sidewalk Toilets |
| ■ Fixed Newsracks | ■ Sidewalk Cafes | ■ Special Paving |
| ■ Trashcans | ■ Kiosks | ■ Awnings |
| ■ Standard Sidewalk | ■ Sidewalk Vendors | ■ Banners |
| ■ Corner Clear Zone | | ■ Flowerstands |

Typical Special Level Street Diagram

Base Case

The standard Base Case Street has a 10' sidewalk as an absolute minimum, although 12'-14' is preferable. The streetscape is intended to be the minimum standard for all downtown sidewalks as befitting the importance of these streets as part of the downtown urban fabric.

Second Level

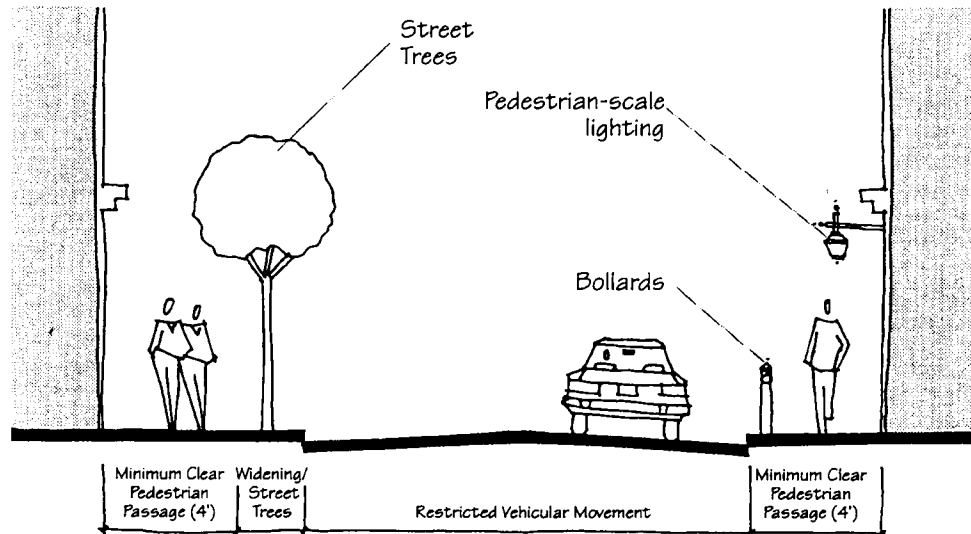
The standard Second Level Street design conveys the importance of these streets and encourages both through movement and stationary activities. In addition to the Base Case features, the generally wider sidewalks (14'-15') on Second Level Streets facilitate more pedestrian amenities including benches on Front, historical accents on Second, and corner bulbing on Kearny.

Special Level

The Special Streets are considered destination streets and would have corresponding wide sidewalks and street furniture. California, Grant, Maiden Lane, Mission, and Montgomery all have memorable, symbolic images that are important within the downtown and for the city as a whole. Typical designs would include Base Case and Second Level improvements with additional elements such as unique paving treatments, flowerstands and other street furniture, and sidewalk widenings (to 18' to match existing sidewalks on Grant and California). However, since each street is distinctive, their designs should be distinctive too. Montgomery Street is a particular challenge since street furniture opportunities are limited due to the existing pedestrian congestion. Nonetheless, the importance of Montgomery as a pedestrian street should be recognized with some unique treatments such as decorative paving, public art, and, eventually, sidewalk widening.

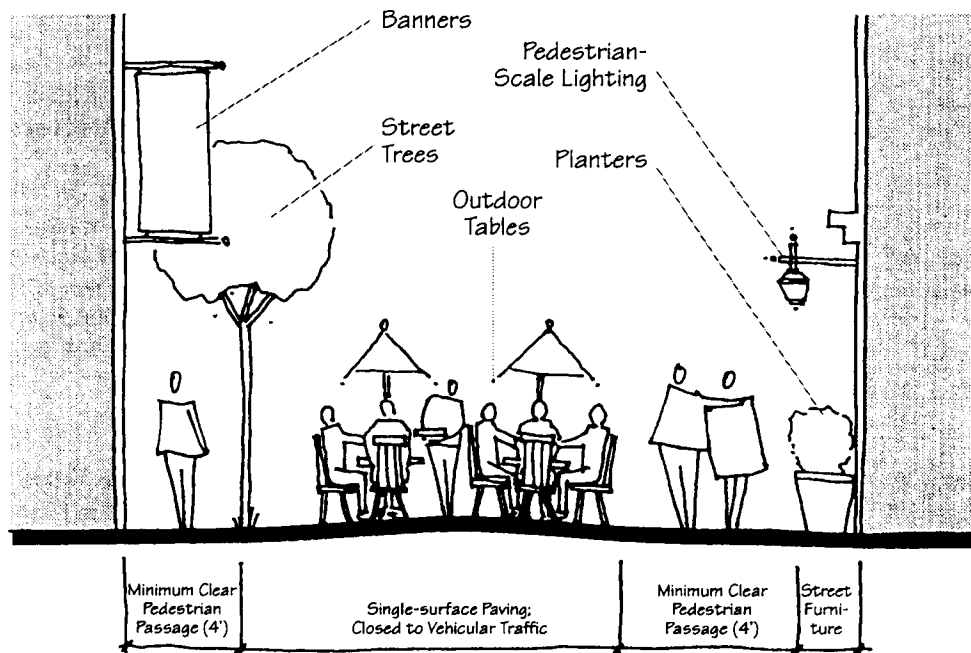
Design Plan

Walkthrough Alley



Standard improvements on Walkthrough alleys include network banners, bollards, pedestrian-scale lighting, and streetsign consolidation. Pending study of traffic, service, and parking needs, parking spaces might be removed to facilitate selected sidewalk widening and pedestrian amenities such as trees and benches.

Destination Alley



To encourage their use as alternative open spaces, design treatments on the Destination alleys might include entry gates, decorative single-surface paving treatments, banners, pedestrian-scale lighting, plantings, and restricted vehicular access. Given the unique character of each Destination alley, each merits its own design to be developed in conjunction with local merchants and property owners.

Specific Streetscape Plans

The following specific street designs are recommended in addition to the standard Base Case designs which represent the minimum level of improvements for all downtown streets:

Beale: Second Level Street improvements.

Bush: Second Level Street improvements; corner bulbing at Kearny; preservation of historic teardrop lighting.

California: Special Level Street improvements; sidewalk widening to 19' on all blocks; pedestrian signage and kiosks.

Cyril Magnin: Right turn on red ban at Ellis; restricted bus movements.

Fifth: Transit stop improvements; pedestrian safety signage.

First: Transit stop improvements.

Fourth: Second Level Street improvements; sidewalk widening from Market to Harrison; transit stop improvements; pedestrian signage; right turn on red ban; pedestrian safety signage; extended pedestrian crossing times.

Fremont: Transit stop improvements; pedestrian safety signage.

Front: Second Level Street improvements; corner bulbs at California and Sacramento; tree clusters at corners; lunchtime mall street closure.

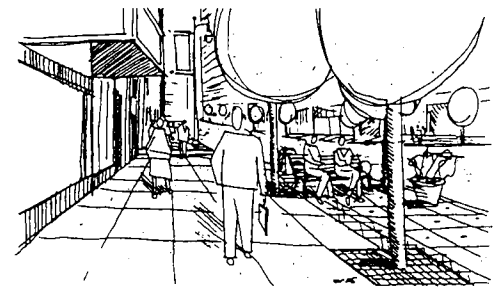
Geary: Second Level Street improvements; sidewalk widening at Kearny, Stockton, and across from Union Square; pedestrian signage and sidewalk directional elements; mid-block entrance into Union Square; transit stop improvements; hanging planters and decorative flowers facing Union Square.

Grant: Special Level Street improvements; corner bulbs at Post, Geary, and Sutter; distinctive paving and banners; limited traffic access; pedestrian signage and sidewalk directional elements; sidewalk public toilets; mid-block crossing at Maiden Lane.



Grant Avenue Improvements

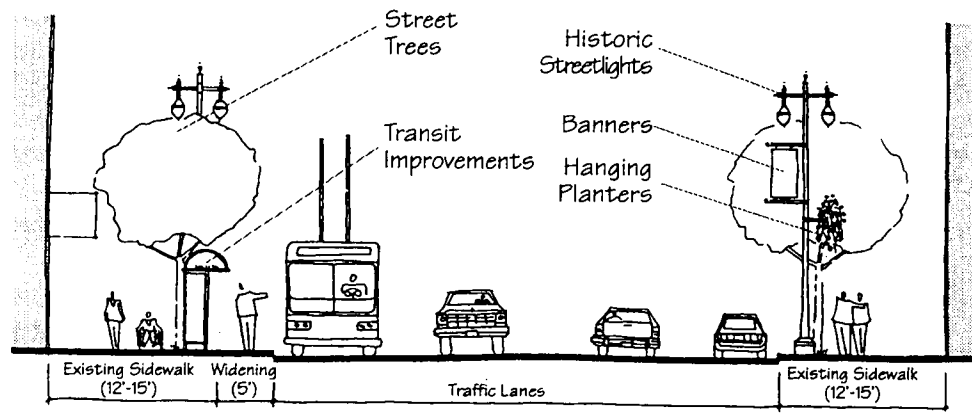
Kearny: Second Level Street improvements; sidewalk element restrictions; north-south corner bulbs ("snippets") at Sutter and Bush; pedestrian signage; right turn on red ban; pedestrian safety signage.



Kearny Street "Snippet"

Mason: Tourist-oriented signage.

Street Designs



Mission Street Concept Diagram

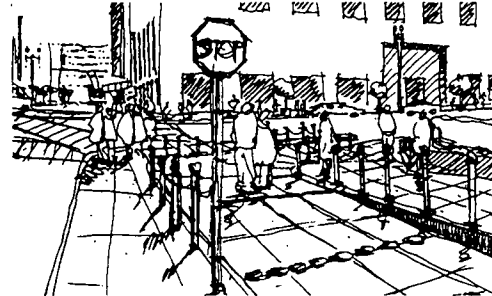
- Mission:** Special Level Street improvements; sidewalk widening; corner bus bulbs; distinctive paving; transit stop improvements; pedestrian-oriented lighting; pedestrian signage.
- Montgomery:** Special Level Street improvements including distinctive paving; sidewalk element restrictions; in-ground trees; north-south corner bulbs at Sutter, Bush, Pine, and California; pedestal-mount newsracks; 1'-2' sidewalk widening from Market to California; pedestrian signage; public art program.
- New Mont.:** Second Level Street improvements; sidewalk sitting areas and tree clusters; historical/informational signage.
- O'Farrell:** Bus bulbs and transit amenities; pedestrian signage and sidewalk directional elements.
- Post:** Second Level Street improvements; distinctive "Post Street Promenade" improvements; bus bulbs at transit stops; sidewalk widening facing Union Square; pedestrian signage and sidewalk directional elements; mid-block entrance into Union Square; hanging planters and decorative flowers facing Union Square.
- Powell:** Second Level Street improvements; sidewalk element restrictions; sidewalk widening from Ellis to Geary; in-ground tree clusters; international flags/banners; pedestrian signage and sidewalk directional elements; pedestrian-scale lighting; cable car turnaround area improvements.
- Sansome:** Lunchtime street closure between Sutter and Bush.
- Second:** Second Level Street improvements; sidewalk sitting areas and tree clusters; historical/informational signage.
- Steuart:** Second Level Street improvements; sidewalk widening east sidewalk between Mission and Howard.
- Stockton:** Second Level Street improvements; sidewalk widening between Geary and O'Farrell; rebuild Sutter Street crossing island; pedestrian signage and sidewalk directional elements; pedestrian-scale lighting; designated street artist placements.
- Sutter:** Base Case Street improvements; bus bulbs and transit improvements.

Street Designs

Specific Alleyway Designs

Third: Second Level Street improvements; sidewalk widening between Mission and Howard; public art program including banners; pedestrian information and safety signage; right turn on red ban; signalized mid-block crossing between Mission and Howard; extended pedestrian crossing time.

Union Square: Rebuild crossing islands; add yield for pedestrians signage; pedestrian scramble crosswalk.



Union Square Corner Improvements

The following specific alleyway designs are recommended in addition to the standard Walkthrough Alley (Base Case) designs which represent the minimum level of improvements for all pedestrian alleys:

Belden: Destination Alley improvements; single-surface paving; traffic restrictions.

Campton: Destination Alley improvements; single-surface paving; traffic restrictions.

Claude: Destination Alley improvements; single-surface paving; traffic restrictions.

Commercial: Destination Alley improvements between Montgomery and Sansome.

Ecker: Traffic restrictions; single-surface paving.

Leidesdorff: Destination Alley improvements between Sacramento and Clay; traffic restrictions.

Hunt/Natoma: Destination Alley improvements between Third and New Montgomery.

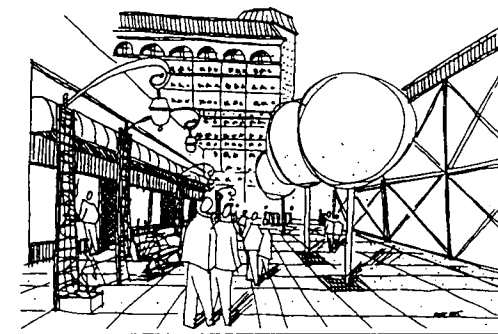
Maiden Lane: Destination Alley improvements; single-surface brick paving; information/historical kiosks; benches; signalized crosswalk at Grant Avenue.

St. George: Destination Alley improvements.

Garden Walks: Develop pedestrian-only mid-block garden walkways from Yerba Buena Center to Market Street, in the Terminal Separator right-of-way, and along Minna Street..

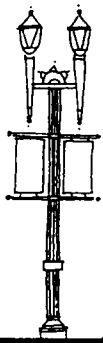


Improvements on Maiden Lane

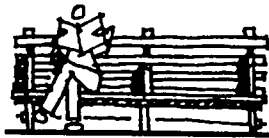


YBC Garden Walk to Market Street

Typology Elements



1. Banners



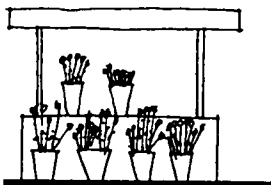
2. Benches



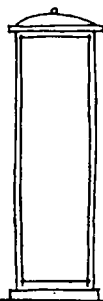
3. Bicycle Racks



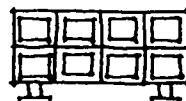
4. Bollards



5. Flowerstands



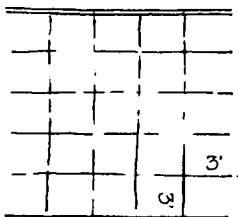
6. Kiosks



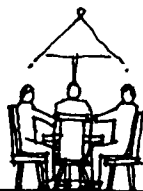
7. Newsracks



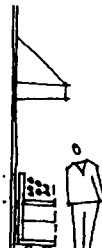
8. Planters



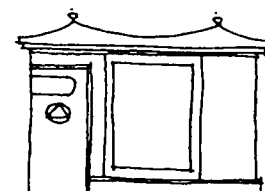
9. Sidewalk Paving



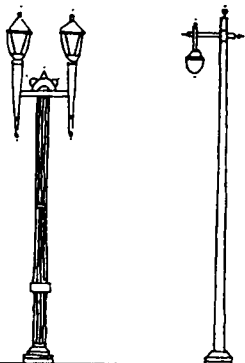
10. Sidewalk Cafes



11. Sidewalk Displays



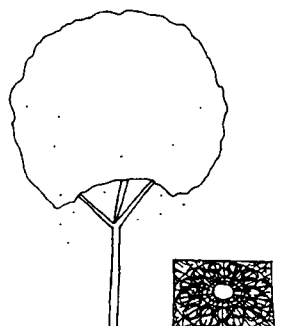
12. Sidewalk Toilets



13. Historic Streetlights



14. Trashcans



15. Trees/Grates



16. Vendors

	Base Case	Second Level	Special Level
ATM Machines	In building setbacks or low ped. volume streets. Not permitted adjacent to bus stops.	Building setbacks are required. Not permitted adjacent to bus stops.	Building setbacks are required. Not permitted adjacent to bus stops.
Awnings	Permitted if attached to the building. Canopies attached to the sidewalk are prohibited.	Awnings and canopies are permitted. Signage is not permitted.	Awnings, canopies, and upper window awnings encouraged except on historic buildings without precedents.
Banners	Only short-term, event banners or banners attached to buildings.	Encouraged on Powell, Post, in the YBC area, and on Alleys. Elsewhere, event banners or banners attached to buildings.	All types are encouraged. On California, banners are limited to temporary installations or on buildings.
Benches	Not encouraged in the public right-of-way, but are encouraged in adjacent locations.	Strongly encouraged everywhere. Alternative seating areas such as window ledges and steps are also encouraged.	Strongly encouraged everywhere. Alternative seating areas are also encouraged.
Bicycle Racks	Only permitted if placement does not cause the Level of Service to fall to D or below.	Encouraged if placement does not cause the Level of Service to fall to D or below.	Encouraged if placement does not cause the Level of Service to fall to D or below.
Bollards	Only decorative bollards are permitted.	Only decorative bollards are permitted.	Only decorative bollards are permitted.
Vehicular Curb Cuts/Driveways	Strongly discouraged on streets with significant pedestrian volumes.	Strongly discouraged	Not permitted
Flowerstands	Not encouraged.	Encouraged outside of the public right-of-way.	Strongly encouraged in all locations except Montgomery Street.
Kiosks	Not encouraged.	Encouraged except in congested locations on Kearny, Stockton, Powell, and Fourth.	Strongly encouraged except on Montgomery.
Newsracks	Pedestal mounts are required in the Union Square area and strongly encouraged elsewhere.	Pedestal mounts are required in the Union Square area and on Kearny, and are strongly encouraged elsewhere.	Pedestal mounts are required.
Public Art in the Right-of-Way	Permitted depending on pedestrian congestion.	Encouraged depending on pedestrian congestion.	Strongly encouraged. On Montgomery, sidewalk placement opportunities are extremely limited.
Planters	Permitted in the curb zone in areas without significant pedestrian congestion.	Permitted in the curb zone, except in congested areas on Kearny, Stockton, and Powell, and in the building zone on Post.	Permitted in both the building and curb zones except on Montgomery.

Typology Matrix

	Base Case	Second Level	Special Level
Sidewalk Paving Treatments	Standard downtown paving pattern: Dark grey concrete, silicate carbonate, 3' scoring.	Limited decorative elements and score patterns are permitted by block face.	Distinctive decorative patterns are encouraged by block face.
Sidewalk Cafes	Permitted on streets without significant pedestrian congestion. Encouraged on Ellis.	Strongly encouraged, except on streets with significant pedestrian congestion.	Strongly encouraged except on Montgomery.
Sidewalk Displays	Not encouraged.	Not permitted in congested areas on Kearny, Powell, Stockton, and Fourth.	Encouraged except on Montgomery.
Sidewalk Grade Changes	Permitted to satisfy ADA requirements.	Permitted to satisfy ADA requirements.	Permitted to satisfy ADA requirements.
Sidewalk Toilets	Not permitted.	Permitted at locations indicated in the design plan.	Encouraged except on Montgomery.
Street Artists	Permitted in the curb zone in areas without significant pedestrian congestion.	Not permitted in congested areas on Kearny and Fourth.	Strongly encouraged except on Montgomery.
Street Closures	Temporary, special event closures are permitted. Lunchtime closure is recommended for Sansome.	Temporary closures are permitted. Lunchtime closures are recommended on Front and Destination alleys.	Temporary, special event closures are encouraged. Lunchtime closures are encouraged.
Streetlights	Historic streetlights are required. Pedestrian-scale lighting is strongly encouraged.	Historic streetlights are required. Building uplighting and infill pedestrian-scale lighting is encouraged.	Historic streetlights are required. Building uplighting and infill pedestrian-scale lighting is encouraged.
Trashcans	Standard downtown design trashcan is required.	Standard downtown design trashcan is required.	Standard downtown design trashcan is required.
Trees	In-ground trees are required.	In-ground trees are required. Uplighting is strongly encouraged.	In-ground trees are required. Uplighting is strongly encouraged.
Vendors/Street Artists	Not encouraged.	Encouraged in areas without pedestrian congestion.	Strongly encouraged except on Montgomery.
Widenings	Permitted wherever the peak hour pedestrian LOS is C or below.	Recommended on all streets.	Recommended on all streets.

General Design Policies

.... future decisions about street space, both in this plan and beyond, should give equal, if not greater, consideration to pedestrian needs

There are a number of general design policies that will improve pedestrian conditions throughout the downtown area. These policies include general principles as well as specific suggestions.

The most important design recommendation for the downtown pedestrian streetscape is that future decisions about street space, both in this plan and beyond, should give equal, if not greater, consideration to pedestrian needs.

■ Pedestrian Space Policies:

- *Maintain a strong presumption against reducing pedestrian space or eliminating crosswalks to accommodate automobile traffic or parking at the expense of pedestrians.*

- *Curb tow-away lane approvals should consider pedestrian usage and level of service on fronting sidewalks.*

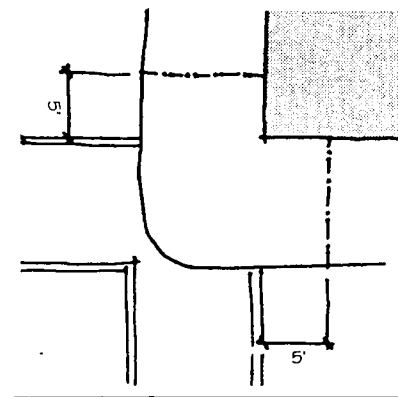
■ Corner and Crosswalk Policies:

- *Ensure convenient and safe pedestrian crossings.* Widen sidewalks at corners where possible to provide more pedestrian queuing space and shorter crosswalk distances. Widen the crosswalk space at intersections with Pedestrian LOS D or below.

- *Crosswalk signals should be timed to provide a walk cycle which allow pedestrians a minimum of one second of crossing time for every three and one-half (3.5') feet of the width of the street.* Walk signals should be changed to clearly indicate when it is safe to start crossing, and timed accordingly. Push buttons that slow moving pedestrians could push if they need additional crossing time should be installed at dangerous or wide intersections, or in areas in which there is a high concentration of mobility-impaired pedestrians.

- *A ban on right turns during the red phase is strongly recommended for intersections with pedestrian-vehicle conflicts.* Pending study of potential traffic and transit conflicts, a ban on right turns during the red phase and/or Barnes Dance signal timings are recommended on Fourth and Third at Mission, Howard, and Folsom, at the Union Square corners, on Kearny at Sutter and Bush, and on Sansome at Bush.

- *The corner clear zone is the minimum amount of pedestrian queuing space at the corner and is required at every corner in the downtown area.* The clear zone extends a minimum of five feet (5') from the inside edge of the crosswalk and defines an area from the curb to the property line. Only items essential to vehicular and pedestrian safety and flow may remain within the clear zone. No other element may be placed within the clear zone including temporary elements.



Streetscape Policies

■ Pedestrian Safety:

- *Increase enforcement of driving and pedestrian laws, especially at dangerous intersections.*
- *Install pedestrian safety signage at dangerous intersections.*
- *Increase pedestrian awareness and education.*
- *Encourage efforts to protect pedestrians from crime.*
- *Recessed or dark and dangerous pedestrian building areas should be well lit, including ATM's and arcades.*
- *Target dangerous intersections and streets for pedestrian safety improvements.*
 - Fifth/Market: Safety signage for pedestrians and vehicles. Right turn yield for pedestrians signage. Increase enforcement of right turn ban.
 - Fifth/Mission: Install yield (for pedestrians) sign for right-turning traffic at the Fifth/Mission pedestrian island.
 - Fourth/Market: Widen west sidewalk on Fourth Street
 - Market/Kearny/Geary: Safety signage for pedestrians and vehicles.
 - Stockton/Sutter: Remove curbside exclusive right turn lane, extend sidewalk at corner, and enlarge pedestrian island.
 - Kearny/Sutter: Right turn on red ban; right turn yield to pedestrians signage.
 - Union Square Corners: rebuild and enlarge pedestrian islands; yield sign for right-turning traffic.
 - Cyril Magnin/Ellis: Right turn on red ban; restricted bus movements.
 - Fourth (Market/Mission): Widen sidewalk.
 - Third (Market/Mission): Install pedestrian safety signage.
 - Montgomery (Post/Sutter): Widen sidewalks.
 - Mission (Fourth/Fifth): Install button-activated signal for mid-block crossing.
 - Fremont (Market/Mission): Pedestrian safety signage.

■ Sidewalk Obstacles:

- *Six feet (6') is the minimum amount of clear sidewalk space for pedestrian through movement in the downtown area.*
- *Street signs on downtown sidewalks should be consolidated.*
- *Single-head parking meters should be replaced with double-head meters.*
- *Sidewalk elevators should only be open when in use.*
- *No new sidewalk elevators, sub-sidewalk basements, or sub-sidewalk transformer vaults are permitted in the downtown area, and existing elevators should be phased out of use.*

Streetscape Policies

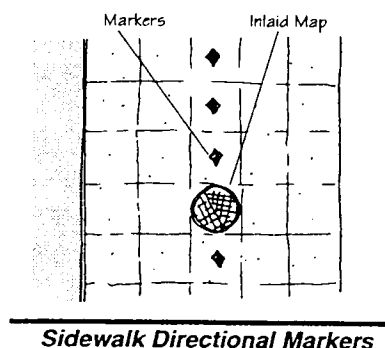
■ Street Feature Policies:

- *Preserve existing historic features such as streetlights and encourage the incorporation of such historic elements in all public and private streetscape projects.*
- *Conserve and promote in-ground street trees for all downtown sidewalks.*
- *Preserve and promote pedestrian-oriented building frontages on all downtown streets including all Walkthrough and Destination alleys.*
- *Encourage the installation of up-lighting for architecturally significant buildings.*

■ Informational Signage:

In order to improve pedestrian orientation and movement, a signage system is recommended for the downtown area. The signage system should incorporate international symbols and languages and be accessible to all pedestrians. The program would have six components:

- A series of *directional signs* placed at intersections and transit stops will indicate the locations of key destinations such as museums, open spaces, and districts. The directional signs might be coded with graphic symbols for major destinations and indicate proximity and direction.
- *Informational and historical plaques* at key destinations would provide historical and other noteworthy information while also facilitating self-guided tours of significant sites in the downtown.
- *Directional markers* placed in the sidewalk surface could be the basis for self-guided walking tours, as well as indicators of primary routes such as from the hotel district to Yerba Buena Center.
- *Maps*, either free-standing or in the ground, placed at key locations (especially transit stops) in the downtown area would help to orient visitors and highlight transit, open space, and other destinations.
- *Decorative brass street labels* installed in the sidewalk at every corner downtown will clearly indicate street names to pedestrians.
- *Coordinated banners* at alley destinations would highlight the alleys and visually connect them to the Downtown Pedestrian Network.



Streetscape Policies

■ Walking Tours

•In conjunction with the signage system, the development of self-guided walking tours is strongly encouraged. These walking tours might be oriented to historical points of interest, architecture, shopping, or tourist destinations.

■ Public Art:

•Art in the public right-of-way is strongly encouraged throughout the downtown area. Art installations might range from sculptures, sidewalk inlays, and kiosk displays to performance art, dance pieces, and temporary installations.

•Public works projects and elements are opportunities for art and design.

•Empty storefronts should be utilized for temporary art installations to enliven the streetscape.

■ Building Setback Policies:

•Arcades: Due to San Francisco's mild climate and wind conditions, arcades are not always appropriate. Their primary use downtown should be to provide more sidewalk space, not as a protection against weather. Arcades might be appropriate on streets with pedestrian congestion problems such as Montgomery, Kearny, and Third. In order to facilitate pedestrian movement, arcades are required for developments on any portion of Stevenson, Jessie, Minna, Natoma, Tehama, and Clementina east of Third Street. Existing arcades should be respected; arcades should preferably be the entire block in length.

•Window Setbacks: Space to step out of the flow of pedestrian traffic to view window contents is encouraged downtown, especially on streets with significant pedestrian volumes.

•Corner Setbacks: Permit added pedestrian space at block corners for pedestrian queuing, often in lieu of added sidewalk space. These setbacks are encouraged.

*•ATM Machines: Should be not be located adjacent to transit stops unless queuing space is provided outside of the public right-of-way. Elsewhere, ATM machines should be in building setbacks, where possible, or on *Base Case Streets* without significant pedestrian volumes. All locations require appropriately designed and placed trash receptacles.*

■ Sunlight Access Policies:

The Downtown Plan mandates sunlight access for certain downtown sidewalks in the retail district. The mandated streets are Powell, Stockton, Grant, Kearny, Ellis (north side), O'Farrell (north side), Geary (north side), Post (north side), Sutter (north side), Bush (north side Kearny/Montgomery), Front (Sacramento/Clay), New Montgomery (east side), Second (east side), and Market (north side). Additional sunlight access protection is recommended for Maiden Lane, Campton, Belden, Claude, St. George, Commercial, Minna, Front (California/Sacramento), Sansome (Market/Bush), Steuart (Mission/Howard), Third, and Fourth.

Streetscape Policies

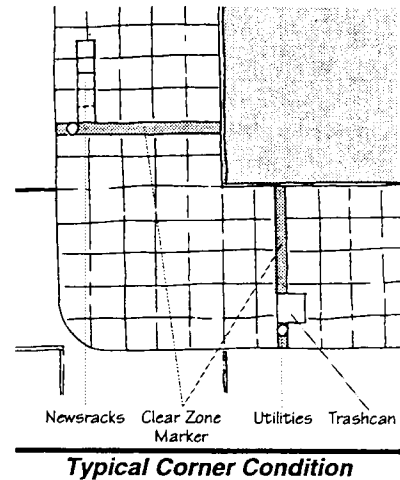
■ Vehicular Curb Cuts:

•*Parking Garage Entrances/Driveways:* Autos crossing the sidewalk are a significant hazard to pedestrians. New driveways should not be permitted on *Special* or *Second Level* streets, or on any *Base Case* street with significant pedestrian volumes.

■ Typical Sidewalk Conditions:

•*Corner:* The typical downtown corner should have five primary components including a trashcan, traffic/pedestrian signal device, fire hydrant, newsracks (preferably fixed), and a clear zone indicator. The clear zone indicator is a band in the concrete scoring at the corner indicating the clear zone boundaries.

•*Transit Center/Bus Stop:* Well-designed bus stops in the downtown can serve multiple functions providing services for transit users as well as for other pedestrians. Standard components should include a functional shelter with sitting space, an information kiosk (either free-standing or included in the shelter), trees (6' o.c. from the curb), and, space permitting, additional seating areas. If possible, bus stops should be accommodated with sidewalk widenings allowing the creation of open space “snippets” at bus waiting areas.



■ Maintenance:

•*All streetscape improvement programs in the public and private sectors must include a capital improvement maintenance budget, and a plan for on-going upkeep.*

•*Property owners are responsible for the maintenance of the sidewalk area fronting their property including, but not limited to, the condition of the sidewalk surface, pruning and upkeep of privately installed trees, graffiti removal, and cleanliness of street furniture.*

•*Permittee must maintain in good condition, clean and free of graffiti, all privately installed streetscape elements as per the requirements of Section 174 of the Public Works Code.*

•*Regular maintenance of public streetscape elements should be a priority for all responsible city agencies. All street trees should be pruned and maintained by trained professionals. A maintenance team that could perform maintenance duties and would ensure a high quality downtown streetscape while also providing entry-level employment opportunities.*

•*A public safety and information service would provide a greater level of comfort and security for visitors and residents.*

Code Requirements

Streetscape Element Codes

The Downtown Streetscape Plan is the guiding document for the development of the Downtown Pedestrian Network called for in the Downtown Area Plan (Objective 22). As such, the Plan is the basis for Master Plan consistency determinations for all pedestrian streetscape improvements in the downtown, whether implemented by the public or private sectors.

The Downtown Streetscape Plan is also the implementation framework for downtown streetscape improvements as outlined by Section 138.1 of the Planning Code which regulates streetscape improvements in the downtown, C-3 districts. As per the provisions of Sections 309 and 137 of the Planning Code, the Downtown Streetscape Plan is used as the basis for, and to determine the adequacy of, all streetscape improvements required by Sections 138 and 138.1 of the Planning Code, mandated by the City Planning Commission, or voluntarily installed as a component of any project subject to Section 309 review.

The Department of Public Works is the permitting agency for all improvements in the public right-of-way. All streetscape improvements mandated by the Planning Commission as per the provisions of the Planning Code and the recommendations of the Downtown Streetscape Plan are subject to approval by the Director of Public Works. As set forth in DPW Order Number 168,244, DPW agrees to consider the recommendations referenced in the Downtown Streetscape Plan when reviewing encroachment and street-use permit applications in the downtown area.

Capital Projects

The projects in the Downtown Streetscape Plan were developed with an understanding that funding for streetscape improvements is very limited. As a result, the success of the overall framework of the plan is not dependent on large scale street improvement projects. Rather, the plan is intended to be flexible and conducive to small scale, incremental improvements. The street typology and design guidelines should streamline the street element application and approval process thereby encouraging more private improvements of the streetscape. As each element is installed, it will further the overall design goals of the plan.

A significant component of the implementation of the Downtown Streetscape Plan involves coordinating public and private initiatives related to pedestrian issues. The Downtown Pedestrian Projects Coordinator at the Planning Department will be working with the Pedestrian Safety Task Force, the Traffic Safety Coalition, and a variety of other public agencies to ensure that the pedestrian safety recommendations of the Plan are implemented throughout the downtown. The Coordinator will also work with the private sector to develop programs to preserve historic streetlights, install street furniture, and provide maintenance. In addition, many of the designs in this Plan are being developed as city-initiated capital projects to be implemented over ten years, beginning in 1995.

Project	Descrip.	Location	Cost	Funding	Date
Powell Street	pp. 61-62 of the Plan	Turntable area	\$200,000	Local and Private	1996
Fourth Street	Sidewalk Widening p.83	Market to Harrison	\$1,150,000	Local and Private	1996
Alleyway Network	Improvements on pp.49-55	Throughout downtown	\$300,000	Local	1996
Ecker Street	Single Surface Paving	Mission to Elim	\$265,000	Grant	1996
Informational Signage	Program on p.39	Throughout downtown	\$265,000	Local and Private	1996
Corner Bulbs	Widenings on pp. 63-65	Union Square	\$960,000	Grant (apply 1995)	1998
Corner Clear Zones	Concept on p.37	Throughout downtown	\$1,350,000	Grant (apply 1995)	1998
Street Trees	In-ground trees.	Throughout downtown	\$980,000	Grant (apply 1995)	1998
Union Square	Corners on p.66	All four corners	\$400,000	Grant (apply 1995)	1998
Grant Avenue	Special Street on p.60	Market to Bush	\$1,500,000	Grant (apply 1997)	2000
California Street	Special Street on p.70	Keamy to Drumm	\$1,000,000	Grant (apply 1997)	2000
Mission Street	Special Street on p.80	Embarcadero to Fifth	\$1,500,000	Grant (apply 1997)	2000
Montgomery Street	Special Street on p.71	Market to Clay	\$500,000	Grant (apply 1997)	2000

Implementation

Capital Funds

Funding for the development and implementation of the capital projects is dependent on four primary sources:

- Proposition B sales tax revenues for transportation improvements: The Downtown Pedestrian Program has about \$3 million of Proposition B funds available for downtown streetscape investments. This money is administered by the San Francisco County Transportation Authority.
- Federal grants for streetscape enhancements: Federal Intermodal Surface Transportation Efficiency Act (ISTEA) grants can be leveraged with 11.5% local matching funds. Proposition B and private funds can be used to meet the local match. To date, the Downtown Pedestrian Program has received a grant to complete construction on Ecker Street. Additional applications for future projects will be submitted in late 1995.
- Downtown Plan requirements: One of the most successful methods of developing new streetscape improvements is by mandating them as approval conditions on new developments. Streetscape improvements such as sidewalk widenings and "snippets" can be used to meet open space requirements on a case by case basis. In addition, under the provisions of the enabling legislation for the Downtown Streetscape Plan (Section 138.1 of the Planning Code) and the stipulations of Section 309 of the Planning Code, street trees and sidewalk paving are required for all major improvement projects. The City Planning Commission may impose additional requirements depending on the proposed project.
- Private contributions: These range from benches and trees placed by small retail establishments to the components of the proposed Business Improvement District in the Union Square area. The proposed BID will include maintenance, safety, and capital improvement projects. The capital projects and the design guidelines in the Downtown Streetscape Plan will provide the framework for all such privately-financed improvements.

Capital project implementation will begin in FY1995-96 with Proposition B funding. Since this funding is limited, priority for 100% Proposition B funded projects is being given to low-cost, high impact projects that are directed at two primary issues: safety and information. These projects include Informational Signage, Alleyway Improvements, and the Fourth Street Sidewalk Widening.

Projects that are more capital intensive are slated for development as federal grant projects that will be leveraged with Proposition B funds. These projects include the *Special Streets*, street trees, corner clear zones, corner bulbs/sidewalk widening, and the Union Square corners. The grant proposals for these projects will be submitted in 1995 with anticipated construction beginning in 1998.

Implementation of additional projects is dependent on private sector construction in the downtown area. Approval conditions and open space requirements will be developed on a case-by-case basis with the Downtown Streetscape Plan as a framework for potential improvements.

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Street Life Quotation on Page 1: *Henry Miller*

The San Francisco Chapter of the American Institute of Architects, Urban Design Committee (Philip Henry, Chair) provided invaluable design assistance and sponsored the Downtown Pedestrian Charrette. Additional design assistance and review was provided by Bruce Race, AIA/AICP and John Skibbe.

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