



Howard Streetscape Project

Project Overview

Located in the South of Market neighborhood (SoMa), between 11th Street and 4th Street, the Howard Streetscape Project will improve safety on a high-injury corridor, reduce greenhouse gas emissions, support the City’s transformative vision for SoMa as a regional hub, and improve mobility for visitors and residents, including low-income populations who depend most upon riding transit, walking, and bicycling.

Howard Street is a two to three -lane westbound arterial originally built to support manufacturing and warehousing. Over the past two decades, this project area has experienced explosive growth in housing and office employment. This growth coupled with a large population of disadvantaged communities significantly increased the number of people walking and bicycling. Yet, the roadway’s design still supports and prioritizes high vehicle speeds and volumes and has not evolved to reflect the community’s need for a people-focused street.

Competing transportation demands have increased crashes and injuries for people walking and bicycling, and inhibited access to regional destinations including Moscone Center and the Salesforce Transit Center. The Howard Streetscape Project will transform the corridor, prioritizing non-motorized modes of travel.

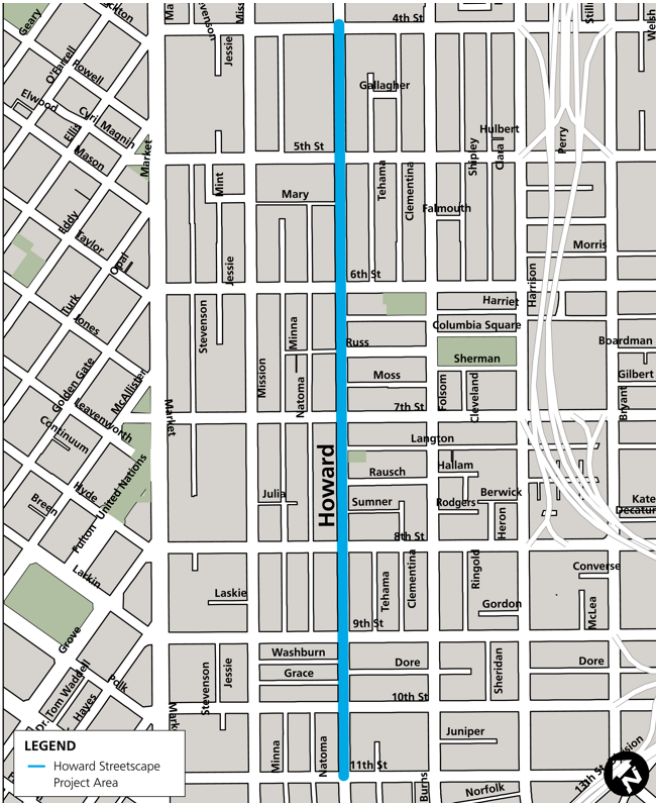
Following project approval, the SFMTA implemented several quick-build safety upgrades on Howard Street, including a parking-protected bicycle lane, to achieve some of the project’s critical safety benefits as quickly as possible. These changes provide immediate benefit and serve as a down payment on realizing the community’s full vision for Howard Street through the Streetscape Project.

Benefits

San Francisco’s 2018 Central SoMa Plan approved an additional 16 million square feet of space for new transit-oriented housing and jobs over the next 25 years. The Howard Streetscape Project is a central component of the Plan and will dramatically improve street design to better serve current residents while also accommodating planned growth.



Howard Street at 4th Street, looking westward



Howard Streetscape Project Extent (11th to 4th streets)

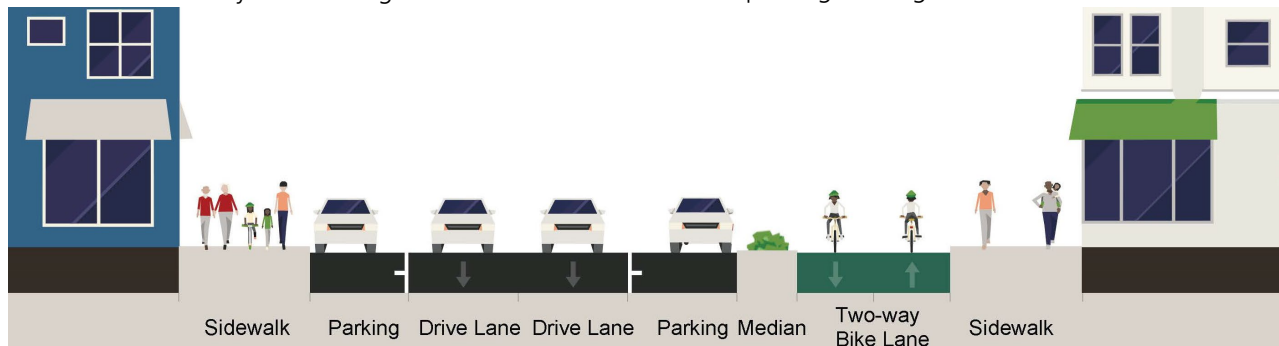
Visit [SFMTA.com/FolsomHoward](https://www.sfmta.com/FolsomHoward) for more information.

The Project also addresses dire safety issues on Howard Street, a corridor on San Francisco’s Vision Zero High Injury Network (i.e., the 12 percent of San Francisco streets with 68 percent of severe and fatal traffic collisions). Between 2019 and 2023, one fatality occurred on the corridor along with 107 traffic crashes on Howard Street, with more than half of these involving people walking or biking.

Project Elements

The Howard Streetscape Project proposes a two-way protected bicycle lane, a landscaped median separating the bikeway from traffic, bulb-outs and raised crosswalks to shorten crossing distances and parking lanes on both sides of the street. The roadway will be streamlined to two general purpose vehicle travel lanes, from a mix of two and three lanes today. Key Project elements include:

- Two-way protected bicycle lane
- Raised concrete medians with landscaping
- Protected intersections
- Raised crosswalks
- Bulb-outs and midblock signals
- Dedicated bicycle traffic signals
- Accessible loading zones and curb ramps
- New pedestrian scaled lighting
- New street furniture and decorative crosswalks
- Upgrading auxiliary water supply system
- Improving drainage and sewer infrastructure



Typical Cross-section of the Howard Streetscape Project

Community Outreach

Since 2016, the SFMTA conducted in-depth outreach for the Project to identify opportunities, areas of high concern, and suggested improvements.

- 550 people attended open houses
- 1,300 people responded to surveys
- 110 businesses met with staff
- 20 Community groups provided comments on designs

The project team has worked closely with key stakeholders, like Yerba Buena Community Benefit District, SoMa Pilipinas, the Leather and LGBTQ District, and SOMA West Community Benefit District, in identifying priority safety improvements and ensuring representation of the neighborhood’s cultural heritage into the design.

Project Budget and Schedule

The estimated project construction cost is \$49 million. The detailed design phase resumed in Fall 2023 with construction targeted for 2026.