

Thank you for participating in today's Howard Streetscape Project Open House.



Project Timeline

2016-2018
Planning



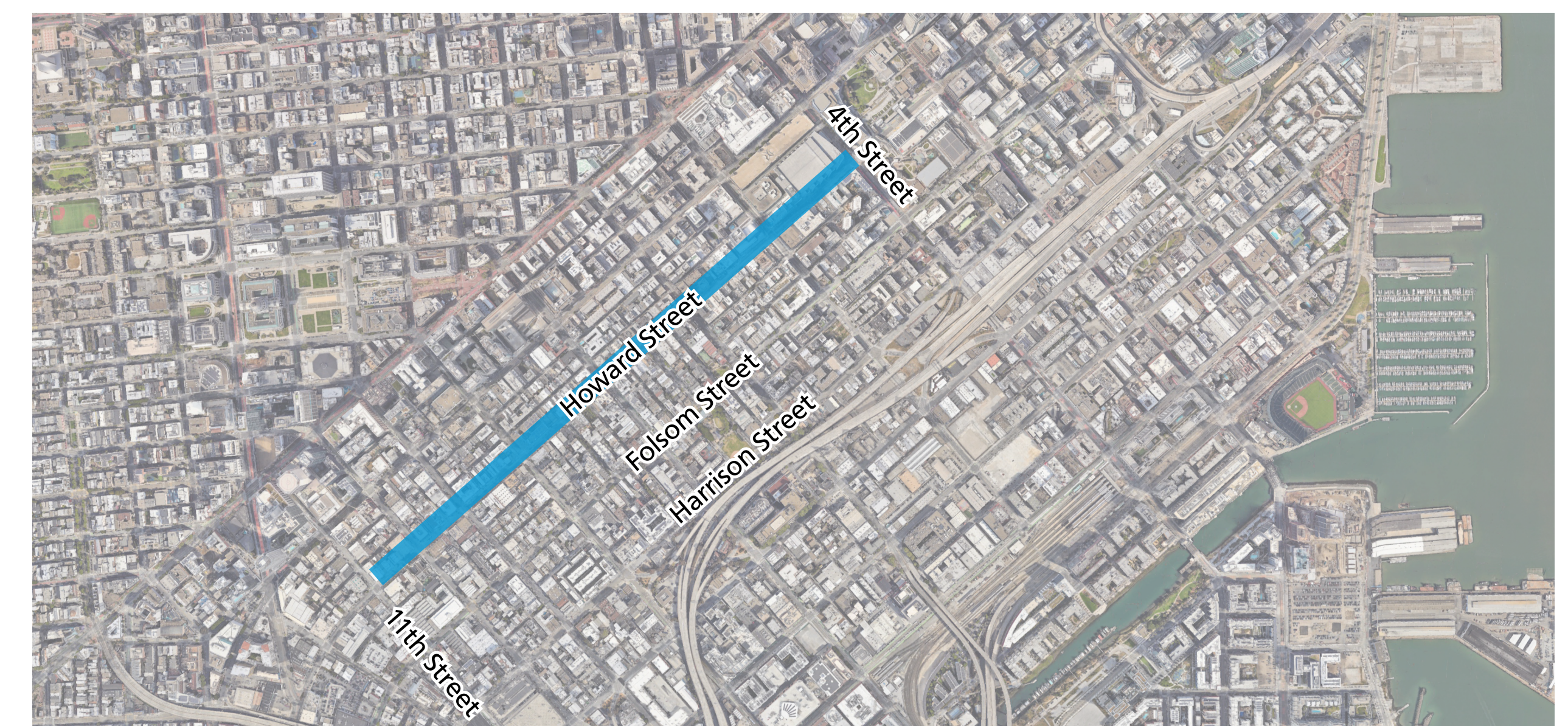
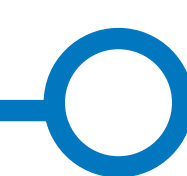
2019
Approval

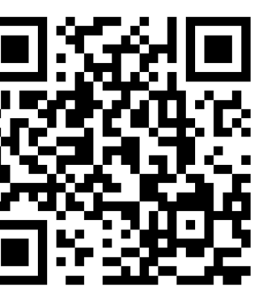


2023-2025
Design and Environmental Clearance



2026-2029
Construction





The Howard Streetscape Project will make the South of Market Neighborhood (SoMa) a safer and more inviting place to walk, bike, shop, and take transit.

Safety

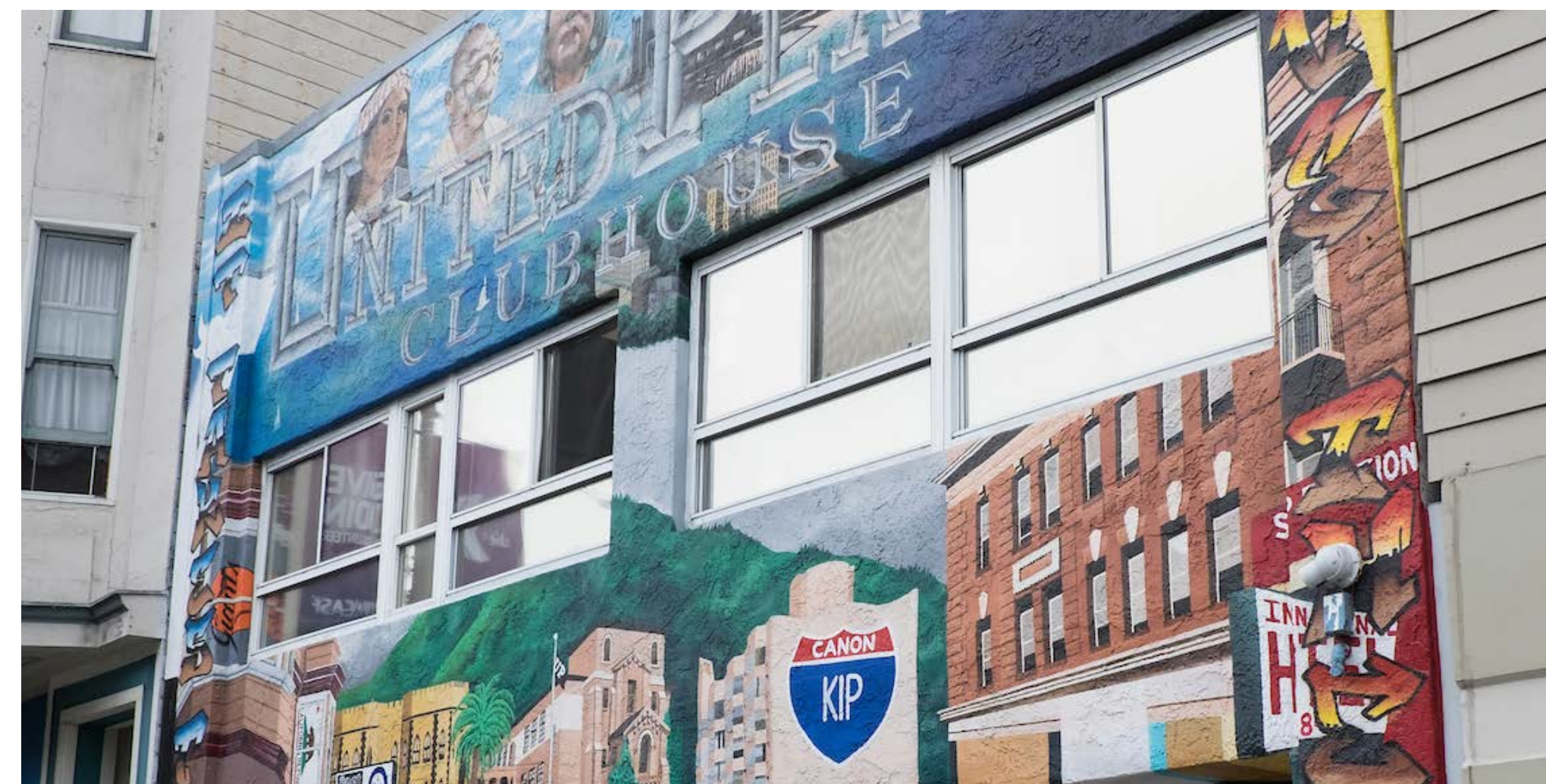
- » Improve safety for all users
- » Make biking, walking and riding transit in SoMa more comfortable



- » Two-way separated bikeway, dedicated bike and turning signals
- » 16 shortened crossings/bulb-outs, new midblock crosswalks, raised crosswalks at alleys, and new ADA curb ramps
- » Intersection daylighting, signal timing changes, and visibility improvements

Community Enhancements

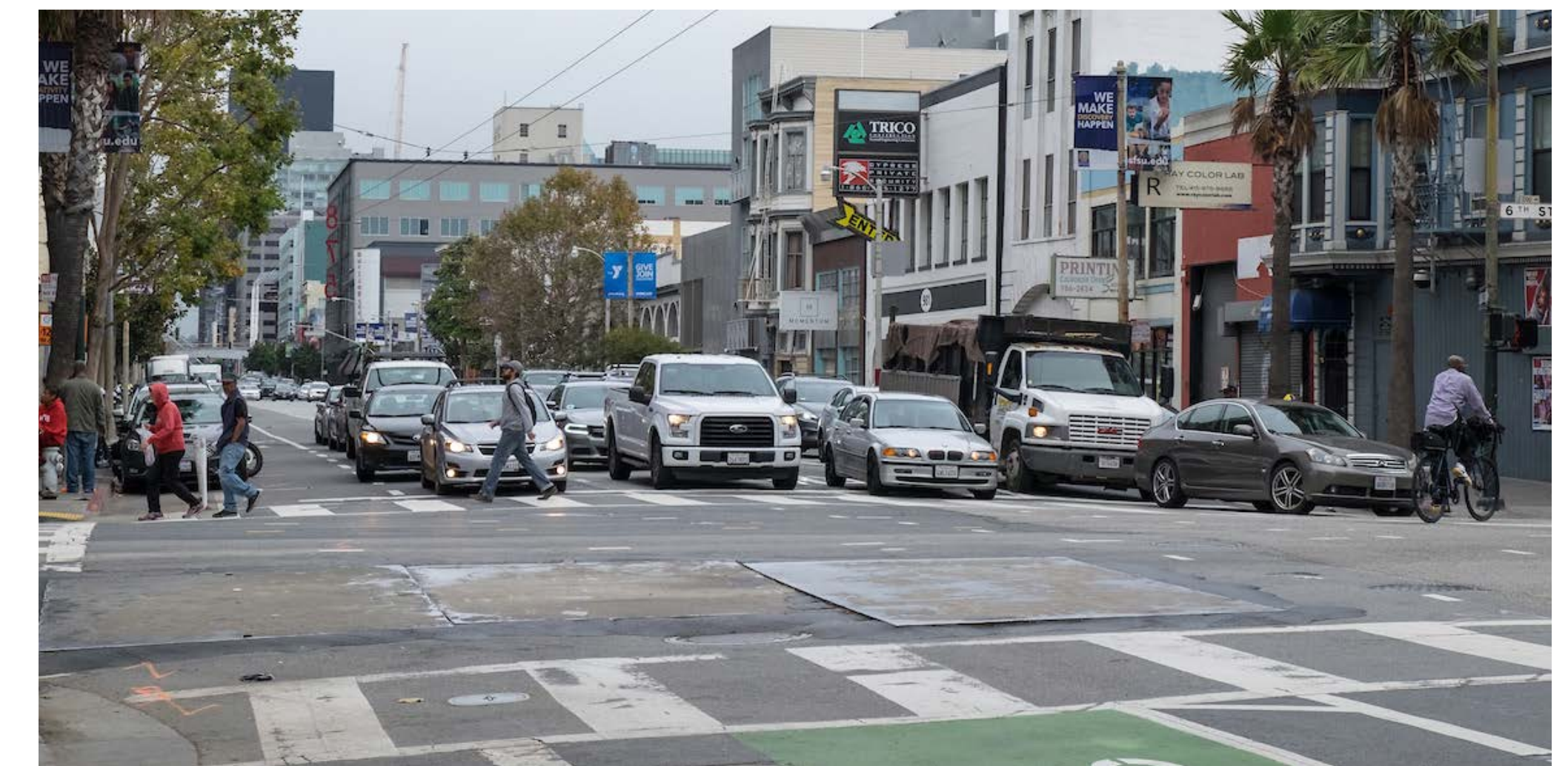
- » Reflect the cultural diversity and vibrancy of SoMa by improving the public realm and landscape



- » New pedestrian-scale sidewalk lighting
- » 21 decorative crosswalks
- » Landscaping improvements, including 44 new street trees
- » 17 benches
- » 6 historic plaques

Major Infrastructure Upgrades

- » Prepare for future growth in the neighborhood



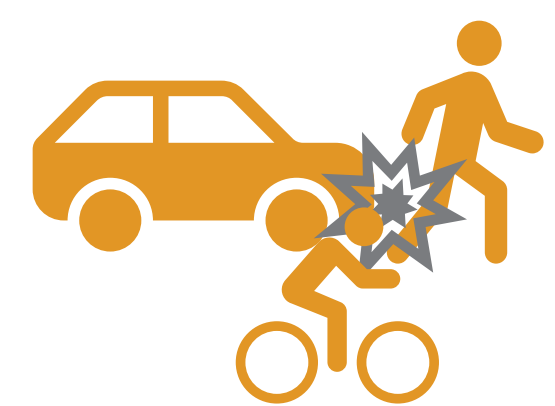
- » Roadway base repair & resurfacing
- » Water utility upgrades
- » Sewer and drainage rehabilitation
- » Electrical utility improvements
- » Improved roadway lighting



Vision Zero

Folsom Street is part of San Francisco's High Injury Network, or the 12% of the city streets that account for 68% of the city's traffic collisions.

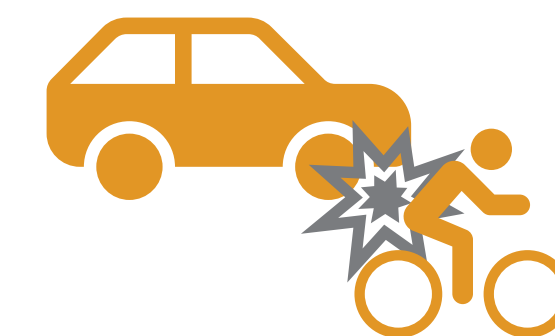
2019 to 2024
Collisions



116 Injury Collisions



38 Vehicle/Pedestrian
26 in Crosswalks



20 Vehicle/Bicycle

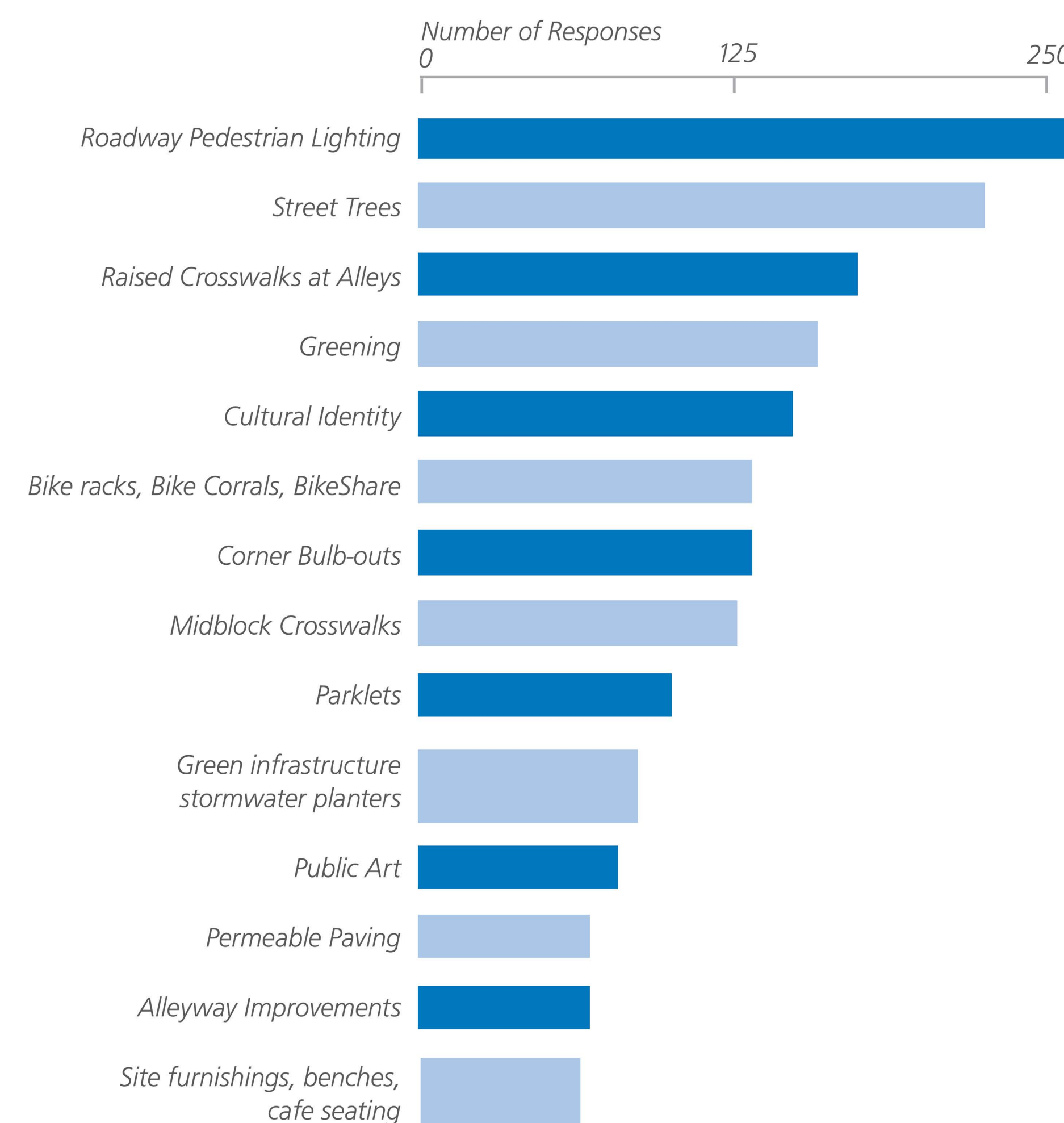
Most common collision factors:

- » Red light running
- » Failure to yield to pedestrian in crosswalk
- » Unsafe turn or lane change
- » Speeding

Community Driven Planning

The SFMTA has worked in close collaboration with neighbors, local businesses, community groups and users of the Howard Street corridor since initiation of the project.

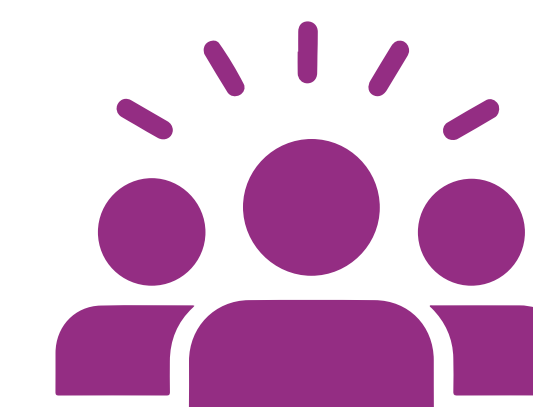
Roadway pedestrian lighting, street trees, and raised crosswalks at alleys are the priorities for the public realm.



1,300 questionnaire responses



Knocked on 250 businesses' doors



Meetings with 20 community groups



Distributed 700 open house notification posters



110 meetings with local businesses



150 business loading surveys completed



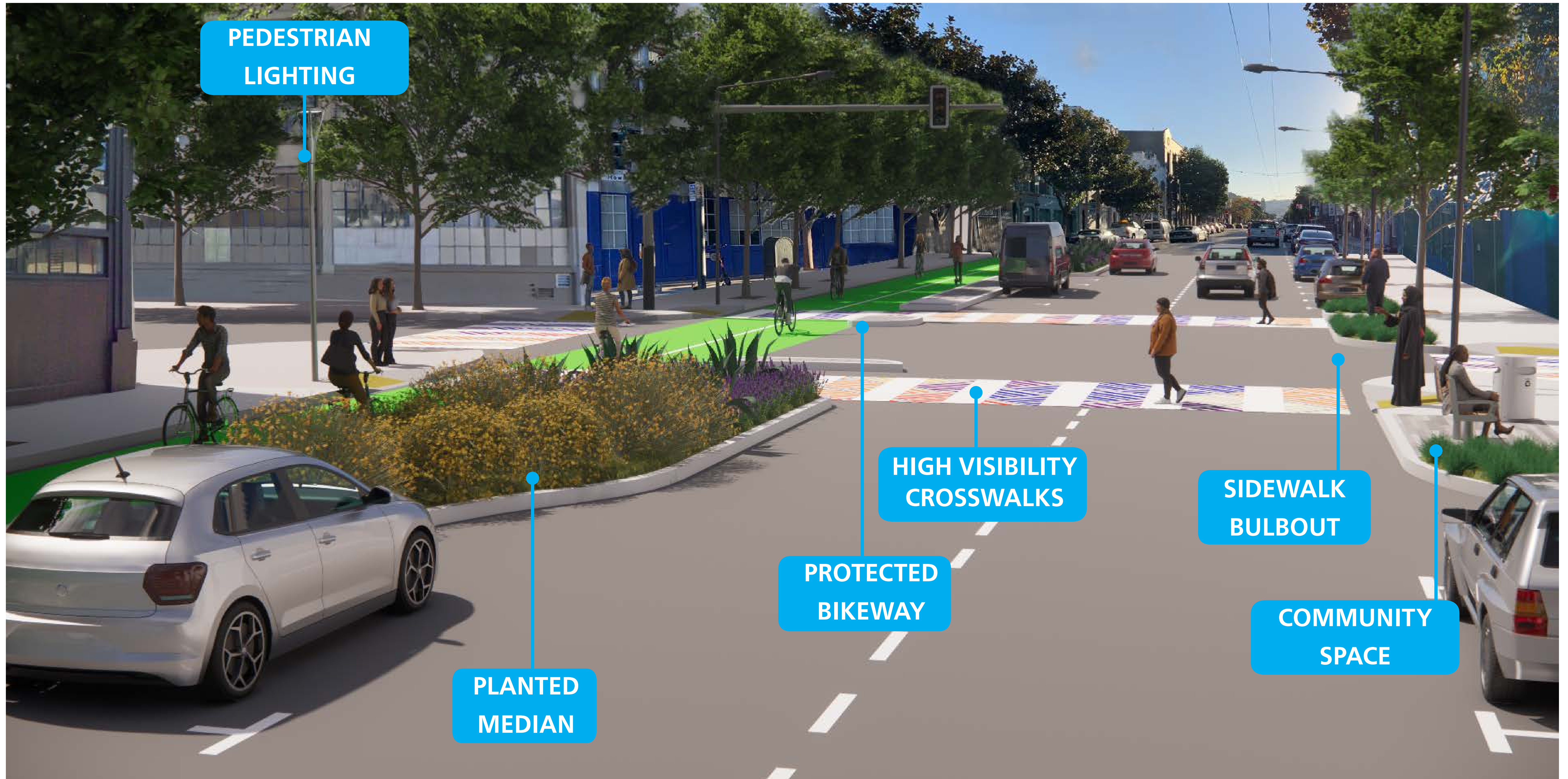
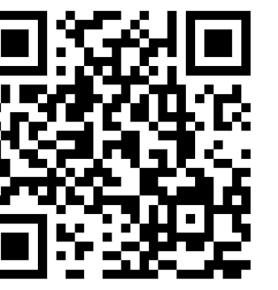
550 people attended open houses



34,500 open house notification postcards delivered



THE VISION REALIZED: PROJECT BENEFITS [SFMTA.COM/FOLSOMHOWARD](https://sfmta.com/folsomhoward)

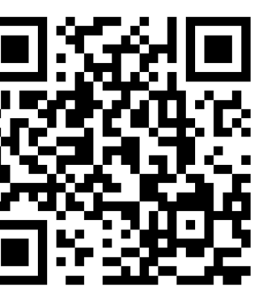


Howard Street at Russ Street



COMMUNITY ENHANCEMENTS

SFMTA.COM/FOLSOMHOWARD



Trees and Landscaping



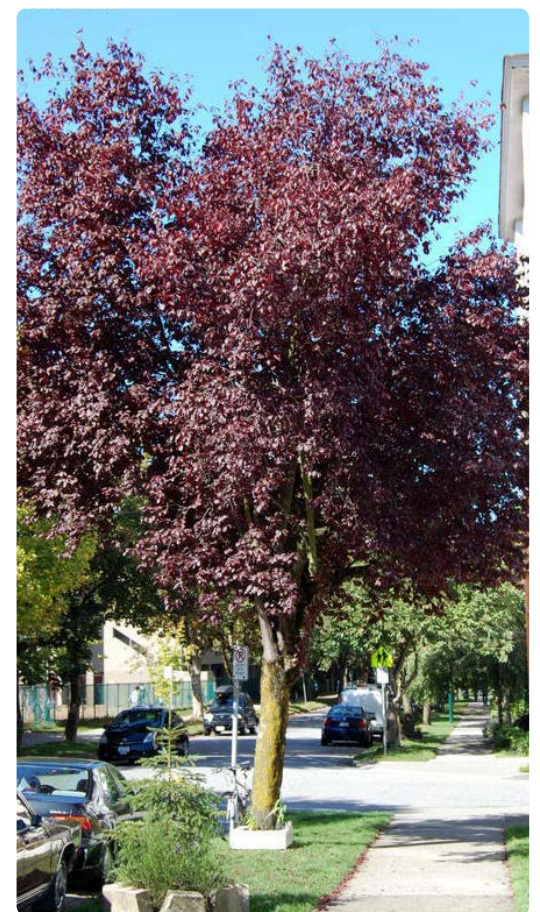
Magnolia grandiflora



Lophostemon confertus



Acer buergerianum



Prunus cerasifera



Arbutus 'marina'



Platanus x acerifolia



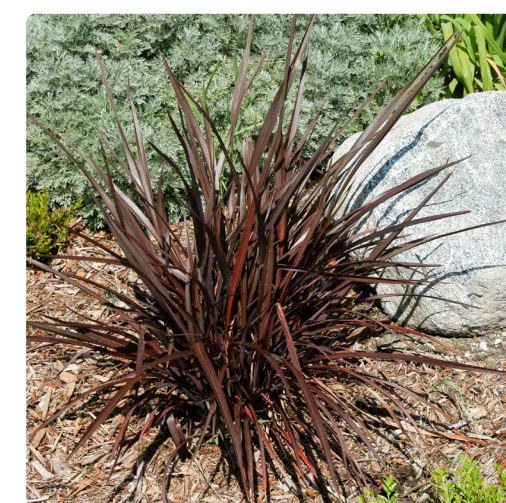
Agave Spp.



Lavender & Flax



Trachelospermum jasminoides



Phormium tenax 'Jack'



Lomandra longifolia



Lomandra longifolia

Cultural District Signage & Commemorative Plaques



Cultural Plaque



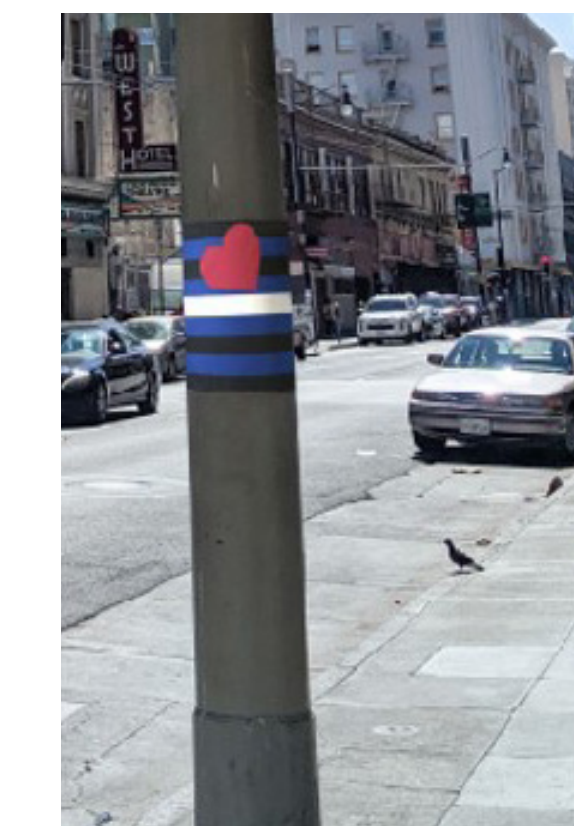
Bike Racks



Bike Rack



Flag Painting on Poles



Pole Flag

Pedestrian Lighting



Philips Urbanscape Post-Top Lights with 16' Poles

Benches



Bench

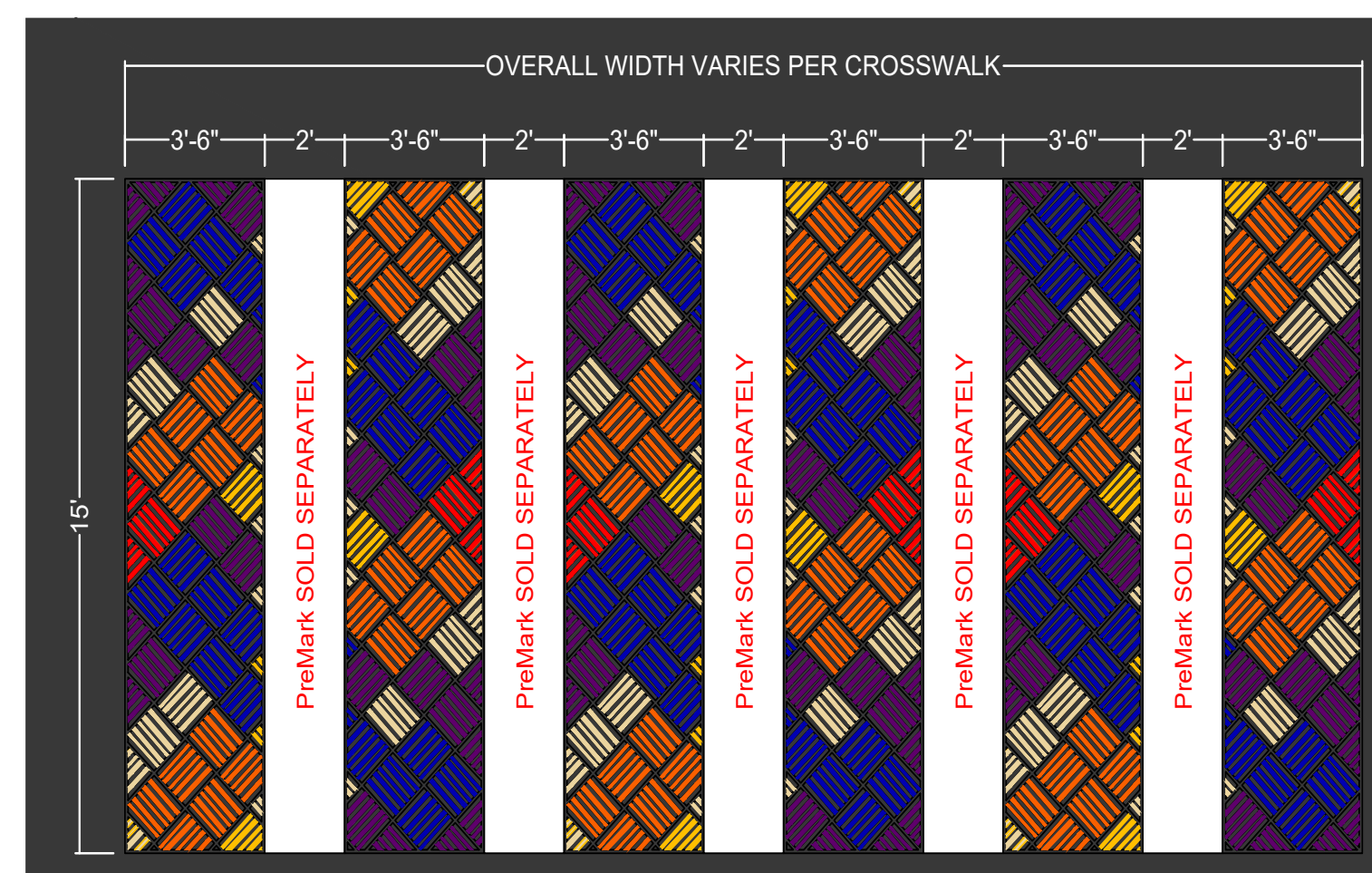


Bench

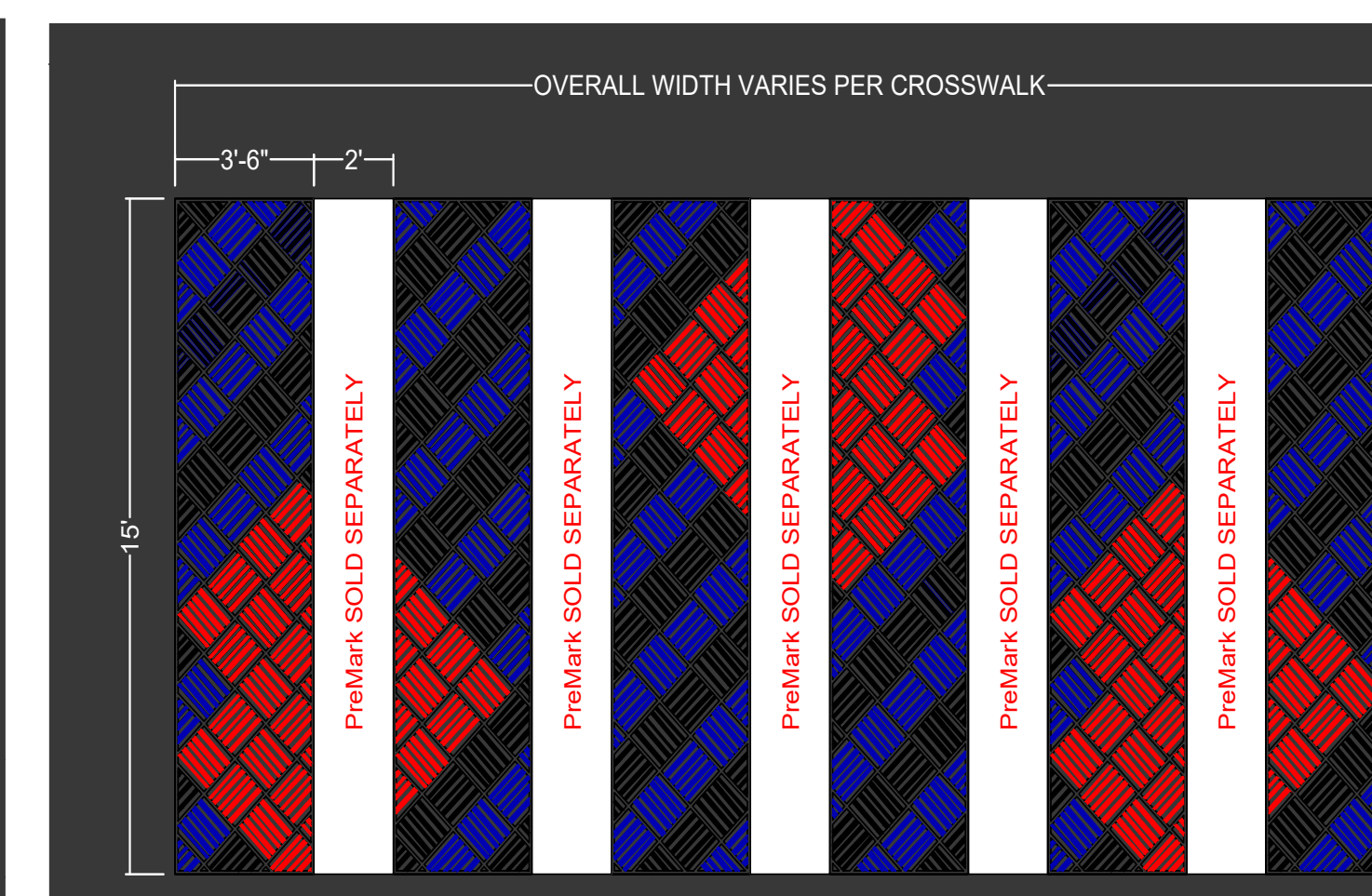
Leather and LGBTQ Cultural District

SOMA Pilipinas (black)

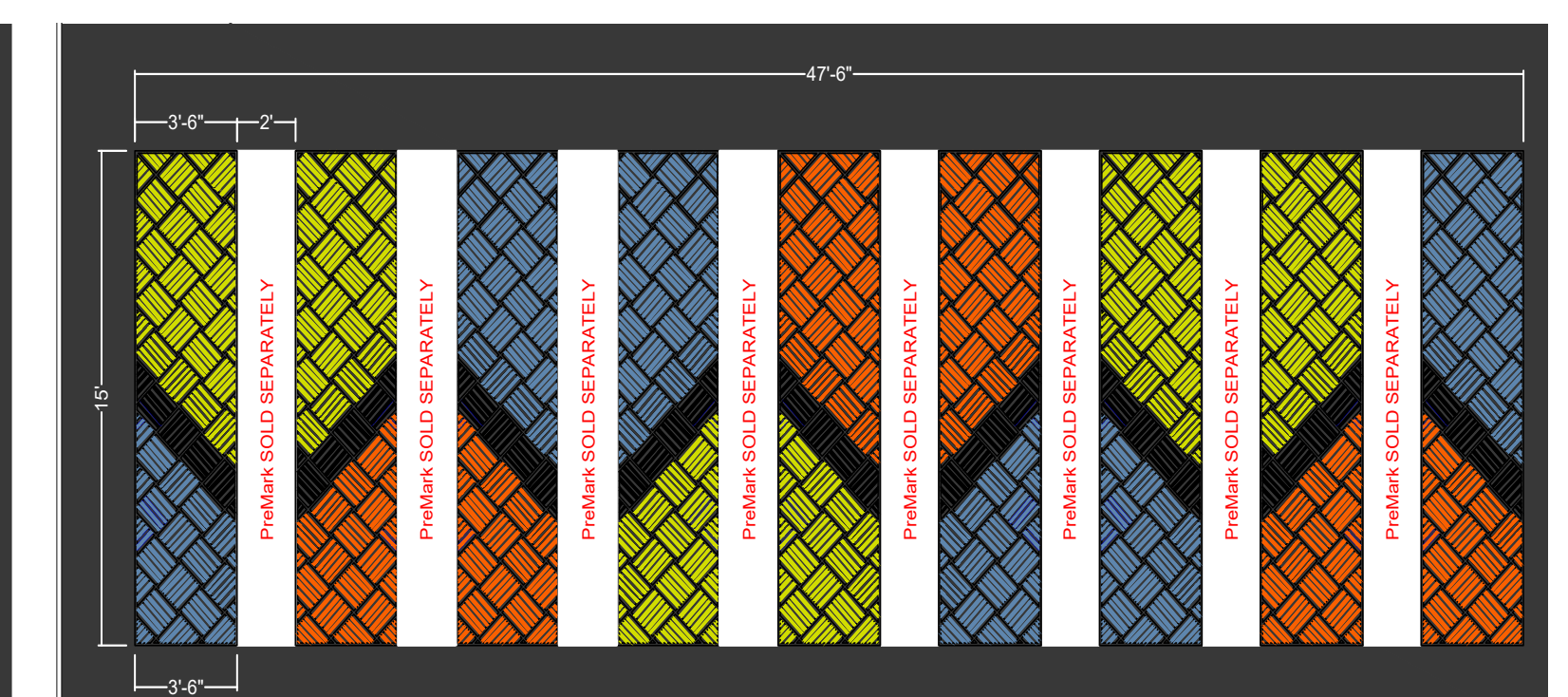
Decorative Crosswalks



SOMA Pilipinas Filipino Cultural Heritage District

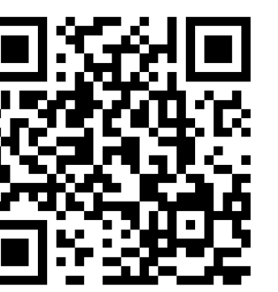


Leather and LGBTQ Cultural District



Yerba Buena Community Benefit District





Adding yellow commercial loading zones in response to business needs

All new white passenger loading zones will have accesible curb ramps

More ADA blue loading zones (4% of all metered parking) in compliance with PROWAG guidance

Daylighting/red zones in compliance with new state law AB 413

COLOR CURB GUIDE

Curb Color	Vehicles allowed	Doing what	For how long	
LOADING ZONES	commercial	Vehicles with commercial plates	actively loading*	30 mins max
	6-wheel commercial	Commercial vehicles with 6 or more wheels	actively loading*	30 mins max
	Passenger or general	Any vehicle	actively loading*	5 mins max
	"Dual use"	Check signage	actively loading*	Check signage
PARKING	Green meters or zones	Any vehicle	parking	Check signage
	Blue zones	Vehicles with valid disabled placard	parking	N/A

*Active loading means that you are in the process of loading something or someone.

"Dual use" zones have two different regulations at different times of the day. Check signs for hours of operation.

There are no exceptions to time limits in loading zones. This includes vehicles with disabled placards. All vehicles are subject to citation and towing in any loading zone during operational hours. Commercial loading zones may be used by vehicles without commercial plates for up to 3 minutes for active loading.

For more information about color curb visit www.sfmta.com/getting-around/drive-park/color-curbs

HOW TO USE NEW TYPES OF DELIVERY ZONES

DUAL-USE ZONES

TWO DIFFERENT REGULATIONS IN ONE ZONE DEPENDING ON TIME OF DAY (I.E. COMMERCIAL LOADING DURING THE DAY AND GENERAL LOADING AT NIGHT)

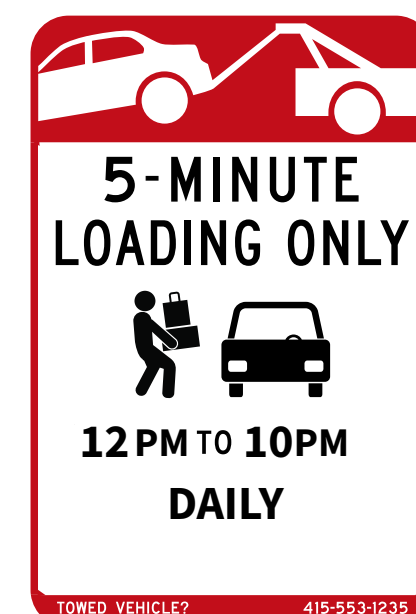
THE CURB WILL BE PAINTED WHITE AT DUAL-USE ZONES

ZONES VARY IN HOURS SO CHECK SIGNS FOR HOURS



GENERAL LOADING ZONES

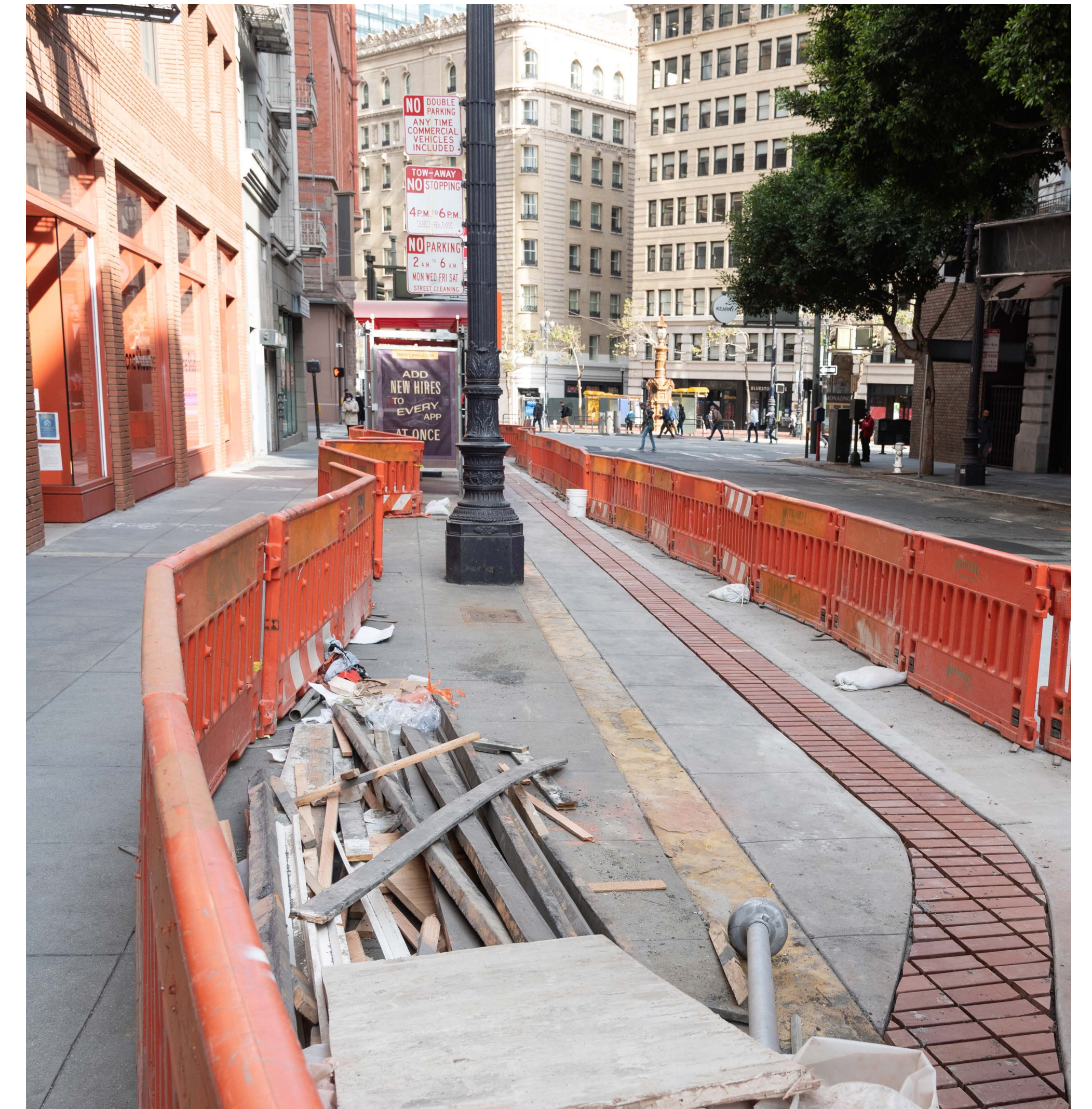
ANY VEHICLE MAY LOAD AND LEAVE VEHICLE UNATTENDED FOR UP TO 5 MINUTES, NO VEHICLE (INCLUDING PLACARD HOLDERS) MAY STAY BEYOND 5 MINUTES AND WILL BE SUBJECT TO CITATION OR TOW





Phases of Construction

- » First, **underground utilities** (sewer, drainage and water improvements)
- » Then, **surface utilities and hardscape** (overhead contact system, traffic signals, street lighting, curb-ramps, bulbouts, medians)
- » Last, **roadway resurfacing, landscaping and street furnishing** (community enhancements, street furnishing, trees and landscaping, striping)



What Happens During Special Events?

Public Works Community Relations Liaison along with the contractor will work with merchants and organizers in advance to coordinate construction activity around events including:

- » Demobilization of major equipment and staging materials
- » Housekeeping and removal of construction debris
- » Sweeping and site-inspection, walk-through with stakeholders before event

The project team is partnering with SF Public Works' Streetscape Program team to deliver the Howard Streetscape Project. This team has delivered several SFMTA projects such as:

- » Folsom Streetscape Project
- » Page Street Neighborway Project
- » Upper Market Corridor Safety Improvements Project
- » 19th Avenue Combined City Project
- » Lombard Street Vision Zero Project





COME VIEW THE
PLAN HERE

Stay up to date: [SFMTA.com/FolsomHoward](https://sfmta.com/folsomhoward)

Contact: Howard@sfmta.com

