

# Invest in Neighborhoods

## Lombard Street



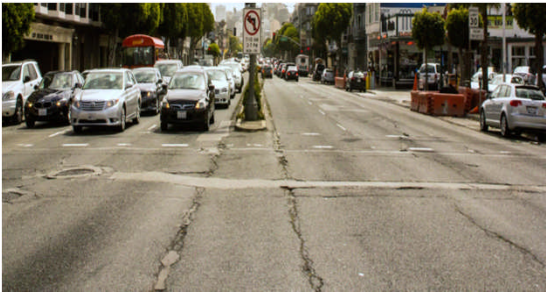
Sewer and Water



Landscaping



Street Repavement



Pedestrian & Traffic Safety



Beautification



Logos for Caltrans, San Francisco County Transportation Authority, SFMTA (Municipal Transportation Agency), San Francisco Planning Department, and San Francisco Office of Economic and Workforce Development. Also includes the 'San Francisco Beautiful' logo.

# Invest in Neighborhoods Lombard Street Studies

## UC Berkeley Student Study

### LOMBARD GATEWAY A VISION FOR LOMBARD STREET

#### OUR STUDY AREA



Lombard Street, from the Presidio to the Mission, is one of San Francisco's busiest streets. The stretch of multi-lane of Highway 101 connecting Market Street to the city is a major thoroughfare for traffic; the street is frequently cited for its dangerous conditions.

In recent years, the corridor surrounding Lombard Street, known locally for its summer markets, has deteriorated. As such, the corridor also recently underwent the city's new Register program for the Street in Neighborhoods initiative.

#### REGIONAL CONTEXT

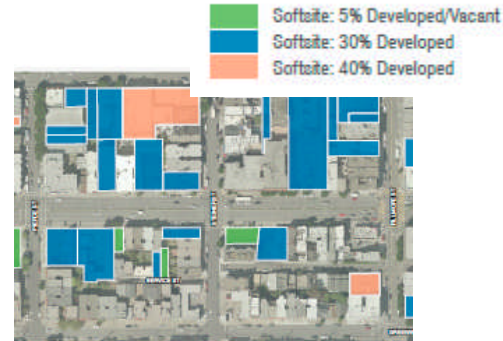


The Lombard Gateway is a **vibrant destination** that enhances connections to **shared open space** and promotes access to the city through an **integrated transit network**.  
The neighborhood fabric is activated through a dense mixed-use commercial zone that encourages community interaction in the urban and natural environments.



LOMBARD GATEWAY  
Center for Urban Design & Planning | Spring 2014  
CP208 Plan Preparation | Spring 2014  
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## Opportunity Site Analysis



## Community Input

### SAFETY STRATEGIES

#### POTENTIAL FOCUS AREAS

Pedestrian Street Lighting	1
Police Presence	2
Traffic Prevention	1
Business Watch Program	1
Your Idea - Rules and policies for coaches parking at main bus stops	2
Your Idea - Prevent homeless from sleeping at bus stops and sidewalks	2
Your Idea	
Your Idea	
Your Idea	
Your Idea	
Your Idea	



#### STREET BEAUTIFICATION

#### POTENTIAL FOCUS AREAS

Plant More Trees or Replace Existing Trees with More Appropriate Trees	13
Street and Sidewalk Cleanliness	6
Sidewalk Repairs	16
Public Art and Murals	10
Increase Street Greenery (sidewalk plantings, planters etc.)	10
Create Public Spaces (Seating Areas/Parklets)	12
Your Idea - Keep signage out of bus shelter	1
Your Idea - Increase fire safety with property which fronts Lombard to be removed, build to full potential i.e. plan review, reduction in allowing building and front	1
Your Idea - Widen sidewalks & reduce parking	1
Your Idea - More and through traffic on Lombard in tunnel underground	1
Your Idea	



## Hotel Motel Report

### LOMBARD STREET: HOTEL TRENDS

#### Key Findings:

- The hotels/motels on the Lombard Street study corridor make up 13% of the hotels/motels in San Francisco as a whole
- 93% of the hotels/motels on Lombard Street are defined as small, meaning that they have 0-99 rooms. There are only 2 large hotels/motels in the study area
- Between the 29 hotels/motels located in the study area, there are 1,312 total rooms

#### LOMBARD STREET HOTEL/MOTEL COMPARISON

	CITY OF SAN FRANCISCO	LOMBARD STREET STUDY AREA	LOMBARD STREET STUDY AREA SAN FRANCISCO
Hotels and Motels (H&M)	274	29	13%
Large H&M	90	2	2%
Small H&M	184	27	20%
Rooms in Large H&M	27,723	267	1%
Rooms in Small H&M	6,350	1,045	16%
<b>Total Rooms</b>	<b>34,073</b>	<b>1,312</b>	<b>4%</b>

Note: Large hotels are defined as having 100 or more rooms. Small hotels are defined as having 0-99 rooms.  
Source: ZIR

## SAFETY STRATEGIES



### POTENTIAL FOCUS AREAS

Pedestrian Street Lighting	1
Police Presence	2
Graffiti Prevention	
Business Watch Program	1
Your Idea- <i>Rules and policies for coaches parking at muni bus stops</i>	2
Your Idea- <i>Prevent homeless from sleeping at bus stops and sidewalks</i>	2
Your Idea	
Your Idea	
Your Idea	
Your Idea	
Your Idea	
Your Idea	
Your Idea	



## STREET BEAUTIFICATION

### POTENTIAL FOCUS AREAS

Plant More Trees or Replace Existing Trees with More Appropriate Trees	13
Street and Sidewalk Cleanliness	8
Sidewalk Repairs	6
Public Art and Murals	
Increase Street Greening (Sidewalk plantings, planters etc.)	10
Create Public Spaces (Seating Areas/Parklets)	12
Your Idea- <i>Keep vagrants out of bus shelters</i>	1
Your Idea- <i>Incentive for owners with property which fronts Lombard to remodel, build to full potential(i.e. plan review, reduction in planning/building dept fees)</i>	3
Your Idea- <i>Widen sidewalks &amp; reduce parking</i>	1
Your Idea- <i>Have all through traffic on Lombard in tunnel underground</i>	1
Your Idea	



## BUSINESS ASSISTANCE, RETENTION, & ATTRACTION STRATEGIES



### POTENTIAL FOCUS AREAS

Attract New Businesses	2
What type, write in?	
City Assistance Programs for Small Business (marketing, loans, façade)	5
City Permitting Assistance for Small Businesses	4
Commercial Corridor Identity and Branding	4
Business Guide	
Partner with Local Hotels to Promote Local Businesses	2
Community Events and Activities	<i>Farmers Market</i>
Pedestrian Wayfinding Signage	1
Commercial Corridor Web Support	1
Your Idea- <i>Put through traffic underground</i>	6
Your Idea- <i>Increase residential height limit/ keep 40' height limit</i>	1
Your Idea- <i>Increase residential unit residency</i>	2
Your Idea- <i>reduce retail space on Lombard</i>	1
Your Idea- <i>active noise cancellation</i>	2



Community Events

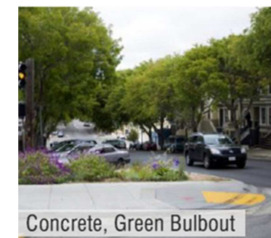


Identity and Branding

## TRANSPORTATION, STREET DESIGN & PARKING

### POTENTIAL FOCUS AREAS

Improve Public Transit Efficiency and Conditions	4
Increase Pedestrian Safety	8 <i>Longer walk lights</i>
Add Bicycle Facilities (Bike Lane)	
Add Bicycle Facilities (Bike Racks)	1
Increase or Maintain Access to Parking on Lombard Street	1
Vehicular Wayfinding Signage	
Unique Pedestrian Crosswalks	2
Green Bulbouts- <i>No room</i>	7 <i>will cause traffic behind the bulb out</i>
Increase Width of Pedestrian Realm/Sidewalk	6 <i>get rid of street parking add some hidden parking garages</i>
Your Idea- <i>No left turns ever</i>	3
Your Idea- <i>Bus shelters S. side of Lombard</i>	1
Your Idea- <i>All commuter buses must use Lombard</i>	1



Concrete, Green Bulbout



Re-stripe Side Streets