



## Masonic Avenue Streetscape Project Overview

The Masonic Avenue Streetscape Project came forward as the result of a community petition signed by more than 500 people and a Board of Supervisors resolution to improve safety for pedestrians, people on bikes, and drivers who share the road. The multi-year process deeply involved the community from inception to development to its current status today. The project was initiated, designed and selected by the community.

Street projects of this magnitude require time and funding to implement and even as these efforts continue, the project is still only partway to completion. Though the project has been approved by the San Francisco Municipal Transportation Agency (SFMTA) Board of Directors, construction is at least one to two years away.

What follows is the latest and most accurate information about the Masonic Avenue Streetscape Project and its potential impact on roadway safety, as well as parking in your community. Though we understand that certain members of the community have concerns about the project today, the SFMTA endeavored to give members of the community every opportunity to be involved and express an opinion. The timeline below further outlines the steps that have been completed thus far.

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- In 2008, the community joined the SFMTA, the Planning Department, and the Department of Public Works to initiate a new street plan to reduce speeding and improve safety. The resulting plan, which was approved by the SFMTA Board of Directors in September 2012, included a planted median, raised bicycle lanes, improved transit stops, and a new plaza.
- One of the tradeoffs for these improvements is reduced parking. We anticipate that 167 parking spaces on Masonic will need to be removed in order to complete the Masonic Avenue Streetscape Project. Even with this impact to parking, the project was designed and supported by many in the community.
- Throughout the process, multiple community groups, and individuals worked hard to ensure that community members were included in the process. Input was sought and incorporated through online surveys (such as this one, <http://wp.nopna.org/2011/02/27/nopnas-2011-masonic-survey-results/>) by groups like the North of Panhandle Neighborhood Association (NOPNA).

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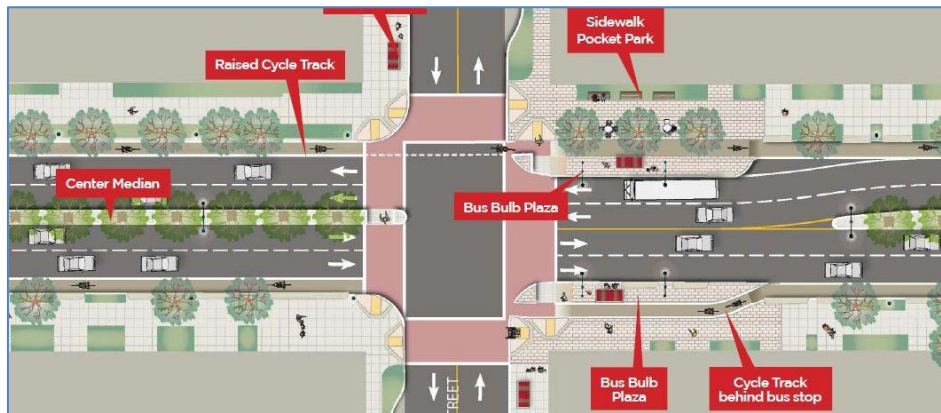
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There were at least five community meetings and public hearings that allowed for public participation in the process from the beginning. And, though it is always difficult to ensure all community members are aware and engaged, in this case, there were mailings to surrounding addresses, flyers and articles in local newsletters to spread the word about these activities.



Boulevard Design

Ultimately, we believe the Masonic Avenue Streetscape Project will advance the city's goals of improving safety, enhancing the public space, and increasing the number of trips taken by transit, walking, and bicycle.

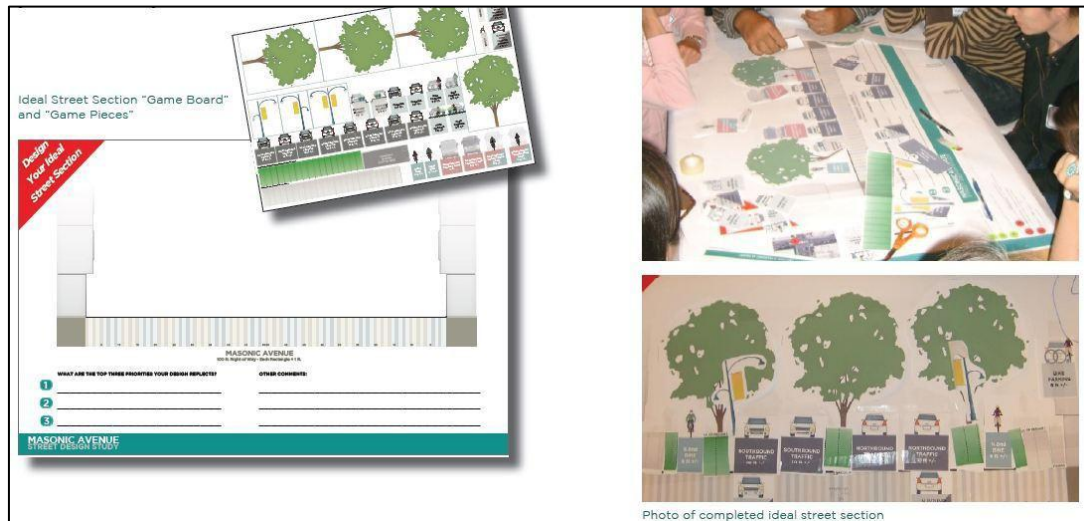
The next steps over the coming two years include finalizing a detailed design for an improved streetscape and the securing of funding to construct it. As we make progress, we commit to communicating updates to the public by posting timely information on the SFMTA project website:

<http://www.sfmta.com/cms/omasonic/MasonicAvenueStreetDesignStudy.htm>.



## Timeline and Project Progress

- **2008:** The Masonic Avenue Streetscape plan was developed through a community-driven process initiated in 2008. It began with a petition for traffic calming along Masonic Avenue that contained over 500 signatures submitted by the group “Fix Masonic” and a Board of Supervisors resolution to create a “true complete street” project (<http://www.sfbos.org/ftp/uploadedfiles/bdsupvrs/resolutions08/r0073-08.pdf>) to improve safety for pedestrians, people on bikes, and drivers who share the road. As a result of that petition, some near-term changes were made to street to reduce speeding and improve safety, such as a lowered speed limit, installation of speed radar signs, and refreshed striping and markings. Additionally, in response to the resolution, an effort to find funding to study how to improve safety along the street through a community process was initiated.
  
- **2010:** Funding was obtained to begin a study on improving street safety. In June 2010, the first of a series of community meetings was held in collaboration between several City agencies including SFMTA, the Planning Department and the Department of Public Works.
  - *Meeting #1 (June 15):* Described the project area and allowed participants to propose design changes to the street which would be reviewed and analyzed by the city agencies listed above.
  
  - *Meeting #2 (August 10):* Discussed various proposals developed through the community process and narrowed design options to two, the “Boulevard” and the “Gateway”.
  
  - *Meeting #3 (September 30):* Presented analysis and renderings of the “Boulevard” and the “Gateway” options. Approximately 1400 meeting notices were distributed along and around Masonic. The approximately 125 attendees were asked to complete a survey at the meeting to rank their preferences between the “Boulevard” and the “Gateway” options, as well as specific criteria such as travel lane configuration, bicycle facility design, and parking configuration. Out of the 109 completed survey responses, the Boulevard option received the highest level of community support, with 76% liking the Boulevard option (of which 55% strongly liked it) versus 64% liking the Gateway option (of which only 19% strongly liked the Gateway option). These numbers would be similar to numbers from surveys from the NOPNA and University Terrace Neighborhood Association.



Design proposal template used by community members at Meeting #1

- **2011:** The Boulevard option was taken to a posted public hearing at City Hall on May 13, 2011. Hearing attendees were able to share their opinions about the proposal with the public hearing officer. The officer agreed to move the Boulevard option forward, which then went through an environmental review.
- **2012:** The Boulevard option was presented at an SFMTA Board meeting on September 18, 2012. Residents were notified of this Board meeting through a mailing to 1400 addresses on and near Masonic Avenue. This mailing included a project drawing and details describing the street and parking changes. At that public meeting, public comment was heard by the SFMTA Board and included arguments for and against the proposal and its various design elements. After hearing the presentation and the public comment, the SFMTA Board approved the legislation in a unanimous decision. The video of the Board meeting is available at:  
[http://sanfrancisco.granicus.com/MediaPlayer.php?view\\_id=55&clip\\_id=15936](http://sanfrancisco.granicus.com/MediaPlayer.php?view_id=55&clip_id=15936)

Additional details about the design, the planning process, and more can be found in the final report located here:

<http://www.sf-planning.org/ftp/CDG/docs/masonic/Masonic Avenue Street Redesign Study.pdf>