

# Page Slow Street Upgrades

## Outreach Summary & Next Steps

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Page Slow Street  
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## Key Takeaways

- Proposed Slow Street upgrades will not significantly impact parking availability or introduce additional vehicle diversion along the corridor.
- Over 400 people responded to the project survey, with most respondents (75%) providing comments in support of upgrades.
- Staff modified the design in response to community feedback, notably by reducing the length of traffic islands to minimize parking impacts, adding traffic calming at school zones near Page/Baker and Page/Webster, and considering additional traffic calming at Page/Scott.
- Project implementation will be impacted by an upcoming SF Public Utilities Commission (SFPUC) pipe replacement project on Page Street between Stanyan and Fillmore, which is anticipated to be under construction from 2027 through early 2029. Slow Street upgrades will be implemented in phases along the corridor in coordination with the SFPUC's project, starting on the eastern end between Webster Street and Market Street.

## Project Description

This round of upgrades to Page Slow Street aims to improve traffic safety, comfort and neighborhood placemaking on Page Street between Stanyan Street and Market Street, while also reducing maintenance needs along the corridor.

Adopted as a permanent Slow Street in January 2023 after years of temporary pilot and COVID-emergency changes, Page Slow Street includes vehicle traffic diversion at six intersections, purple Slow Street paddles at 12 additional locations, and a one-way street with contraflow bikeway at Octavia Boulevard – all implemented with paint, signs and flexible posts. A recent capital project also added wider sidewalks with landscaped rain gardens, decorative paving, and a raised (traffic-calmed) intersection at Buchanan Street.

Given the success of temporary measures in lowering vehicle speeds and volumes, Page Slow Street is ready for more durable and effective materials like concrete. Other potential upgrades include adjustments to key intersections to improve safety, additional traffic-calming, greening, and other opportunities prioritized by the community. *These upgrades will not significantly impact parking availability or introduce additional vehicle diversion along the corridor.*

## Slow Streets Evaluation

The proposed upgrades are informed by robust data collection and evaluation, including an analysis of whether travel speeds and volumes are meeting Slow Street Program goals (as directed by the SFMTA Board of Directors). Specifically, the SFMTA seeks to keep vehicle volumes below 1,000 per day and average speeds as close to 15 miles per hour as possible, as research has shown that keeping traffic below these levels is ideal for different users to share the roadway together.

As documented in a [2024 evaluation report](#), vehicle volumes are generally under program thresholds (720 vehicles per day on average) while average speeds are close to but slightly over the target

threshold (16mph). Overall, the evaluation points to greater needs along the eastern half of the corridor, where cross-streets carry heavier traffic, where Page Street is identified on the 2024 High Injury Network, and where proposed upgrades will first be implemented in coordination with forthcoming utility work. Additional evaluation suggests a need to address the ~10% of drivers making illegal maneuvers around existing traffic diverters.

## Outreach Summary

Public outreach for this latest effort took place over three main phases.

1. **Mid to late 2024:** SFMTA staff presented ideas and gathered initial feedback from neighborhood stakeholders.
2. **Late 2024 to Spring 2025:** SFMTA staff presented detailed concepts and gathered feedback, culminating in a three-week open house period showcasing specific designs.
3. **Late 2025 to Spring 2026:** SFMTA staff adjusted designs based on community feedback and presented updates to neighborhood stakeholders.

### Stakeholder outreach

SFMTA staff consulted community members to help assess the performance of previously installed measures implemented with paint, signs, and flexible posts.

Community members generally affirmed the effectiveness of previously installed measures and offered suggestions to further improve the Slow Street, including suggestions to upgrade existing measures with more permanent materials such as concrete for improving driver compliance.

SFMTA staff engaged Page Street stakeholders by attending virtual and in-person meetings, where community members provided in-depth feedback on the project. The groups and institutions engaged during the process included:

- Neighborhood/community groups
  - Haight Ashbury Neighborhood Council (HANC)
  - Lower Haight Merchants & Neighbors Association (LoHaMNA)
  - Hayes Valley Neighborhood Association (HVNA)
  - Page Slow Street Stewards
  - Market/Octavia Community Advisory Committee (MOCAC)
- Institutions
  - San Francisco High School of the Arts
  - The International School of San Francisco: Maternelle/Preschool



*Existing Purple Paddles on Page Slow Street*

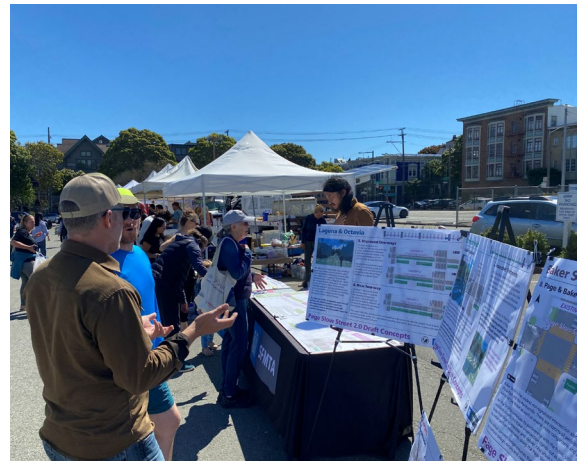
- John Muir Elementary School
- Unity San Francisco

SFMTA staff hosted four in-person events in summer 2024, including pop-up tabling on Page Street during Bike to Wherever Day on May 16th, a Lower Haight Art Walk on August 3rd, and a Divisadero Farmers' Market on August 18th. Project staff also hosted a walking tour with community members and District 5 Supervisor Dean Preston on August 21st, 2024.

Across all in-person events, SFMTA staff connected with hundreds of community members, including many people using Page Street who had not heard of the project before. Many attendees were excited about safety improvements for people bicycling and walking along the corridor:

- Excitement was shared about the proposed upgrades to existing measures (like roadway striping, plastic posts and signs) and adjustments to key intersections.
- Some community members expressed concerns over initial ideas to adjust Page Street between Laguna Street and Octavia Boulevard to address compliance issues.

SFMTA staff developed a new concept for Page Street between Laguna Street and Octavia Boulevard based on community feedback. The new concept was shared publicly at [the virtual open house](#).



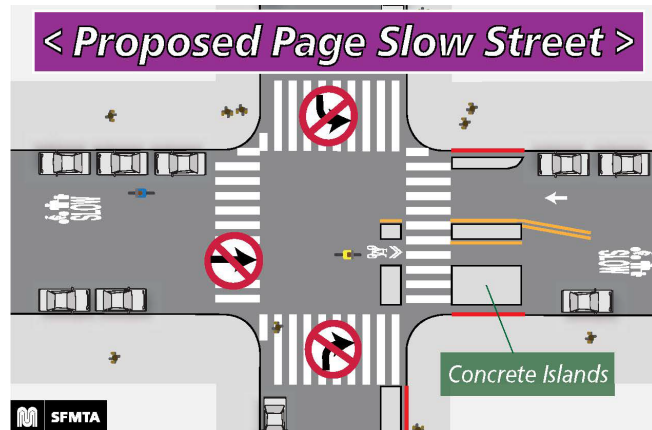
### Virtual open house period

Mailers were sent to project-area residents and businesses to promote a three-week virtual open house period from February 14th through March 7th, 2025. Staff posted over 50 notices along Page Street and sent two email updates to share information about the proposed upgrades and open house period.

Staff created an online open house using an [ArcGIS Storymap](#) and an online survey to capture feedback about the proposed design. Over 400 people responded to the survey, with most respondents providing comments supporting the project.

- 75% of survey respondents supported the project, with some suggesting more robust or additional traffic calming measures.
- 17% of respondents opposed the project, with some citing concerns about increased traffic, parking impacts, and a preference for allocating resources elsewhere.
- 8% were neutral about the project.

Project staff modified designs based on feedback collected during the virtual open house period and reconnected with neighborhood associations along Page Slot Street throughout late 2025 and early 2026 to collect additional feedback. Provided below are summaries of public feedback and modifications made to the designs in response.



## Summary of Public Feedback on the Proposed Changes

The following are the central themes of public feedback:

- **A desire for separation and protection for people bicycling from motor vehicles:** Many people voiced support for more separation and protection for people bicycling at intersections along Page Slow Street, with some people suggesting more robust concrete islands than those proposed, as well as additional vehicle diverters.
- **Support for improving pedestrian safety:** Many community members expressed support for safety improvements for pedestrians crossing Page Street. Some suggested that additional traffic calming measures like speed humps could help slow down both motor vehicles and those biking and rolling.
- **A desire for clearer signs:** Some community members suggested adding or modifying existing signs to better communicate rules and improve visibility of the Slow Street.
- **Support for intersection adjustments, though with some concerns:** Many community members expressed support for proposed adjustments at the Market Street, Octavia Boulevard, and Baker Street intersections. However, some people raised concerns about the Market Street adjustments that, by creating a longer, more perpendicular crossing, could add delay to those biking through the intersection. Some community members also raised concerns about Octavia Boulevard adjustments potentially complicating motor vehicle access to connecting alleyways.
- **A desire for additional intersection adjustments:** Some community members expressed support for additional intersection adjustments, such as traffic circles or raised intersections, particularly at the Scott Street intersection (where Page Street interacts with the Wiggle bicycle route) and intersections near school zones.
- **A desire to maintain on-street parking:** Several community members indicated that finding on-street parking in the neighborhood remains challenging, especially for teachers and other workers who commute into the neighborhood. They wished to see more parking spaces retained in the design.

### Mixed reactions to adjustments at Market Street:

*"The planned improvements at Page and Market are a huge win. The current setup is confusing, with unclear signage and a missing far-side signal. Fixing this will make a big difference for safety and ease of use."*

*"I understand that the idea is to eliminate the angled crossing of the Muni tracks. But I cycle through that intersection at least twice a day and it's NEVER been an issue."*

## Project Modifications and Considerations Based on Public Feedback

### Concrete island adjustments

Based on concerns of additional parking loss, SFMTA staff will reduce the length of proposed traffic islands to align with existing red zones and preserve existing curb space where possible. The total impact to parking availability is pending final engineering but is expected to be minimal. If approved by the San Francisco Fire Department, project staff will also design for more robust concrete islands to maximize their visibility and deter damage from motor vehicles.

### Changes to Baker Street proposal

Based on additional analysis and coordination with the SF Public Utilities Commission (SFPUC), as well as public feedback to minimize parking loss, the SFMTA is no longer pursuing the proposal for sidewalk bulb-outs with 'rain gardens' at the Baker Street intersection. Instead, the project team will focus on smaller-scale greening/placemaking opportunities using traffic islands and existing red curb zones; upgrading to concrete islands and providing mid-block traffic calming.

### Additional traffic calming

Based on community support for additional pedestrian safety measures, project staff will prepare a more detailed proposal for speed humps or raised crossings at or near Page/Baker and Page/Webster to help slow all road users, including people biking and rolling.

Taking lessons learned from recent changes to Page/Buchanan, staff will also explore a modified raised intersection or alternative traffic-calming designs for Page/Scott that helps reduce conflicts and slow users with fewer construction impacts and at lower cost than at Buchanan Street.



### Sign adjustments

Project staff will adjust existing cross-street signs to improve visibility of the Slow Street and improve/add signs along Page Street, including lowered speed limit signs.

## Next Steps

The project team will revisit designs and share a refined proposal following thorough intra- and inter-departmental review, which includes coordination with the San Francisco Fire Department. The refined proposal will include more specific island designs and traffic-calming measures that will be taken to an SFMTA engineering public hearing in mid-2026 for consideration of approval. Concurrent with legislative approvals, the project team will also be requesting funding from the San Francisco County Transportation Authority (SFCTA) for the construction phase.

Project implementation will be notably impacted by an upcoming SF Public Utilities Commission (SFPUC) pipe replacement project on Page Street between Stanyan and Fillmore, which is anticipated to be under construction from 2027 through early 2029. Traffic-safety upgrades will be implemented in phases along the corridor in coordination with the SFPUC's project. The first phase will include upgrades at Market Street and between Webster Street and Octavia Blvd and is expected to occur in late 2026 and 2027. Subsequent phases will implement concrete island upgrades at the Masonic and Divisadero diverters and other unsignalized intersections, as well as new traffic calming measures at select locations, following the completion of the SFPUC pipe replacement project.

Separately, a 15-mph speed limit is being proposed for several Slow Streets, including Page Street, and will be heard at a public hearing this spring. This lower posted speed limit responds to community requests for clearer messaging about expected speeds on Slow Streets, for people driving as well as those bicycling and rolling.

To be included in future project updates, including the notice of public hearings and potential approvals, sign up for the project contact list by visiting the project webpage, [SFMTA.com/PageSlowStreet](https://sfmta.com/PageSlowStreet). Project staff will also post notices and distribute mailers to notify community members ahead of key milestones.