



# Howard Streetscape Project

## Project Overview

Located in the South of Market neighborhood (SoMa), between 11th and 4th streets, 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.

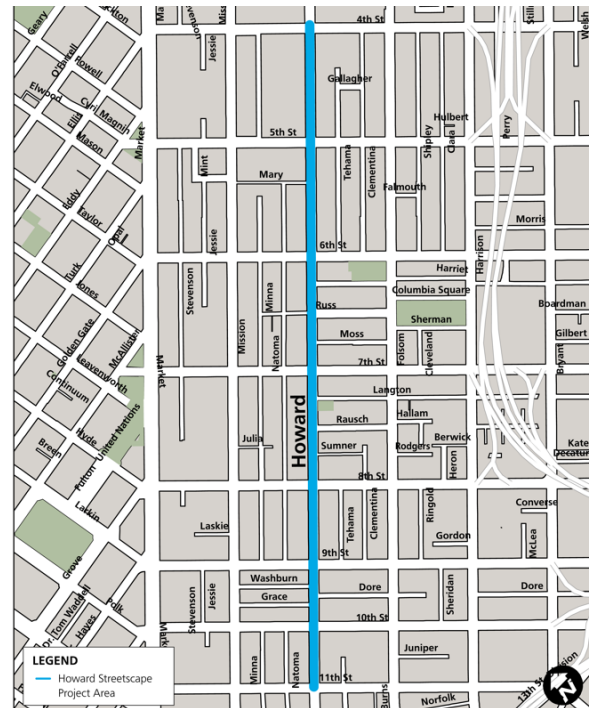


Howard Street at 4th Street, looking westward

The Project area covers half of the Folsom and Howard Street couplet with Howard Street serving westbound traffic and Folsom Street serving eastbound traffic. Both Folsom and Howard streets are major three and four-lane arterials 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.

On Howard Street, the 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 realize 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.



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

## Benefits

San Francisco's 2018 Central SoMa Plan approved an additional 16M 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.

The Project also addresses dire safety issues on Howard Street, a corridor on San Francisco's Vision Zero High Injury Network (i.e., the 13 percent of San Francisco streets with 75 percent of severe and fatal traffic

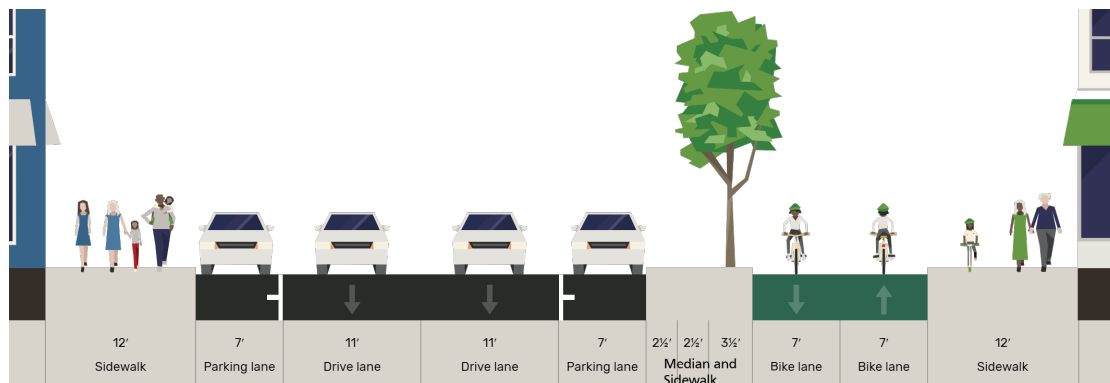
collisions). Between 2014 and 2019, three fatalities occurred on the corridor, along with 152 traffic crashes on the Folsom-Howard couplet, with more than half of these involving people walking or biking.

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

## 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 reduced to 2 general purpose vehicle travel lanes, from three and four today. Key Project elements include:

- Two-way protected bicycle lane
- Raised concrete medians with landscaping
- Repaved streets
- Protected European-style 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
- Upgraded water 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 worked closely with key stakeholders SoMa Pilipinas and the Leather District, identifying priority safety improvements and ensuring representation of the groups' cultural heritage into the design.

## Project Budget and Schedule

The estimated project construction cost is \$49 million. The detailed design phase will begin in mid-2023 with construction targeted for late 2024/early 2025.