

THIS PRINT COVERS CALENDAR ITEM NO. : 12

**SAN FRANCISCO
MUNICIPAL TRANSPORTATION AGENCY**

DIVISION: Sustainable Streets – Livable Streets

BRIEF DESCRIPTION:

Approving traffic modifications associated with the Masonic Streetscape Improvement Project.

SUMMARY:

- The Masonic Avenue Streetscape Improvement Project is a complete-streets project that will improve one of the City's main arterials for all road users, including pedestrians, bicycles, and transit.
- The community surrounding Masonic Avenue, as well as bicycle and pedestrian advocacy groups, has raised concerns about bicycle and pedestrian safety on Masonic Avenue for the past decade.
- Through a series of community meetings through the end of 2010, stakeholders developed proposals for a streetscape project on Masonic Avenue, from Fell to Geary Streets.
- This project will improve safety of pedestrians, bicycles, and other road users and fill a large north-south gap in the bike network.
- This project will also improve operation of Muni buses along Masonic Avenue by providing boarding areas directly adjacent to the travel lane.
- This item would approve the traffic modifications necessary to implement the project.

ENCLOSURES:

1. SFMTAB Resolution
2. Attachment A – Masonic Streetscape Project Area Map
3. Attachment B – Masonic Streetscape Improvement Project Cross-Section Graphic
4. Attachment C – Masonic Streetscape Improvement Project Overhead Typical Block Graphic
5. Attachment D – Masonic Streetscape Alternatives Survey Results: Boulevard versus Gateway Options

APPROVALS:

DATE

DIRECTOR _____ 9/11/12

SECRETARY _____ 9/11/12

ASSIGNED SFMTAB CALENDAR DATE: September 18, 2012

PURPOSE

To approve traffic and parking modifications necessary for the implementation of the Masonic Avenue Streetscape Improvement Project.

GOAL

This action supports the following SFMTA Strategic Plan Goal and Objectives:

Goal 1: Create a safer transportation experience for everyone

Objective 1.1: Improve security for transportation system users.

Objective 1.3: Improve the safety of the transportation system.

Goal 2: Make transit, walking, bicycling, taxi, ridesharing and carsharing the preferred means of travel

Objective 2.1: Improve customer service and communications.

Objective 2.2: Improve transit performance.

Objective 2.3: Increase use of all non-private auto modes.

Objective 2.4: Improve parking utilization and manage parking demand.

DESCRIPTION

The Masonic Avenue Streetscape Improvement Project is a complete-streets project that will improve one of the City's main arterials for all road users, including pedestrians, bicycles, and transit. The design of the project is the result of an extensive community planning process, and includes support from residents, neighborhood groups, district supervisors, and advocacy groups, including the San Francisco Bicycle Coalition and Walk SF. Masonic Avenue is the only through north-south corridor for half a mile in either direction and will provide a direct connection for residents to bikeways leading to downtown San Francisco. It will enhance transit service by providing bus bulbs at all far-side stops, as well as removing the lightly used stops at Golden Gate Avenue, thereby reducing transit travel times.

Masonic Avenue, between Fell and Geary Streets, is a major north-south corridor in San Francisco. Masonic Avenue is an important part of San Francisco's bicycle route network, connecting north-south to protected bikeways in the Panhandle and Golden Gate Park, as well as the proposed Fell-Oak cycletrack. The street is signed as a bike route, with no pavement markings or designated space for bicyclists. Masonic Avenue generally has two lanes in each direction, with parallel parking on both sides of the streets. In the morning commute peak, there is a tow-away lane on the east side (north-bound) of the street to provide a third lane. Conversely, in the evening commute peak, there is a tow-away lane on the west side (south-bound) of the street to provide a third lane. The 43 Masonic and 31BX Balboa bus lines run along portions of Masonic Avenue.

Masonic Avenue is mainly residential in terms of land use, but there are a variety of other uses, such as retail near Fulton Street, university uses near Grove and Golden Gate, an institutional use at Turk, and a large commercial retail building on the corner of Masonic Avenue and Geary Boulevard.

The community surrounding Masonic Avenue, as well as bicycle and pedestrian advocacy groups like the San Francisco Bicycle Coalition and Walk SF, have raised concerns about bicycle and pedestrian safety on Masonic Avenue for the past decade. Concerns include high speed traffic and general dominance of the corridor by motor vehicles, lack of pedestrian amenities, and lack of dedicated bicycle space. These concerns are supported by collision data that show a high number of bicycle, pedestrian, and vehicular collisions from 2004 to 2009. Additionally, there was a bicycle fatality in 2010 and a pedestrian fatality in 2011. The community organized a group called, Fix Masonic, to specifically highlight, discuss, and lobby for improvements to the corridor.

In response, the SFMTA in cooperation with the Departments of Public Health, Planning, and Public Works kicked off the Masonic Avenue Redesign Study in summer 2010. Through a series of three community meetings through the end of 2010, stakeholders developed proposals for a streetscape project on Masonic Avenue, from Fell to Geary Streets. These proposals included design elements that would make walking, bicycling, using transit, and driving on Masonic Avenue safer and more comfortable.

On May 13, 2011, the SFMTA presented the “Boulevard Option,” at an SFMTA public hearing. This proposal included the removal of all on-street parking on Masonic Avenue within the project limits (approximately 167 spaces), the addition of a continuous landscaped median, raised cycletracks (bike lanes that are separated from car traffic to provide the cyclists with a higher level of comfort and safety), bus bulbs, new vehicle and pedestrian-scale street lighting, and streetscape greening throughout the corridor. This proposal also included the conversion of parallel parking on the north side of Turk Street, from Baker Street to Central Avenue, to angled parking, offsetting the parking loss on Masonic Avenue by twenty spaces. This proposal was approved at the public hearing.

The Boulevard Option for Masonic Avenue addresses a majority of the concerns of the community and provides a complete street, with a balanced design to safely move all modes, as opposed to the auto-centric existing design. As envisioned, it would reduce speeding by reducing motor vehicle capacity during commute hours and by narrowing motor vehicle right-of-way along the entire corridor. It will enhance pedestrian safety by adding bulbouts to reduce crossing distances, and will add pedestrian countdown timers at all signalized intersections. Further, it includes a new traffic signal at the intersection of Masonic Avenue and Ewing Terrace, providing a new signalized crossing for pedestrians at this location. The Target store coming to the retail space on the corner of Masonic Avenue and Geary Boulevard will fund this new traffic signal.

With respect to bicycle improvements, the project will install 1.2 miles of raised cycletracks on Masonic Avenue between Fell Street and Geary Boulevard. It will directly connect to the University of San Francisco, the Muni Presidio yard, Kaiser Permanente and Saint Mary's Medical Centers with the Panhandle and Golden Gate Park, as well as with the proposed Fell-Oak cycletracks.

Muni vehicles and taxis would not be exempt from any of the regulations needed to implement this project.

ALTERNATIVES CONSIDERED

The community considered two proposals. In addition to the detailed “Boulevard Option,” the second option considered was the “Gateway Option.” This option called for the removal of the commute time tow-away lanes, but would not provide continuous landscaped medians. It provided smaller landscaped medians at a few key intersections. This option would have installed standard striped bicycle lanes, as opposed to the “Boulevard Option,” which includes raised protected cycletracks. Also, the “Gateway Option” would have kept parking on the east side of the street.

Staff did not select the “Gateway Option” to move forward because through the community process, there was a strong preference for the “Boulevard Option.” The community preferred the continuous landscaped median and raised cycletracks at the expense of parking. The third community workshop included a survey that showed strong support for the “Boulevard Option.” Details of the survey, as well as the results, can be found in the Masonic Avenue Street Redesign Study, located at http://www.sf-planning.org/ftp/CDG/docs/masonic/Masonic_Avenue_Street_Redesign_Study.pdf. A summary graphic of the survey results is also provided in Attachment D.

FUNDING IMPACT

The SFMTA is currently working on a funding plan for final design and construction of the project. Given the large project cost, staff are investigating different implementation plans that including phasing construction by block or phasing construction by design treatment. The current estimate for the project is \$18 million. The SFMTA Capital Improvement Plan includes the following funds to continue moving the project forward and readying the project for potential funding from the One Bay Area Grant funds.

FUND	FY 13	FY 14	FY 15	FY 16	FY 17	TOTAL (Budget through FY17)
SFCTA-PropK-EP38	\$447,768					\$447,768
MTC-RM2SR2T-FY14		\$516,276				\$516,276
SFMTA-Operating-FY13	\$35,956					\$35,956

OTHER APPROVALS RECEIVED OR STILL REQUIRED

The Masonic Avenue Streetscape Improvement Project received CEQA environmental clearance as an addendum to the San Francisco Bicycle Plan on June 28, 2012.

RECOMMENDATION

SFMTA staff recommends approval of traffic modifications associated with the Masonic Avenue Streetscape Improvement Project.

SAN FRANCISCO
MUNICIPAL TRANSPORTATION AGENCY
BOARD OF DIRECTORS

RESOLUTION No. _____

WHEREAS, The San Francisco Municipal Transportation Agency has received multiple public requests to improve conditions on Masonic Avenue for pedestrians, bicycles, and transit; and,

WHEREAS, The San Francisco Board of Supervisors passed resolution 73-08 in 2008 asking the San Francisco Municipal Transportation Agency to work with other City agencies to improve conditions on Masonic Avenue for pedestrians, bicycles, and other road users; and,

WHEREAS, There have been multiple recorded pedestrian and bicycle fatalities and collisions on Masonic Avenue; and,

WHEREAS, Masonic Avenue, from Fell Street to Geary Boulevard, was identified in the 2009 San Francisco Bicycle Plan for bicycle improvements; and,

WHEREAS, The San Francisco Municipal Transportation, partnering with other City agencies, led a comprehensive and inclusive planning process to plan improvements for Masonic Avenue; and,

WHEREAS, The San Francisco Board of Supervisors passed resolution 101319 in 2010 encouraging departments and agencies of the City and County of San Francisco to adopt a goal of 20 percent of trips by bicycle by 2020; and,

WHEREAS, The specific changes to the parking and traffic regulations would be as follows:

- A. RESCIND – TOW-AWAY NO STOPPING 7 TO 9 AM MONDAY THROUGH FRIDAY
Masonic Avenue, east side, between Fell Street and Geary Boulevard
- B. RESCIND – TOW-AWAY NO STOPPING 4 TO 6 PM MONDAY THROUGH FRIDAY
Masonic Avenue, west side, between Geary Boulevard and Hayes Street
- C. ESTABLISH – TOW-AWAY NO STOPPING ANYTIME
Masonic Avenue, east side, between Fell Street and Geary Boulevard
Masonic Avenue, west side, between Geary Boulevard and Hayes Street
- D. ESTABLISH – RAISED MEDIAN
Masonic Avenue, between Geary Boulevard and Fell Street (5 feet wide)
- E. RESCIND – BUS ZONE
Masonic Avenue, west side, from Golden Gate Street to 80 feet southerly
Masonic Avenue, east side, from Golden Gate Street to 80 feet southerly
Masonic Avenue, west side, from Fulton Street to 80 feet northerly
- F. ESTABLISH – BUS ZONE
Masonic Avenue, west side, from Fulton Street to 80 feet southerly

G. ESTABLISH – BUS BULB

Masonic Avenue, west side, from Geary Boulevard to 110 feet southerly (8 feet wide)

Masonic Avenue, east side, from Turk Street to 80 feet northerly (8 feet wide)

Masonic Avenue, west side, from Fulton Street to 80 feet southerly (8 feet wide)

Masonic Avenue, east side, from Hayes Street to 80 feet northerly (8 feet wide)

H. ESTABLISH – BICYCLE LANE

Masonic Avenue, both sides, from Fell Street to Geary Boulevard (raised cycle track)

I. ESTABLISH – NEW TRAFFIC SIGNAL

Masonic Avenue at Ewing Terrace

J. ESTABLISH – 45 DEGREE BACK-IN ANGLE PARKING

Turk Street, north side, between Baker Street and Central Avenue

WHEREAS, The public has been notified about the proposed modifications and has been given the opportunity to comment on those modifications through the public hearing process; now, therefore, be it

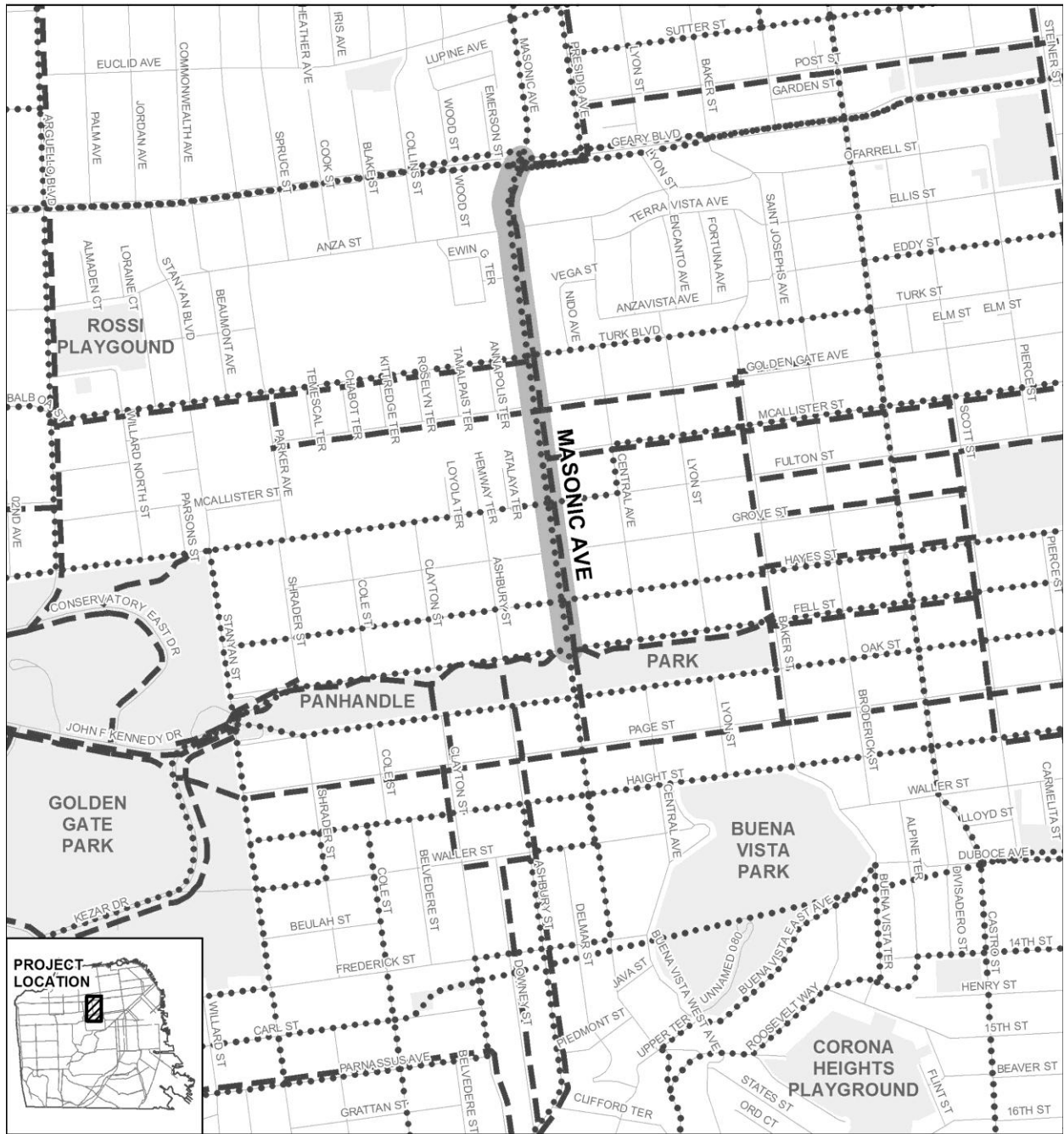
RESOLVED, That the San Francisco Municipal Transportation Agency Board of Directors, upon recommendation of the Director of Transportation does hereby approve the traffic modifications associated with the Masonic Streetscape Improvement Project.

I certify that the foregoing resolution was adopted by the San Francisco Municipal Transportation Agency Board of Directors at its meeting of September 18, 2012.

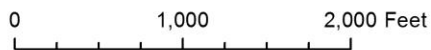
Secretary to the Board of Directors
San Francisco Municipal Transportation Agency

Attachment A – Masonic Streetscape Project Area Map

Masonic Streetscape Project
Project Area Map

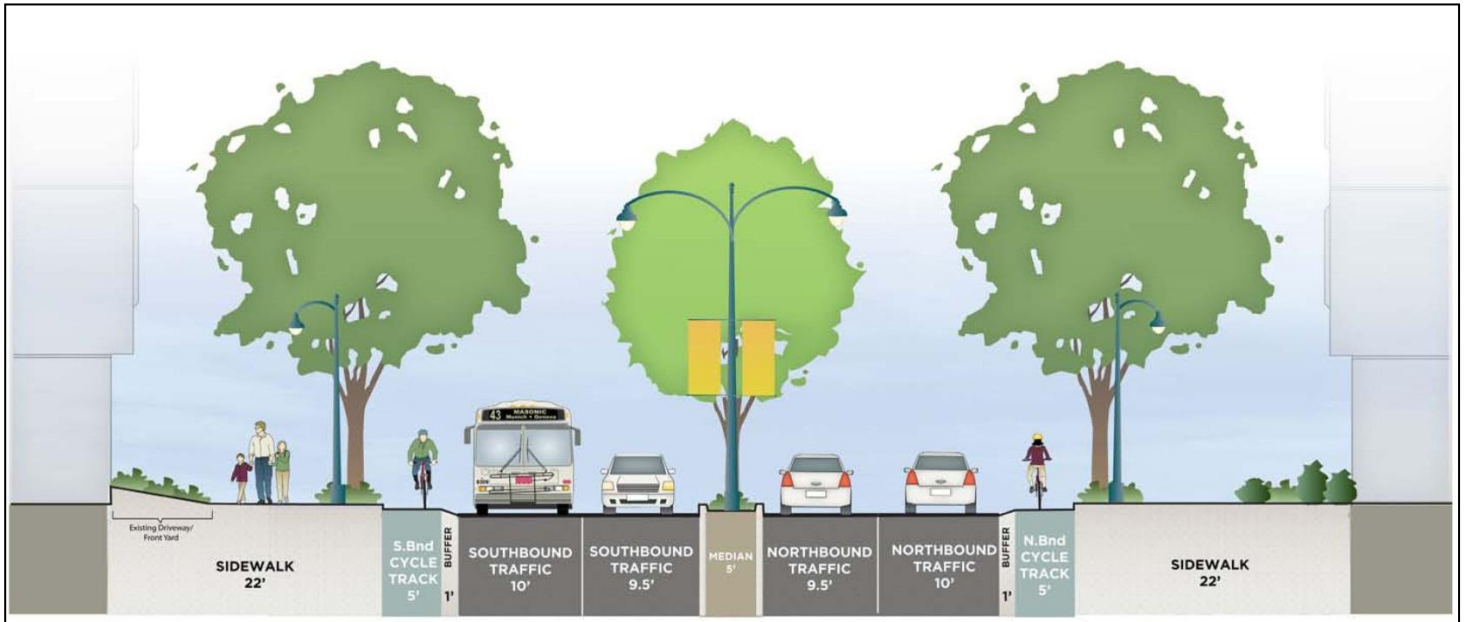


- Project Limits
- Bicycle Network
- Transit Routes
- Parks/Openspace



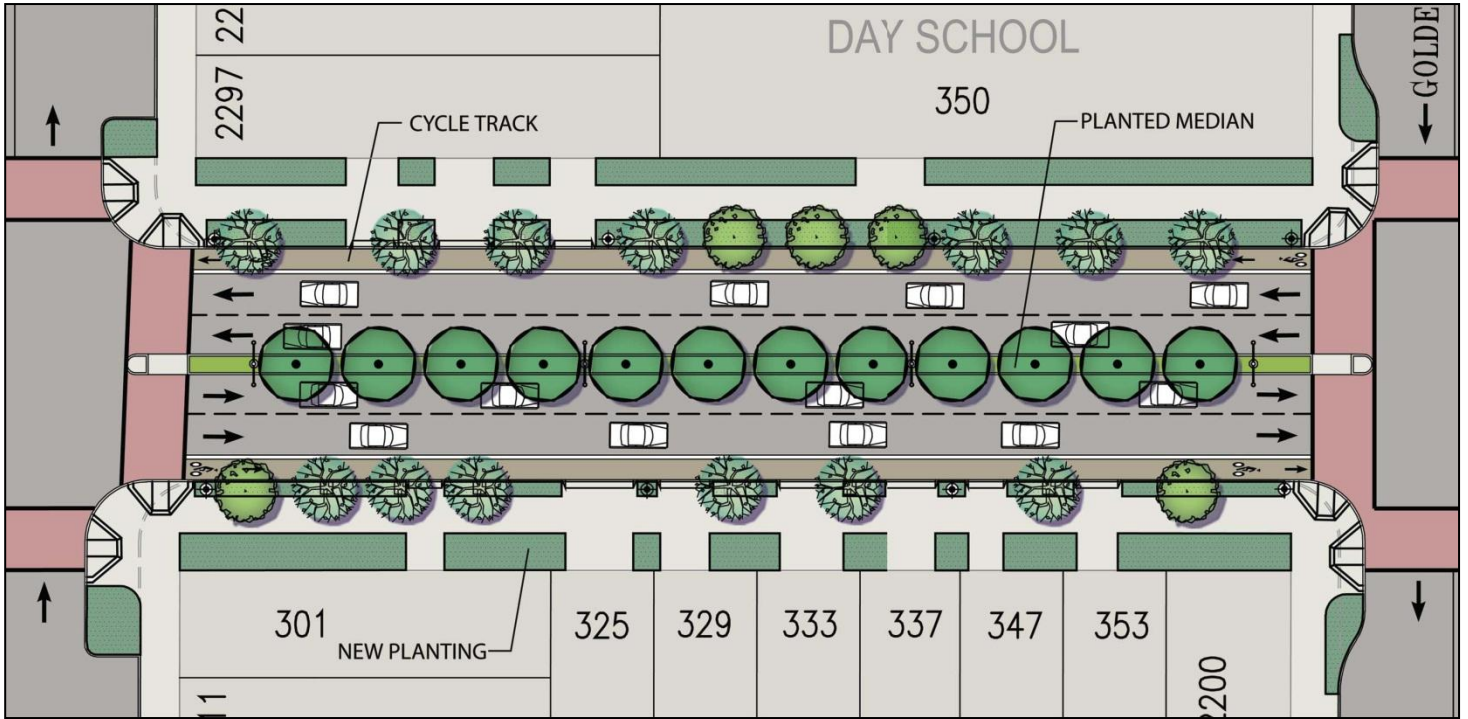
Attachment B – Masonic Streetscape Improvement Project Cross-Section Graphic:

BOULEVARD PROPOSAL: TYPICAL CROSS SECTION



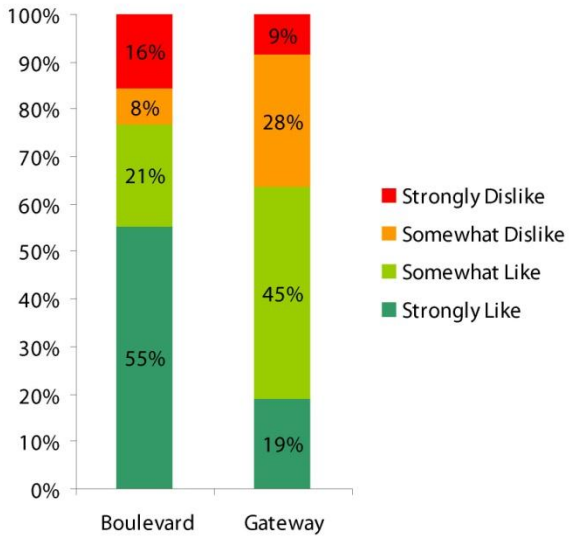
Attachment C – Masonic Streetscape Improvement Project Overhead Typical Block Graphic:

BOULEVARD PROPOSAL: TYPICAL BLOCK



Attachment D – Masonic Streetscape Alternatives Survey Results: Boulevard versus Gateway Options:

Overall Ranking



Options	Strongly Like	Somewhat Like	Somewhat Dislike	Strongly Dislike
Boulevard	55%	21%	8%	16%
Gateway	19%	45%	28%	9%