CHINATOWN - BROADWAY
STREET DESIGN

FINAL REPORT | FEBRUARY 2013

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ACKNOWLEDGEMENTS:

This project is funded in part by a grant from the Environmental Justice: Context Sensitive Planning program of the California Department of Transportation.

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CHINATOWN BROADWAY STREET DESIGN

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Broadway
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Chapter 1

HOTEL
禁海旅館
SOUTHWEST AIRLINES
金輝
百貨商場
FAR EAST GIFT CENTER
DO NOT ENTER
金輝
禮品中心
FAR EAST GIFT CENTER
華美銀行
BOUTIQUE
FIRST BANK
ATM
DO NOT ENTER
ONE WAY
WESTERN UNION

CHAPTER

1

Introduction

Broadway is one of San Francisco's most important thoroughfares, connecting neighborhoods stretching from The Embarcadero to the Presidio. It also has a role of regional importance connecting commuters from Marin to the East Bay. However, as the street approaches the waterfront, it begins to act as a major divider of neighborhoods. In Chinatown, up to five busy lanes of fast-moving traffic, narrow sidewalks, and a deficiency of pedestrian amenities make the street an uncomfortable place.

Primary land uses along Broadway include over commercial merchants, large-scale housing developments such as the 500-unit Ping Yuen public housing complex and Bayside Elderly Housing, and education facilities such as Jean Parker Elementary School which serves approximately 500 K-6 grade students, and the Wu Yee Child Infant Care Center which provides low-cost day care services for children ages 0-3.

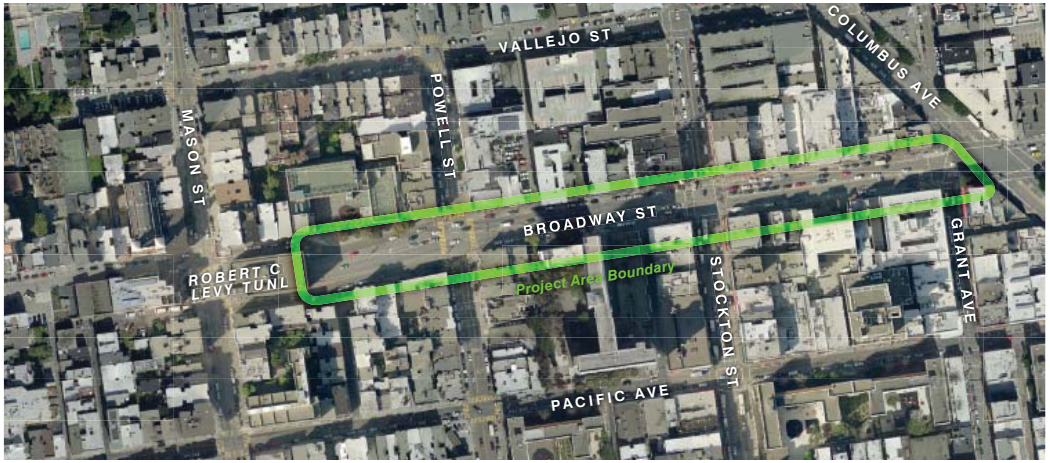
The street's current design reflects its former role as a direct connection to the elevated Embarcadero Freeway. Since that freeway's removal in 1991, The City of San Francisco has redesigned the portion of Broadway east of Columbus Avenue to the waterfront and west of the Broadway Tunnel to Van Ness Avenue. The stretch of Broadway in Chinatown between the Robert C. Levy Tunnel and Columbus Avenue has thus-far remained unchanged and is in need of improvement.

In 2011, the San Francisco Planning Department partnered with the non-profit Chinatown Community Development Center (CCDC) to engage the Chinatown community in the redesign of Broadway in Chinatown. This effort was primarily funded by a $250,000 grant from the Caltrans Environmental Justice: Context Sensitive Planning Program.

The Planning Department and CCDC were joined by staff from the San Francisco Municipal Transportation Agency (SFMTA) and the San Francisco Department of Public Works (DPW) to form an interagency team to lead the community planning effort. Community workshops were held in Chinatown on May 4, August 16, and November 16, 2011. A final community open house was held on June 6, 2012.

Through the community planning process, the project team worked with the community to evaluate existing conditions on the street and develop proposals for improvement. This document is a summary of that process and the recommendations that have been developed through the planning process to envision a new Broadway in Chinatown.

Project Location



Project Area

1.1 PROJECT GOALS & OUTCOMES

The primary goal of this project is to develop a community-based design plan to improve pedestrian conditions.

The three outcomes the project aims to achieve

- Develop a community vision for Broadway
- Identify locations & opportunities for improvements
- Final street design for Broadway

1.2 PLANNING CONTEXT

The goals and objectives of this study seek to meet the requirements set forth by numerous local, state, and federal standards and policies for complete street design. The California Complete Streets Policy, the San Francisco City Charter's "Transit First Policy," the *San Francisco General Plan*, the *San Francisco Bicycle Plan,* the *SFMTA Transit Effectiveness Project,* the *San Francisco Better Streets Plan, and The San Francisco Complete Streets Policy (Public Works Code Section 2.4.13)* guide the goals and objectives of the project.

1.3 STUDY AREA

The project area is along Broadway from Columbus Avenue to the Robert C. Levy (Broadway) Tunnel.

Chinatown
泊妥載
Park and Ride
SHUTTLE STOP
WESTERN UNION
西联汇款
(415) 434-2553

Broadway

Chapter 2

CHAPTER

2

Existing Conditions

2.1 INTRODUCTION

Broadway is a primary east-west transportation corridor in northeastern San Francisco and designated as a freight route by the San Francisco General Plan. By City Charter, the Transit First Policy states that *the City should prioritize street improvements that enhance travel by public transit, by bicycle and on foot as an attractive alternative to travel by private automobile*. This busy thoroughfare must serve the needs of all users: motorists, bicyclists, transit-riders, pedestrians and those who live, work, and go to school along the street.

In its current configuration through Chinatown, the movement of automobile traffic dominates the use of the public street and sidewalk space. Fast-moving traffic, over-crowded sidewalks, congested intersections, and a lack of pedestrian amenities such as street trees and seating create an unwelcoming environment for people on foot or bike.

As street redesign efforts elsewhere on Broadway and throughout the City have shown, there is much room for improvement on Broadway in Chinatown. However, before moving forward with any changes to Broadway's configuration, detailed analysis of existing conditions is necessary. This section summarizes the wide variety of conditions on the street today that will affect its design tomorrow.

2.2 HISTORICAL CONTEXT

Broadway is one of San Francisco's oldest streets, platted as early as 1849. Just prior to the Gold Rush, William Squire Clark built the first wharf in San Francisco's North Waterfront on the northern most tip of the now-filled Yerba Buena Cove. This area at the base of Telegraph Hill became known as Clark's Point. When Broadway was platted the street was aligned perpendicular to the point and wharf. West of Taylor Street, the steep eastern flank of Russian Hill isolated the eastern stretch of Broadway from the remainder of the street west of the hill.

As San Francisco rapidly grew in the 1850s and 1860s, the area around Broadway became the heart of the City's Spanish-speaking immigrant population. Basque immigrants in particular played a prominent role in the street's development. Basque boarding houses, restaurants, and shops clustered on or near Broadway between Columbus Avenue and the eastern slope of Russian Hill. The now-closed Nuestra Senora de Guadalupe Church at Broadway and Mason Street once anchored the Spanish-speaking community and was the heart of a community sometimes called "Little Mexico.'

Broadway looking east from Taylor Street prior to tunnel construction
Source: San Francisco Public Library

Broadway looking west from Grant Avenue toward tunnel portal.
Source: San Francisco Public Library

THE TUNNEL & FREEWAY

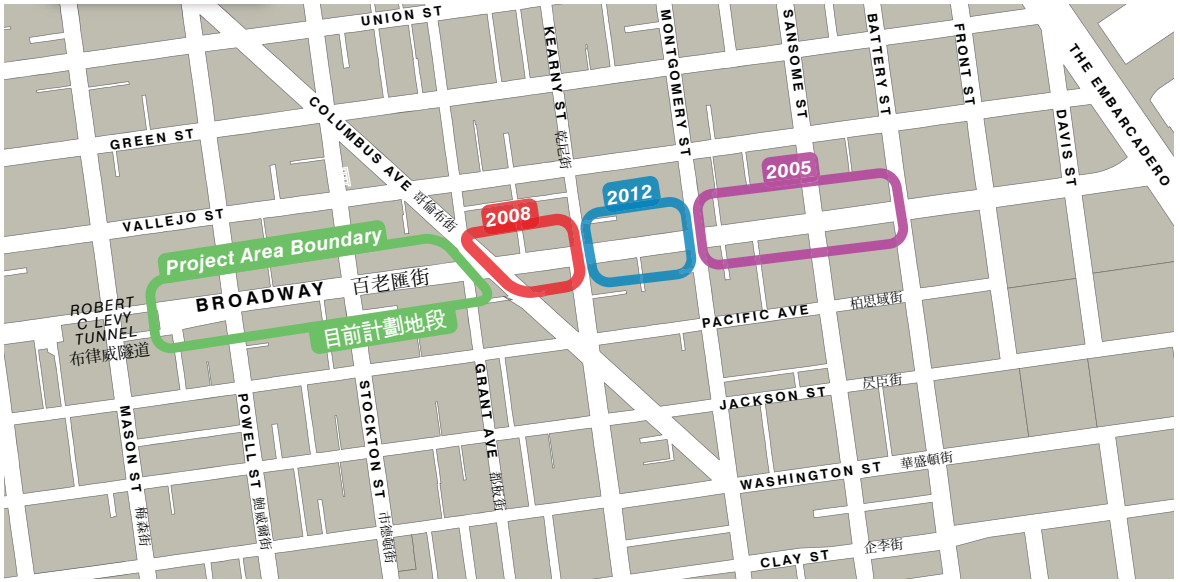
Until the 1950s, Broadway abruptly ended at Taylor Street due to Russian Hill's steep grade. Long term plans to construct a tunnel beneath the hill to bridge this gap finally came to pass on December 21, 1952 when the $5 million dollar Broadway (Robert C. Levy) Tunnel opened. The new tunnel repositioned the street into an east-west arterial for vehicular traffic. The tunnel's construction coincided with the gradual relocation of San Francisco's Mexican community to the Mission District.

Additional vehicular traffic came to Broadway when the Embarcadero Freeway was completed in 1959. While it was intended to extend along the waterfront to the Golden Gate Bridge, the freeway revolts of the 1950s and 1960s terminated the freeway and made Broadway a de-facto surface-level extension of the freeway. A double-decker ramp consisting of an on-ramp at Sansome Street and an off-ramp at Battery Street linked Broadway to the freeways.

AN EVOLVING STREET

Broadway's new role as a vehicular gateway to San Francisco prompted the establishment of businesses catering toward regional visitors. The area near the intersection of Columbus Avenue and Broadway had long been established as a nightlife area. In the 1950s businesses like City Lights Bookstore and Cafe Vesuvio became centers of San Francisco's Beat Movement. Beginning in the 1960s, strip clubs and bars gave portions of the street a reputation for risque entertainment.

Meanwhile, immigration patterns resulted in the gradual northward expansion of the Chinatown community into the area formerly occupied by the Basque community. In 1961, the Ping Yuen housing complex was built on Broadway between Stockton and Powell, creating a new home for lower-income Chinese immigrants on land once occupied by Basque boarding houses. Beginning in the late 1980s, the intersection of Broadway and Stockton Street grew to become a major neighborhood shopping destination for the growing Chinese population throughout the Bay Area.



Phasing of Broadway Streetscape Improvements

THE BROADWAY STREETSCAPE IMPROVEMENT PROJECT

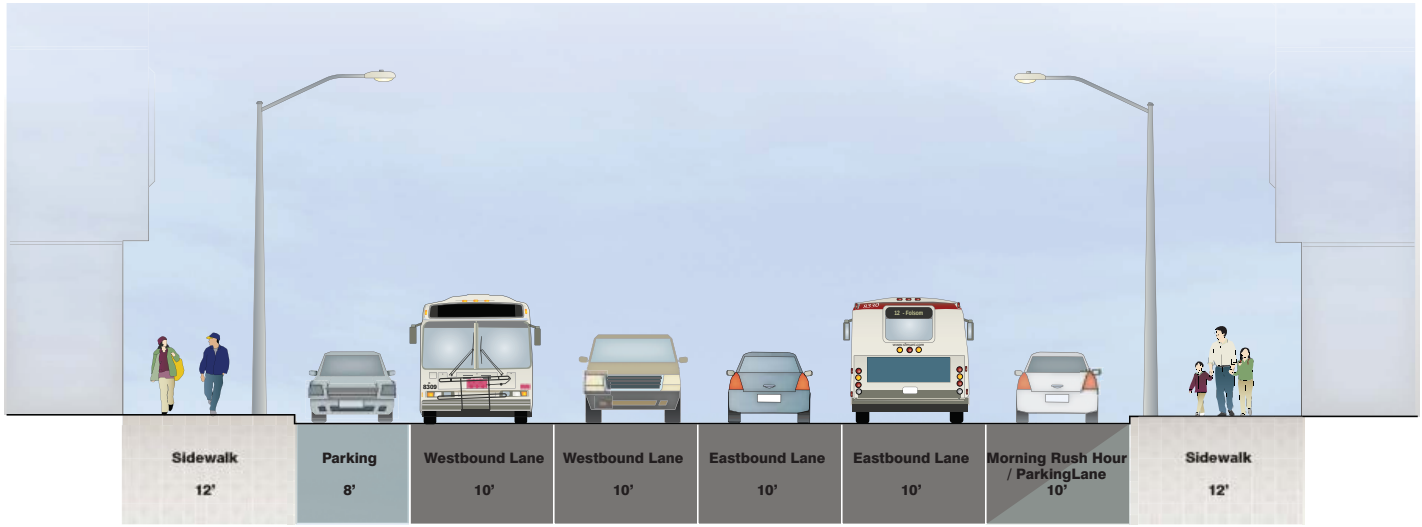
In 1989, severe damage from the Loma Prieta Earthquake forced the closure of the Embarcadero Freeway and gave the City an opportunity to reconsider the future of this elevated structure. After extensive civic debate, the freeway was torn down and replaced by a surface-level boulevard. The elevated ramps which once swept freeway traffic directly on and off of Broadway were removed, and once again Broadway's role in the City's circulation system changed.

The removal of the Embarcadero Freeway prompted local residents and merchants to revitalize Broadway. The 1994 Broadway Envisioning Study outlined a vision for streetscape improvements along Broadway intended to link land use planing and physical improvements to strengthen the commercial corridor. In 1999, the *Broadway Streetscape Improvement Plan* formalized this vision through a series of community planning workshops.

In collaboration with the Chinatown Community Development Center and the North Beach Chamber of Commerce, residents, merchants and other community groups outlined a vision and a plan to transform Broadway from the Embarcadero to Columbus Avenue from a highway to a destination. These recommendations have been implemented in phases as part of the Broadway Streetscape Improvement Project.

The first phase, on Broadway between Montgomery and Battery Streets was completed in 2005 and the second phase on Broadway between Kearny Street and Grant Avenue was completed in 2008. A third phase, on Broadway between Montgomery and Kearny began construction in the Fall of 2012. Streetscape improvements include bulb-outs, sidewalk widening, curb ramp and storm drain installations, new benches, pedestrian-scale street lighting , traffic and pedestrian signal lights, trees, public art, and roadway resurfacing and re-striping.

The current planning process builds on the *Broadway Streetscape Improvement Plan* with a focus on pedestrian safety and comfort on Broadway from Columbus Avenue to the Broadway Tunnel.



Typical Broadway street section looking east.

2.3 EXISTING STREET CONFIGURATION

Broadway today is a major four-lane arterial road with high-volumes of fast moving traffic. The street is designated as a freight route, a bicycle route (Route 10) and is a major east-west connection for regional and local commuters.

The existing right-of-way is 82 feet, however the width of the roadway expands at the Broadway tunnel portal west of Powell Street. The current configuration of Broadway includes:

- 2 lanes of traffic in each direction
- 12' sidewalks on both sides of the street
- Parking lane on the south-side, except tow-away lane east of Powell Street during the AM commute (7am-9am)
- Parking lane on the north side, except tow-away lane west of Turk Murphy Lane during the PM commute (3pm-7pm)

Existing Peak Hour Tow-away Lanes

2.4 LAND USE

A diverse range of land-uses line the portion of Broadway running through Chinatown. The majority of the street is lined by mixed-use buildings with retail spaces on the ground floor and housing above. In recent years, retail vacancies have become increasingly pervasive. Nevertheless, the corridor remains an important shopping and dining destination for both residents and visitors.

West of Stockton Street, Broadway gradually takes on a more residential character. The 500-unit Ping Yuen public housing complex and the Bayside Elderly Housing building take up most of the southern block of Broadway between Stockton and Powell. Two educational facilities are located near the tunnel portal: Jean Parker Elementary School serves approximately 257 K-5 grade students, and the Wu Yee Child Infant Care Center provides low-cost day care services for children ages 0-3. This concentration of seniors and children makes traffic safety on Broadway an especially important consideration.

2.5 DEMOGRAPHICS

The project is located in San Francisco's Chinatown, one of the City's densest neighborhoods. Chinatown has a large population of elderly, low income and monolingual residents. The neighborhood is unique in that car ownership among households is much lower when compared to the city as a whole, and the percentage of households that journey to work by foot is much higher when compared to households citywide. As a result, the majority of residents depend on public transportation and walking as the primary modes of transportation. The demographics of the neighborhood have informed both the community outreach strategy as well as the final concept design.

DEMOGRAPHICS		CITYWIDE	CHINATOWN
POPULATION		805,240	14,540
AGE	< 18	14%	11%
	> 60	19%	39%
JOURNEY TO WORK	Walk	10%	41%
	Car	47%	20%
HOUSEHOLDS WITHOUT A CAR	Homeowners	9%	48%
	Renters	42%	83%
MEDIAN HOUSEHOLD INCOME :		$70,117	$17,630
POVERTY RATE		11%	31%

Source: San Francisco Planning Department Socio-Economic Profiles, ACS 2005-2009

2.6 WALKING CONDITIONS

According to a Broadway user intercept survey conducted by CCDC in September 2009, seventy-five percent of participants said they either walked or took public transit to get to Broadway. Broadway's auto-oriented design currently does not reflect the high number of people who access and use the street by foot or transit. Sidewalk conditions are poor, pedestrian crossings feel unsafe, and sidewalk overcrowding is a major concern on segments of the corridor. Quality public space is much needed and lacking.

SIDEWALK WIDTH

For most of Broadway, the street's 12-foot wide sidewalks appears to accommodate pedestrian volumes. However near the Broadway/Stockton intersection sidewalk over-crowding is a common occurrence. CCDC's *San Francisco Chinatown Pedestrian Needs Assessment* counted pedestrian volumes throughout the area. The Broadway/Stockton intersection was found to be one of the busiest pedestrian crossings in all of Chinatown, with over 5,000 pedestrians counted during the weekday peak periods and weekend AM periods. The combination of high pedestrian volumes and adjacent busy produce markets result in very poor pedestrian conditions. Pedestrians wanting to cross the street, can frequently be observed waiting in the street.

SIDEWALK QUALITY & AMENITIES

Uneven paving and sub-standard curb ramps make travel for people with reduced mobility a challenge. The street also lacks pedestrian amenities such as seating, street trees, places to pause, and pedestrian-level lighting.

PEDESTRIAN SAFETY

In 2011 the San Francisco Pedestrian Safety Task Force identified Broadway and Stockton Street within the project area as high injury density corridors. A collision at the Broadway/Stockton intersection resulted in a pedestrian fatality in 1999. Between 2004 and 2008, the San Francisco Police Department recorded 17 pedestrian-vehicle collisions incidents within the study area. The majority of these incidents (> 65%) occurred at the Broadway/Powell intersection. Collisions that result in only property damage (i.e., no injuries or deaths) may go unreported, so the number of incidents is higher than the official Police Department counts.

2.7 CYCLING CONDITIONS

Broadway is officially designated as a part of San Francisco Bicycle Route 10, connecting the Northern Waterfront with the Richmond District. Currently no bicycle facilities or amenities exist along the street. Unpleasant cycling conditions inside the Broadway Tunnel discourage high volumes of cyclists from using Broadway as a major connector.

2.8 TRANSIT CONDITIONS

ROUTES

The Broadway corridor is served by a number of transit lines. Four Muni bus lines travel along the portion of Broadway within the study area:

8AX Bayshore 'A' Express

- Connects Chinatown with Visitacion Valley
- Operates during weekday peak periods
- Bus stop on the north side of Broadway at Grant Avenue

10 Townsend

- Connects Pacific Heights with Potrero Hill
- Travels on Broadway outbound, turning right on to Broadway from Powell Street with a bus stop at Broadway and Stockton.

12 Folsom

- Connects Russian Hill with the Mission District
- Travels on Broadway outbound, turning right on to Broadway from Powell Street with a bus stop at Broadway and Stockton.

30X Marina Express

- Connects Downtown to the Marina District
- Operates during weekday peak periods.
- Broadway only used as a route, but no bus stops in the study area.
- Bus routes 30, 45, and 8X all cross Broadway at Stockton Street.

TRANSIT EFFECTIVENESS PROJECT

SFMTA's Transit Effectiveness Project proposes some changes to transit service along the Broadway Corridor. Proposals include:

- 10 Townsend proposed for reconfiguration as the 10 Sansome, with no changes to routing along the Broadway corridor.
- Discontinuing the 12 Folsom-Pacific route and maintaining/improving service via the new 10 Sansome route.

Additionally, the 30-Stockton has been identified as part of the MUNI Rapid Network. While the 30-Stockton does not travel along Broadway, it crosses Broadway at Stockton.

BUS SHELTERS AND AMENITIES

There are bus stops on Broadway, at Broadway and Grant (8AX) and Broadway and Stockton (10 Townsend & 12 Folsom). These two stops currently do not have Muni shelters, seating, NextMuni signage, or bus bulb-outs.

2.9 VEHICULAR CONDITIONS

Broadway is classified in the *San Francisco General Plan* as a truck/freight route and carries high volumes of east-west traffic. According to the 2010 *Chinatown Pedestrian Environmental Quality* report by the San Francisco Department of Public Health, Chinatown has the lowest rate of car ownership despite having the highest volume of traffic of any San Francisco neighborhood. The report found that 78% of households in Chinatown live within 150 meters of a truck route.

Vehicular traffic along Broadway peaks during commute hours. During the morning commute the parking lane on the south side of the street is converted into a traffic lane. During non-commute hours the street experiences more sporadic surges of traffic coinciding with timing of traffic signals on other portions of the corridor.

2.10 PARKING & LOADING

There are roughly 58 metered parking spaces along Broadway in the study area. 28 metered spaces are located on the south side of the street, and 30 metered spaces on the north side of the street. Parking is prohibited on the south side of the street during the AM peak commute (7am -9am) and on a portion of the north side of the street (from Turk Murphy Lane to Powell) during the PM peak commute (3pm-7pm).

In addition to metered parking spaces, there are white and yellow loading spaces along the corridor which are important for commercial businesses along and adjacent to the corridor.

Chapter 3

CHAPTER
3

Community Planning Process

3.1 INTRODUCTION

The Chinatown Broadway Street Design project is an interagency effort led by the San Francisco Planning Department in partnership with the Chinatown Community Development Center, the San Francisco Department of Public Works, and the San Francisco Municipal Transportation Agency.

Over the course of the project, three public workshops and a final open house were held. In addition to these community meetings, additional outreach was conducted with local merchants, Jean Parker Elementary School, neighborhood groups, and citywide bicycle and pedestrian organizations.

All workshop presentations and materials were conducted in English and Cantonese, and the public workshops were held at venues in close proximity to the project area. This chapter summarizes the community planning process and the comments and feedback received.

3.2 WORKSHOP #1

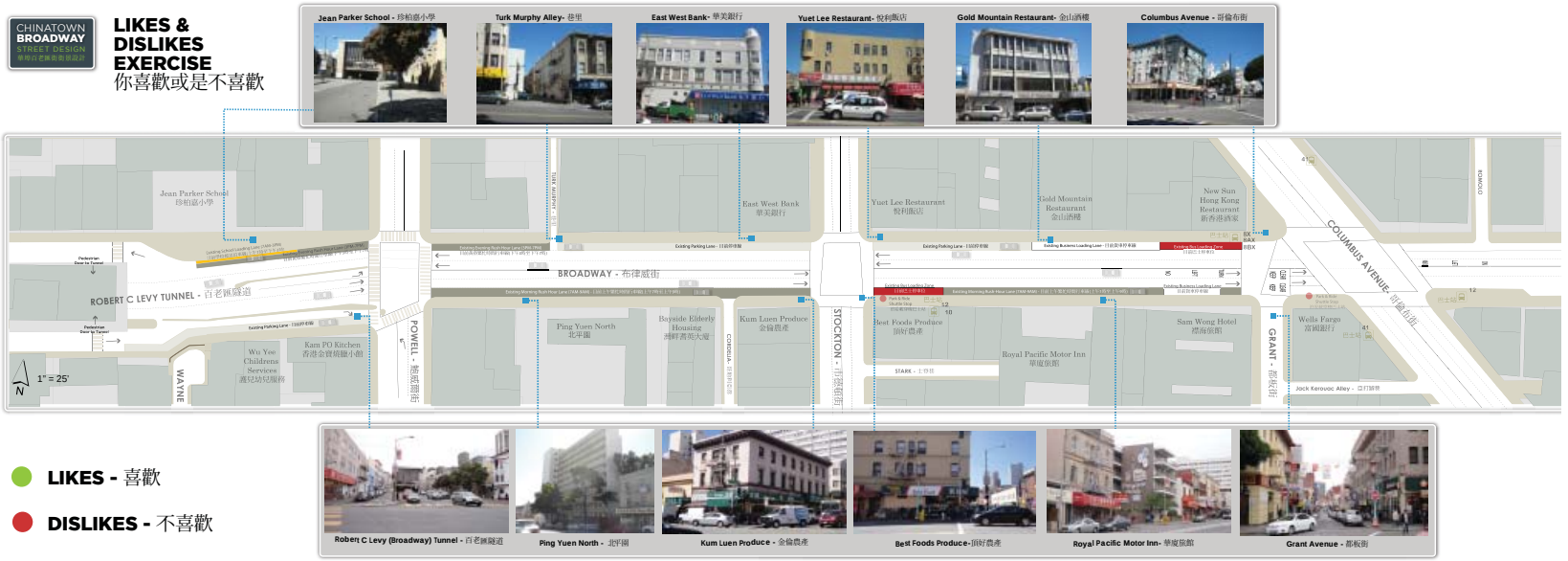
The first community workshop for the Chinatown Broadway Street Design project took place at Bayside Elderly Housing on May 4, 2011 from 4:30-6:30pm. Eighty participants were in attendance.

The majority of the participants lived on Broadway within the study area, and other participants included residents from Chinatown, North Beach, and Russian Hill. Other stakeholders included Chinatown merchants, East West Bank, Jean Parker Elementary School, Lady Shaw Senior Housing, the San Francisco Police Department, and members from the Chinatown Adopt-An-Alleyway Youth Empowerment Project.

The workshop began with a presentation that included an overview of existing conditions and examples of streetscape projects in San Francisco. Following the presentation, participants were divided into 6 small groups to complete two hands-on exercises. Fifteen facilitators guided the small group exercises. The workshop was conducted in Cantonese and/or English with bilingual materials.

Local youth participation at Workshop #1

Local senior citizen participation at Workshop #1



Workshop #1: Likes and Dislikes Exercise Board

EXERCISE #1: LIKES & DISLIKES

The purpose of this exercise was for participants to identify what they like and what they dislike about Broadway. The facilitator asked participants to draw from their own experiences walking along or around Broadway. Each participant was given two green dots and two red dots, and asked to place the green dots on locations that they "like" and to place the red dots on locations that they "dislike". Participants were invited to write comments directly on the map to give more information. At the end of the exercise, each group produced a map with dots illustrating opportunity sites and problem areas.

Exercise Result Summary:

For most of the street, red "dislike" dots topped the number of green "like" dots. Many of the green dots focused on well-liked businesses or buildings. Red dots focused primarily on crossing conditions at intersections and sidewalk over-crowding. Traffic speed, concerns over safety, and lack of landscaping were also frequently mentioned problems. By far, the intersection of Stockton and Broadway received the most attention. The grocery stores located at the intersection were seen as positive, and the sidewalk conditions and crossings were seen as negative.

LIKES&DISLIKES BY LOCATION	LIKE	DISLIKE
COLUMBUS/GRANT INTERSECTION	10	11
GRANT TO STOCKTON	15	5
STOCKTON INTERSECTION	25	34
STOCKTON TO POWELL	15	12
POWELL INTERSECTION	5	15
POWELL TO TUNNEL/MASON	6	10

Workshop #1: Street Design Exercise Board

EXERCISE #2: STREET DESIGN EXERCISE

The second exercise at Workshop #1 asked workshop participants to envision an ideal design for Broadway using the board pictured above. Four steps with specific tasks were outlined. For full analysis of the results of the workshop, please see the Appendix of this document. A summary of the results is outlined here.

Step 1: Sidewalk-adjacent Lane:

Workshop participants were asked to envision how the roadway might be reconfigured. Participants were given game pieces which illustrated sidewalk widening, parking and loading and a tow-away lane.

Four of the six groups were interested in removing the eastbound peak hour tow-away lane in exchange for sidewalk widening. Two groups preferred to maintain the eastbound tow-away lane. Four groups were interested in sidewalk widening on the north side of the street. The majority of workshop participants were interested in having parking and loading on both sides of the street. One group was interested in restricting eastbound car travel between Powell and Mason.

Locations selected for sidewalk widening included:

- Stockton/Broadway intersection
- Powell/Broadway intersection
- North side of Broadway between Grant and Stockton
- South side of Broadway between Powell and Mason
- Center median between Powell and Mason

Bicycle Lane Ranking:

Each group was also asked to rate the importance of adding bike lanes to Broadway on a scale of 1 to 10. The average score was 1.4. The importance of adding bike lanes was not ranked higher than a 2.

Step 2: Streetscape amenities:

Participants were given "game pieces" which depicts various streetscape elements including lighting, seating, greening, bus stop improvements, sidewalk widening, crosswalk improvements, and parking. Participants were invited to place the game pieces on a map to illustrate the types of improvements they would like to see and how the street could be reconfigured. Some key results include:

- All six groups called for more landscaping and lighting along the entire corridor.
- Three groups asked for improvements to existing bus stops.
- Hot spots for lighting included in front of Ping Yuen public housing, Bayside Elderly Housing, Wu Yee Child Infant Center, and Jean Parker Elementary School.
- Hot spots for landscaping include in front of Sun Hong Kong, Yuet Lee and (the former) Gold Mountain restaurants, Best Foods Produce, East West Bank, and Wu Yee Child Infant Center.

Small group discussions at Community Workshop #1

Step 3: Top 3 Improvements:

Each group was asked to list their top three improvements for Broadway in Chinatown. The results are as follows:

- Improve Broadway and Stockton intersection - scramble signal & corner bulb-outs (4 groups)
- Improve and add lighting throughout the project area (2 groups)
- More landscaping and greenery throughout the project area (2 groups)
- Improve Broadway from Powell to Mason, in front of Jean Parker and Wu Yee (2 groups)
  - Sidewalk widening, landscaping, lighting, and restrict car travel in front of Wu Yee
  - Landscaping, lighting, and benches in front of Jean Parker Elementary School
- Add a scramble signal at Columbus/Grant/Broadway (2 groups)
- Widen sidewalks (1 group)
- Increase crosswalk signal times (1 group)
- Move the 10/12 bus stop on Broadway to the east (1 group)
- Improve Powell/Broadway intersection - scramble system & corner bulb-out (1 group)
- Add a parklet on the north side of Broadway east of Stockton Street with tables and seating (1 group)
- Add a scramble signal at Mason/Broadway intersection in front of Health Center (1 group)
- No bike lanes on Broadway/Stockton (1 group)

3. 3 WORKSHOP #2

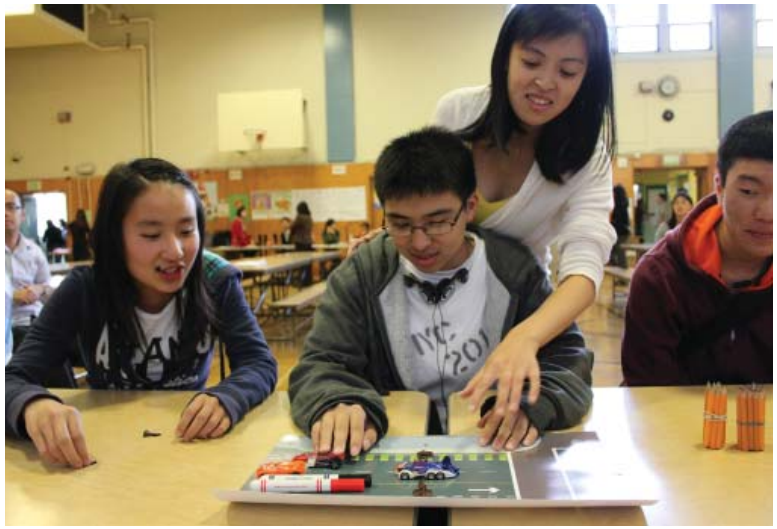
The second community workshop for the Chinatown Broadway Street Design project took place at Gordon J. Lau Elementary School on August 16, 2011 from 4:30-7:00pm. Sixty participants were in attendance. Over a third of the participants live on Broadway within the study area, and other participants included residents from Chinatown, North Beach, and Russian Hill. Other stakeholders included representatives from community organizations including Lady Shaw Senior Housing, Chinatown Adopt-An-Alleyway Youth Empowerment Project, Renew SF, Chinatown merchants, and the San Francisco Bicycle Coalition.

The workshop was an open house format with three stations around the room. Three design options were presented, Option A: Bulb-outs, Option B: Road Diet, and Option C: Sidewalk Widening.

The three design options were selected to show a range of options for how the street could be designed to accommodate pedestrians, bicyclists and vehicular traffic. All options included the same design for the most western block of the project area, a boulevard design with local access lanes separated from tunnel traffic by planted medians.

Participants received a brief overview of three design options, followed by an opportunity for questions and answers. Participants were then invited to fill out a survey to give feedback about their experience on Broadway and to provide comments on the three design options. The workshop was conducted in Cantonese and/or English with bilingual materials.

The three options are presented to a small group at Workshop #2


Simple models are used to describe traffic flow in each option.

The table below was presented at Community Workshop #2 to help community members understand differences between the three design options

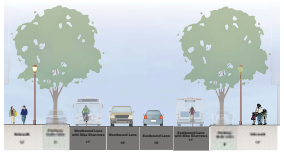
OPTIONS MATRIX

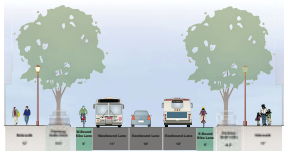
OPTIONS MATRIX 設計方案評估表

Preliminary Ranking of Major Street Elements in Relation to Other Options

RANKING KEY
評分

FAIR 一般 | GOOD 好 | EXCELLENT 非常好

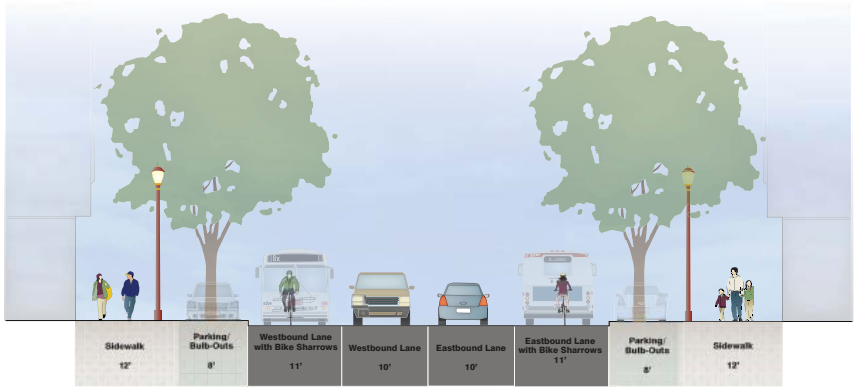




	A BULB-OUTS 加闊部份行人道	B ROAD DIET 縮減行車線	C SIDEWALK WIDENING 加闊整段行人道
Crossings Distance 過馬路的距離	**Shortest, bulb-outs and four lanes of traffic** 最短、加闊部份行人道和4條行車線	**Shortest, bulb-outs, three lanes of traffic, bike lanes** 最短、加闊部份行人道、3條行車線、單行車線	**Shorter, no bulb-outs and four lanes of traffic** 較短、沒有加闊部份行人道和4條車行線
Sidewalk Width 行人道闊度	**More space at the corners, with potential for more space mid-block** 街角行人道有較多空間，行人道可能有更多空間	**More space at the corners, with potential for more space mid-block** 街角行人道有較多空間，行人道可能有更多空間	**More space along entire sidewalk** 整條街道行人道有較多空間
Traffic Flow 交通流量	**Removing a rush hour lane could cause some delay** 移走交通行車線可能導致額外延誤	**Removing a rush hour lane and two travel lanes could cause additional delay** 移走上落班繁忙時間行車線和兩條行車線可能導致額外的延誤	**Removing a rush hour lane and a travel lane could cause some delay** 移走上落班繁忙時間行車線可能導致有些延誤
Transit Flow 公交流量	**Removing a rush hour lane could cause some delay** 移走交通行車線可能導致額外延誤	**Removing a travel lane could cause additional delay** 移走交通行車線可能導致額外延誤	**Removing a travel lane causes some delay** 移走行車線導致有些延誤
On-Street Parking/Loading 街道泊車/上落貨	**All day parking on both sides, some spaces removed near intersections** 兩邊全天泊車，靠近十字路口移走一些泊車空間	**All day parking on both sides, some spaces removed near intersections** 兩邊全天泊車，靠近十字路口移走一些泊車空間	**Parking on one side during rush hour Parking on both sides at other times** 在上落班繁忙時間一邊泊車 在其他時間兩邊泊車
Bike Facilities 單車設施	**Bikes and cars share a lane** 單車和車輛共用線	**Bike lane** 單車行線	**Floating Bike lane, changes location depending on time of day** 彈性單車線，行車線視乎不同時間而改變位置

OPTION A: BULB-OUT OPTION

TYPICAL BROADWAY STREET SECTION NEAR INTERSECTION, LOOKING EAST:



STREET LAYOUT SUMMARY

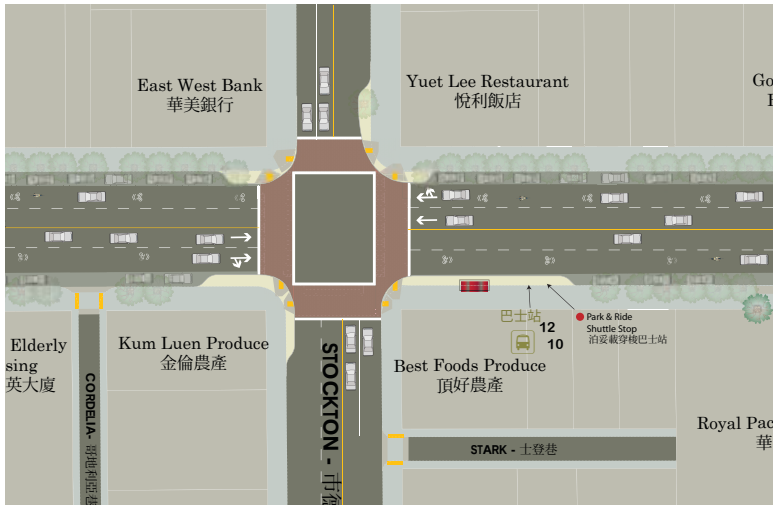
Pedestrian Improvements: Bulb-outs on both sides of street, Crosswalk Improvements, Street furnishings (lighting, benches, etc)

Parking/Loading: Parking/loading on both sides of the street

Bike Improvements: Bike sharrows and bike parking

Travel Lanes: Two lanes in each direction

CONCEPTUAL PLAN VIEW OF BROADWAY - STOCKTON INTERSECTION



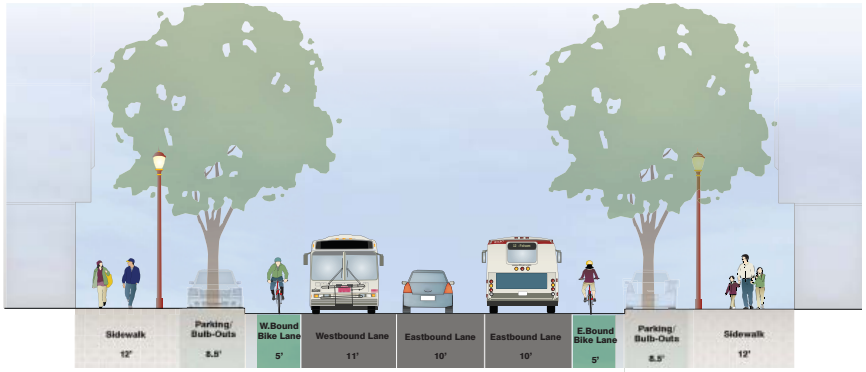
PRECEDENT PHOTOS:

Bike Sharrow

Corner Bulb-Out

OPTION B: ROAD DIET

TYPICAL BROADWAY STREET SECTION NEAR INTERSECTION, LOOKING EAST:



STREET LAYOUT SUMMARY

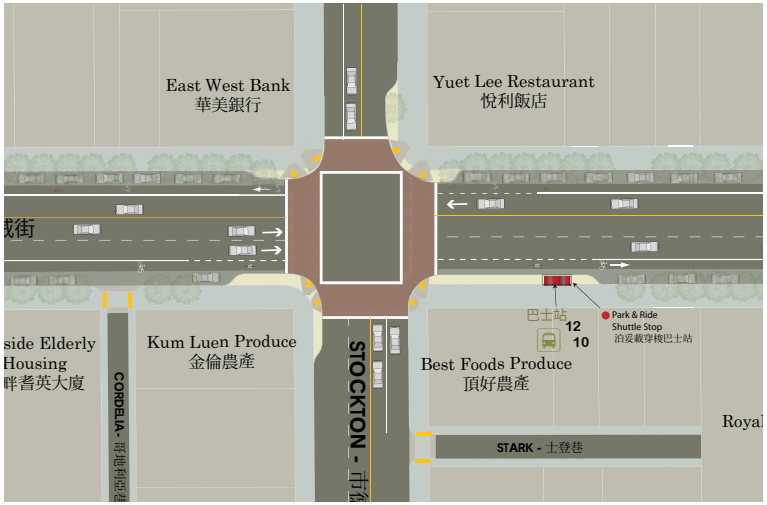
Pedestrian Improvements: Bulb-outs on both sides of street, Crosswalk Improvements, Street furnishings (lighting, benches, etc)

Parking/Loading: Parking/loading on both sides of the street

Bike Improvements: Bike lanes and bike parking

Travel Lanes: Two lanes eastbound, one lane westbound

CONCEPTUAL PLAN VIEW OF BROADWAY - STOCKTON INTERSECTION



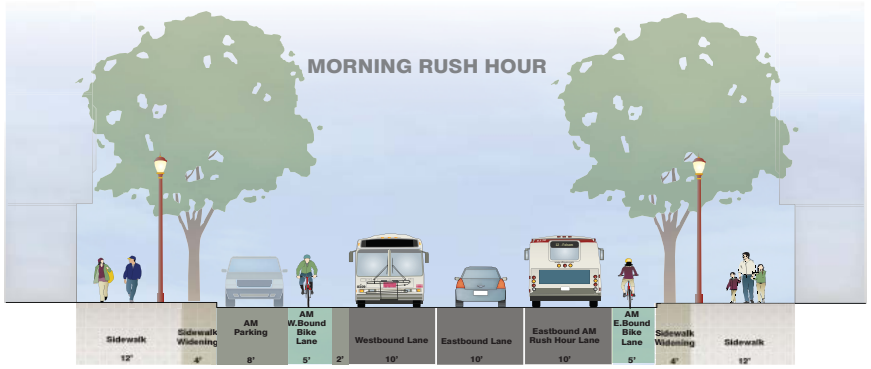
PRECEDENT PHOTOS:

Bike Lane

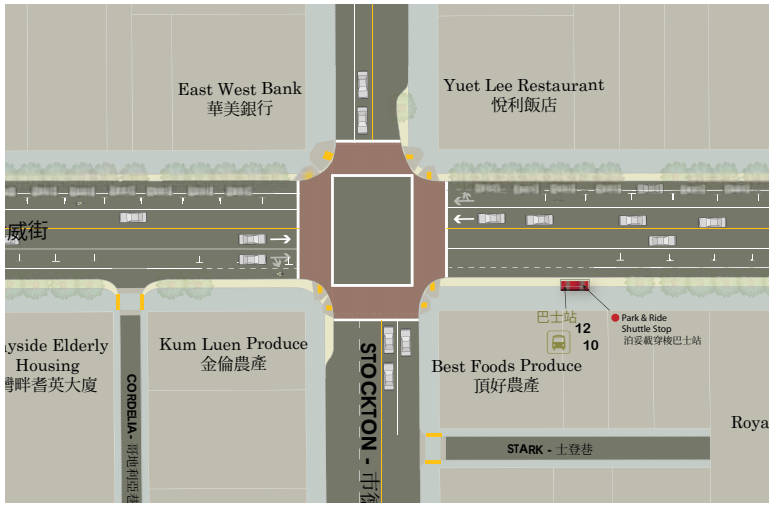
Corner Bulb-Out

OPTION C: SIDEWALK WIDENING

TYPICAL BROADWAY STREET SECTION NEAR INTERSECTION, LOOKING EAST:



CONCEPTUAL PLAN VIEW OF BROADWAY - STOCKTON INTERSECTION



STREET LAYOUT SUMMARY

Pedestrian Improvements: 4 foot sidewalk widening on both sides of street, Crosswalk Improvements, Street furnishings (lighting, benches, etc)

Parking/Loading: Varies depending on time of day
Morning Peak Hour : Allowed on north side of street
Evening Peak Hour: Allowed on south side of street
Off-Peak: Allowed on both sides of the street.

Bike Improvements: Bike lanes shift locations depending on the number of traffic lanes in operation

Travel Lanes: Varies depending on time of day.
Morning Peak Hour: Two lanes eastbound, one lane westbound.
Evening PeakHour: Two lanes westbound, one lane eastbound.
Off-Peak: One lane each direction

PRECEDENT PHOTOS:

Bike Sharrow

Corner Bulb-Out

WORKSHOP #2 SURVEY RESULTS

Workshop participants were asked to complete a survey to provide feedback about how and when they travel to Broadway, to identify the factors that are important to consider when crossing the street, and to rank how much they like or dislike the three design options. Seventy-seven surveys were completed. The following is a summary of survey results.

Place of Residence

Survey respondents indicated residence in 17 different zip codes. The highest number (44%) said they lived in Chinatown zip code 94133.

Traveling to Broadway

Workshop participants noted that they travel to Broadway by foot, car, public transit, or bicycle. The vast majority of participants (86%) indicated that they walk to Broadway. Participants who chose other modes of transportation as their primary mode indicated that they also walk.

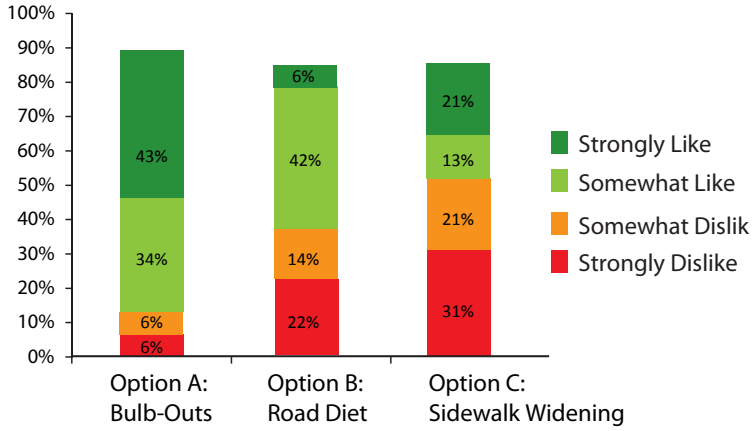
Time of Travel to Broadway

The peak weekday travel period for Broadway stakeholders is between 9am-3pm. Of the people that travel to Broadway between 9am-3pm (66% of participants), 98% travel to Broadway by foot and 24% travel by car. The results indicate that peak pedestrian travel occurs on weekdays between 9am-3pm, with slightly fewer numbers for the traditional weekday am peak (7-9am, 33% of participants) and weekday pm peak (3-7pm, 43% of participants).

Crossing Broadway

For summary of results regarding crossing Broadway, see page 26

Overall All Rankings



Ranking the Design Options

Workshop participants were asked whether they "strongly like", "somewhat like", "somewhat dislike" or "strongly dislike" each option. Seventy-seven surveys were completed.

- **Option A** was the most strongly liked option, with the largest percentage of all options (43%) strongly in favor. Combined, 77% of participants said they Somewhat Like or Strongly Like Option A, and 12% Somewhat Dislike or Strongly Dislike this option.
- **Option B** was the most liked option, 48% of participants said they Somewhat Like or Strongly Like Option B, and 36% said they Somewhat Dislike or Strongly Dislike this option.
- **Option C** was Strongly Disliked by the highest percentage of participants (31%). This option was also the most polarizing. 34% of participants either Somewhat Like or Strongly Like Option this option, and 52% of participants either Somewhat Dislike or Strongly Dislike this option.

3.4 WORKSHOP #3

The third community workshop took place at Gordon J. Lau Elementary School on November 16, 2011 from 4:00 - 5:30pm. Forty-five participants were in attendance. The goal of the workshop was to present the details of the preferred design and gather additional community feedback on locations for corner and mid-block bulb-outs, pedestrian crossing features and streetscape amenities. The workshop began with a presentation of the preferred design option, followed by break out groups.

OVERALL DESIGN

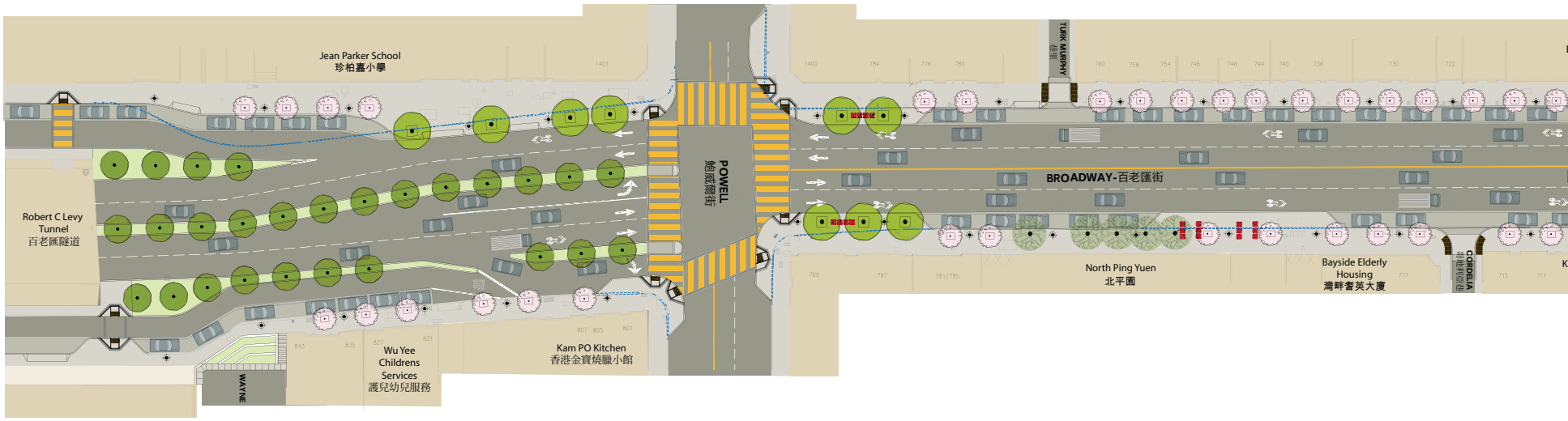
Participants expressed general approval for the preferred design. Most participants supported placing a bulb-out at each street corner as well as a mid block bulb-out in front of North Ping Yuen. There were concerns expressed over merchants using the additional sidewalk space to sell their merchandise. Participants asked if better enforcement could prevent such cases from occurring.

Some participants expressed concerns about traffic congestion in the area if right turns were restricted onto Broadway from Stockton. Throughout the planning process, participants have expressed an interest in having a scramble signal at Stockton and Broadway. While a scramble signal was not recommended by the project team, participants were generally supportive of the other tools that were recommended at this intersection to improve pedestrian safety. Participants approved of the recommendation to add bulb-outs and pedestrian lead time and thought this would make it safer to cross the streets.

STREETSCAPE AMENITIES

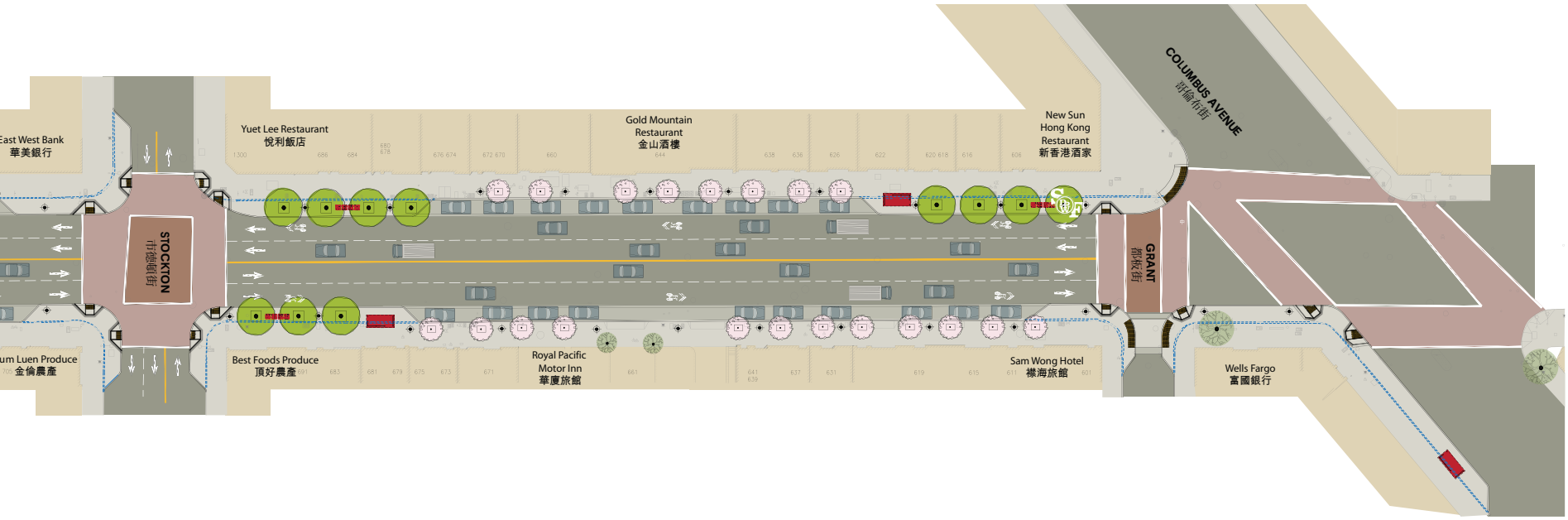
A palate of streetscape amenities were presented at the workshop. Participants expressed general support for including these amenities in the new design. Participants were interested in having more seating, lighting, and landscaping along the corridor, especially .on the last two blocks of the project area, where there is a concentration of residential uses and community institutions.

Participants were interested in seeing improvements to the bus stops including shelters, signage, and arrival information, and noted that landscaping would help to beautify the street and help to create a sense of place for pedestrians and visitors.



Preferred Design as presented at the third workshop on November 16, 2011.

Photos from Community Workshop #3



Preferred Design as presented at the third workshop on November 16, 2011.

DESIGN CONSIDERATIONS: STOCKTON SCRAMBLE

Pedestrian Scramble Intersection in Oakland's Chinatown
Source: image courtesy Allie_Caufield, flickr.com

A pedestrian scramble is a signal phase exclusively for pedestrian crossings in all directions at the same time. Pedestrians therefore cross the intersection without any conflicting motor vehicle movements. Diagonal crossings are generally allowed, creating smoother flow for areas where pedestrians are not traveling linearly along the street.

Currently, pedestrian scrambles are popular features on Stockton Street south of Broadway in Chinatown. They are also used in Oakland's Chinatown. Throughout the community planning process, a high-level of interest was expressed in studying the feasibility of adding pedestrian scrambles to intersections on Broadway, especially at the Stockton intersection.

Based on this input, the project team closely reviewed the viability of adding pedestrians scrambles to Broadway. SFMTA's analysis of pedestrian scrambles has shown that they are best suited for streets which meet the following criteria:

- Turning vehicles conflicting with crossing pedestrians
- Very high pedestrian volumes
- Short pedestrian crossings
- One way streets

Although Broadway in Chinatown meets the first two criteria, the width of the street and the high volumes of two-way vehicular traffic make implementation of a pedestrian scramble a major challenge. Traffic modeling showed that the addition of a pedestrian scramble could result in significant vehicular congestion. A scramble would also result in longer waiting-times for pedestrians not interested in crossing diagonally.

In light of these findings, community members at Workshop #2 were surveyed to ask what crossing improvements were most important to them. The top three responses were:

- Enough time to cross the street (71%)
- Short crossing distance (39%)
- Ability to cross diagonally (36%)

Without a pedestrian scramble, the ability to cross diagonally can not be accommodated. However, the top two community desires are addressed in the recommended design. Corner bulb-outs will shorten the crossing distances, and pedestrians will have the same amount of time to cross a shorter distance.

DESIGN CONSIDERATIONS: BICYCLING BROADWAY

Bicyclist Entering the Broadway Tunnel's Walkway

Creating a safer and more comfortable cycling experience is an important goal of the City. Although Broadway is a part of San Francisco Bike Route #10, the experience of cycling along the corridor is challenging due to fast moving traffic, over-crowded intersections, commercial loading, and a lack of dedicated bike lanes.

Broadway as designed today, is an uncomfortable obstacle course for cyclists. This condition is exasperated by the lack of bike facilities inside the Robert C. Levy Tunnel. The long, curving tunnel offers an inhospitable environment to cyclists. The tunnel's narrow pedestrian walkways are elevated above the roadway, with no shoulder to offer cyclists a respite from the frequently speeding traffic in the tunnel. Some cyclists opt to avoid this potentially dangerous configuration by walking or riding their bike on the tunnel's pedestrian walkways, creating conflicts with those on foot.

The scope of the Broadway Chinatown Street Design project was limited to a short stretch of Broadway and does not directly address conditions in the tunnel. Even still, a variety of street design alternatives featuring bike lanes were explored by the design team. Given the high need for pedestrian safety improvements, the project team did not put forth any options that pitted sidewalk widening or bulb-outs against bike lanes. Instead, two of the three options presented to the community at Workshop #2 proposed "road diets" - or travel lane reductions - on Broadway to create space to add bike lanes on the street.

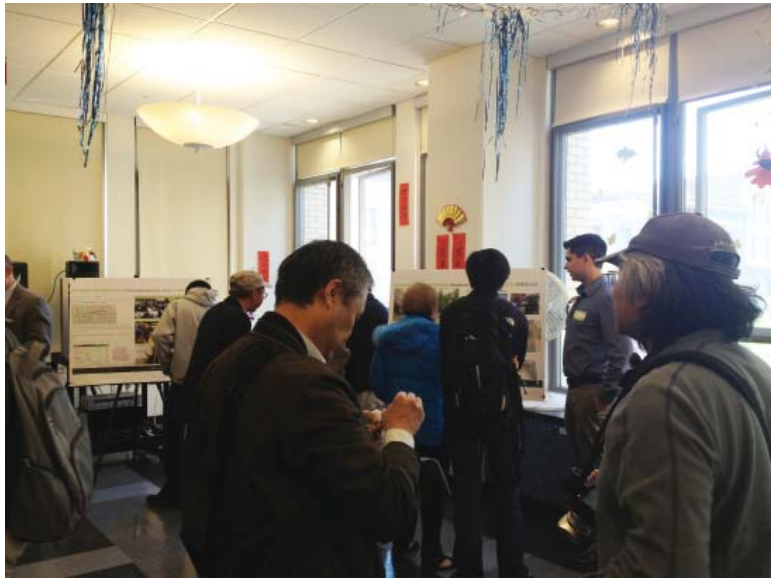
Community support was very weak for adding bike lanes. This reaction can be attributed to both a proportionally low number of bicyclists using the street today and the fact that the improvements would only occur on a short segment of Broadway - essentially creating bike lanes that abruptly ended at Columbus and at the mouth of the tunnel.

The preferred design recommends that high-visibility bike "sharrow" markings be added to Broadway to alert all road-users that bicyclists are present on the street and that they have the right to utilize the entire travel lane.

The preferred design does not preempt implementation of bike lanes in the future. Such improvements can be best developed at a time when further study of significant bike improvements along the entire corridor, including the Tunnel can be made.

4.2 FINAL OPEN HOUSE

The final Open House took place on June 6, 2012 at the International House Community Room. Over 75 participants were in attendance. The goal of the open house was to present the final design and celebrate all the work that has taken place during this planning process to envision a new design for Broadway. Participants were invited to view the final design, and a brief remarks were given by various city officials and community representatives.



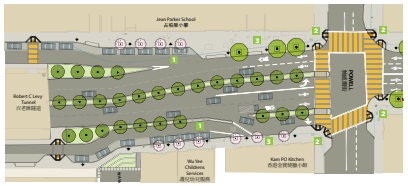
OPEN HOUSE DESIGN BOARDS

ENVISION A NEW BROADWAY: Broadway & Powell 百老匯街新貌:跑華街地段

"Every day, thousands of cars speed into the tunnel in front of Jean Parker. Parents are concerned for the safety of their children when there are so many fast moving cars."
– Alison Collins, Parent at Jean Parker Elementary School

占柏架小學家長說,『每天有千多輛汽車在占柏架小學前的隧道高速行駛,令家長非常擔心子女的安全。』

MAP KEY/PRECEDENT PHOTOS: 設計樣本參考



PLAN VIEW 設計概念平面草圖

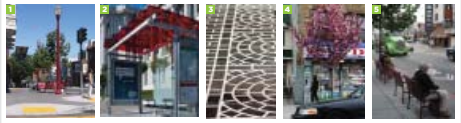
FINAL OPEN HOUSE
CHINATOWN BROADWAY STREET DESIGN
SAN FRANCISCO PLANNING DEPARTMENT SFMTA

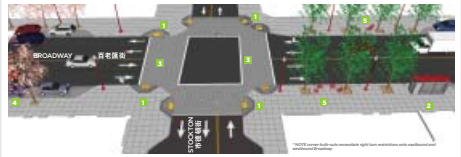
ENVISION A NEW BROADWAY: Broadway & Stockton 百老匯街新貌:士德頓街地段

"Our senior members cross the Broadway and Stockton intersection every week to attend Wednesday meetings. This corner is always congested and dangerous for pedestrians. We want to see more space here on the sidewalks."
– Wing Hau Leung, President of Community Tenants Association

社區住客聯會主席梁榮浩說,『每天有百多名長者行經百老匯街/士德頓街的交界。他們很害怕會被車撞倒。我們希望行人道上能提供更多站立空間。』

MAP KEY/PRECEDENT PHOTOS: 設計樣本參考





PLAN VIEW 設計概念平面草圖

FINAL OPEN HOUSE
CHINATOWN BROADWAY STREET DESIGN
SAN FRANCISCO PLANNING DEPARTMENT SFMTA

ENVISION A NEW BROADWAY: Broadway & Grant 百老匯街新貌:都板街地段

"A safer Broadway is good for business. Our customers will benefit if Broadway is a pleasant place to walk and shop."
– Raymond Ouyang, Owner of New Sun Hong Kong Restaurant

新香港餐廳老闆歐陽先生說,『一個逢勁的百老匯街對商業有利。如果百老匯街是一個歡悅的地方將會吸引更多顧客"。』

MAP KEY/PRECEDENT PHOTOS: 設計樣本參考

PLAN VIEW 設計概念平面草圖

FINAL OPEN HOUSE
CHINATOWN BROADWAY STREET DESIGN
SAN FRANCISCO PLANNING DEPARTMENT SFMTA

ENVISION A NEW BROADWAY: Community Planning in Action 百老匯街新貌:社區參與

PROJECT OVERVIEW 計劃概要

The Broadway Envisioning Plan was initiated in 1994 and led to three completed phases.
自1994年起,百老匯街改善計劃已完成了3 個地段。

The goal of the project is to develop a community-based vision and design plan to improve pedestrian conditions along Broadway from Columbus Avenue to the Broadway Tunnel. This project is funded by the Caltrans Environmental Justice: Context Sensitive Planning Grant program.

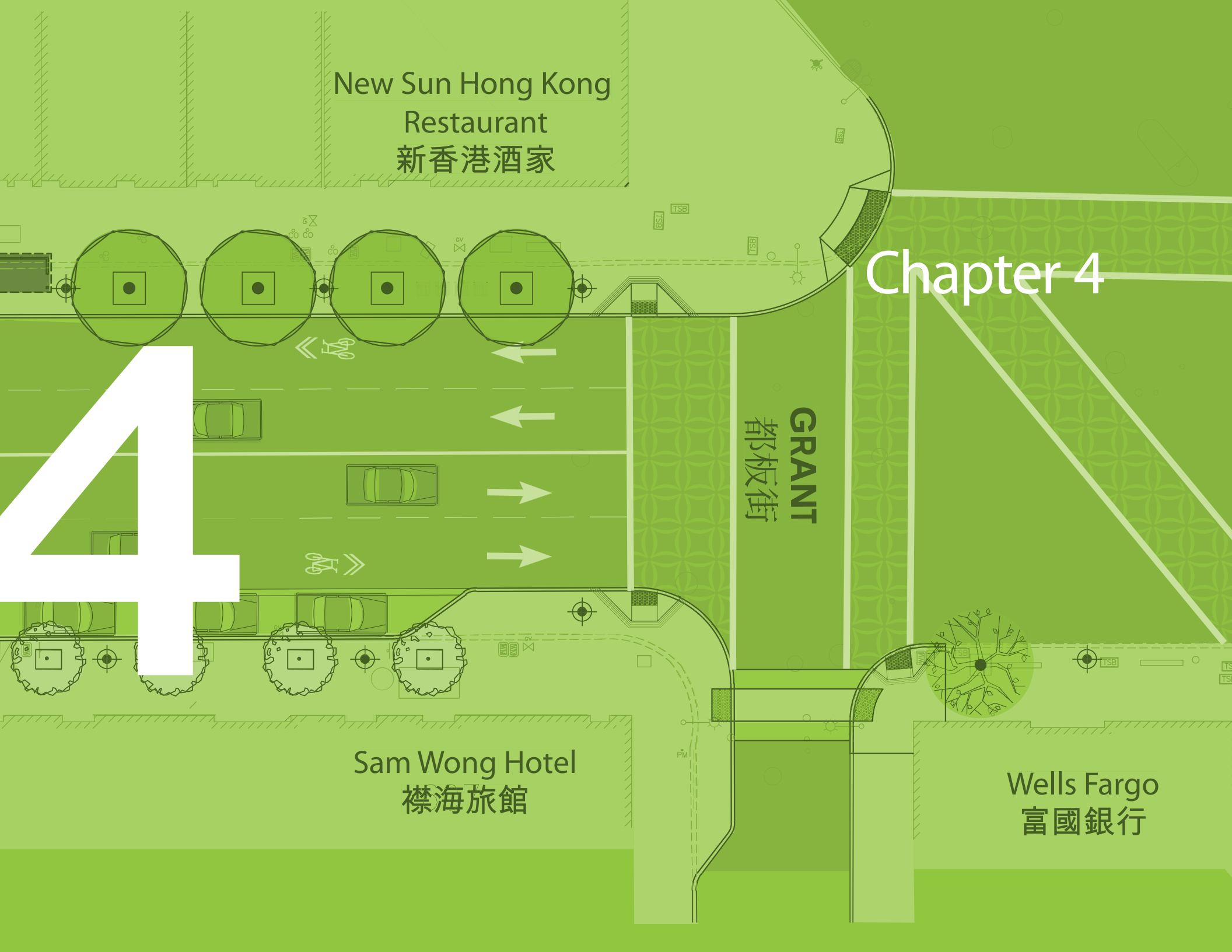
此段從哥倫布街至百老匯隧道口的發展以社 區展望為基礎而設計,以改善百老匯街的行人狀況。

WHO LIVES IN CHINATOWN? 華埠人口統計

DEMOGRAPHICS 人口統計		CITYWIDE 全市	CHINATOWN 華埠
POPULATION A.D.:		805,240	14,540
AGE 年齡	< 18	14%	11%
	> 60	19%	39%
JOURNEY TO WORK 上班:	Walk 步行	10%	41%
	Car 駕駛	47%	20%
HOUSEHOLDS WITHOUT A CAR 沒有私家車的家庭	Homeowners 業主	9%	48%
	Renters 租客	42%	83%
MEDIAN HOUSEHOLD INCOME 家庭中位收入:		$70,117	$17,630
POVERTY RATE 貧窮率:		9%	31%

Source: San Francisco Planning Department Socio-Economic Profiles, ACS 2005-2009

FINAL OPEN HOUSE
CHINATOWN BROADWAY STREET DESIGN
SAN FRANCISCO PLANNING DEPARTMENT SFMTA


New Sun Hong Kong
Restaurant
新香港酒家
GRANT
都板街
Sam Wong Hotel
襟海旅館
Wells Fargo
富國銀行

Chapter 4

4

CHAPTER

4

Envisioning a New Broadway

4.1 VISION

Based on extensive collaboration between the community and City agencies, a new conceptual design for Broadway in Chinatown has been selected. This design is based on input from community members, residents, neighborhood groups and city staff. The conceptual design presented in this chapter builds on the "Bulb-out Option" first presented at a community workshop on November 16, 2011. The proposed design elements will help to improve pedestrian conditions and transform Broadway into a safe and lively corridor.

Following the final open house on June 6, 2012, the project team has worked to address some technical design details. The conceptual design presented in this chapter incorporates two changes.

- At Broadway and Stockton: Bulb-outs are proposed at all corners. The bulb-outs have been tapered slightly to better accommodate right turn movements. Right turns from northbound Stockton onto eastbound Broadway would be permitted.
- At Broadway between the Broadway Tunnel and Powell: The local access lane for eastbound Broadway has been modified to allow a smoother transition for right turning vehicles and fire trucks. This change allows for a larger bulb-out on the southwest corner of Powell and Broadway. Modifications were made to the length and design of the center median to accommodate routine cleaning and maintenance of the Broadway Tunnel.

It is important to note that this design is still conceptual in nature. Further refinements and more detailed design work will take place when the project moves towards construction. For more information on the steps that will be taken to make this vision for Broadway a reality, please see Chapter 5- Next Steps.

4.2 SUMMARY OF PROPOSED DESIGN FEATURES

Roadway Configuration: Two lanes of travel in each direction, with curb-side parking/loading lanes on both sides of the street.

Pedestrian Crossings: Bulb-outs at all intersections. Raised crosswalks at all alleys and across Grant. Special paving at the intersections to improve visibility of the intersection.

Bus Stop Improvements: Two new bus bulbs at existing Muni stops. Improvements to bus stops including shelters, seating and signage.

Trees & Landscaping: Seventy-two new street trees along the existing sidewalk. Trees and plantings along the medians from the Broadway Tunnel to Powell Street. Greening improvements along Wayne Place.

Bike Facilities: Bike sharrows along the corridor to improve visibility of cyclists.

Sidewalk Seating: Thirty-two new benches along the corridor

Street Lighting: Fifty-four new street lights along the corridor

Estimated cost: $7 million
Estimated Time for Construction: 12-18 months

4.3 STREETSCAPE DESIGN FEATURES

SITE FURNISHINGS & ART

Site furnishings (such as seating, waste bins, etc.) and public art make a street more comfortable and welcoming. Groups of seating are included on many of the proposed sidewalk extensions on Broadway. Opportunities to incorporate public art into the street design project should be explored as the project moves forward. Artistic elements could be incorporated into both seating and lighting elements on the street.

ENHANCED TRANSIT STOPS

Bus bulbs and shelters are proposed for the study area's two bus stops. Bus bulbs are sidewalk extensions that improve transit performance by allowing busses to pull up against the curb without having to exit and re-enter the flow of traffic. They also improve pedestrian conditions by providing extra space for waiting pedestrians and Muni shelters.

IMPROVED STREET LIGHTING

Good streetscape lighting helps define a positive urban character and support nighttime activities. Currently the stretch of Broadway in the study area lacks visually appealing roadway lighting and has very limited pedestrian-scaled lighting. New roadway and pedestrian lighting is proposed for the entire corridor.

NEW STREET TREES

To improve the image and environmental quality of Broadway new street trees are proposed the length of the corridor. The conceptual design proposes pink flowering Cherry trees for the middle of the blocks, Sycamores on bulb-outs, and Armstrong Maples on the landscaped medians between Powell Street and the Broadway Tunnel.

4.4 ROADWAY IMPROVEMENT FEATURES

SPECIAL INTERSECTION/CROSSWALK PAVING

Special intersection and crosswalk paving can break the visual uniformity of asphalt streets, highlight crossings as an extension of the pedestrian realm, and contribute to the unique character of commercial streets. Oakland and Los Angeles have implemented unique crosswalk designs in their Chinatown neighborhoods, and similar treatments are supported by San Francisco's Chinatown community.

BIKE SHARROWS

Bicycle "Sharrows" lane markings are proposed for Broadway to notify motorists and cyclists that the street is part of San Francisco's Bicycle Route 10. Proposals for bike lanes on Broadway were presented to the community but received minimal support. In the event that the Broadway Tunnel is redesigned to better accommodate bicyclists, the cycling facilities on Broadway can be accommodated.

PARKING/LOADING LANE IMPROVEMENTS

Broadway's commercial uses and lack of back-alley access makes parking and loading a key design consideration. The removal of the eastbound tow-away lane will restore a permanent parking/loading lane on the south side of the street and also allow for the construction of sidewalk bulb outs. Like previous phases of the Broadway streetscape project, concrete is proposed as the parking lane paving material to help visually narrow the roadway.

SIDEWALK BULB-OUTS

Sidewalk bulb-outs are extensions of the sidewalk into the parking lane. When placed at intersections, bulb-outs reduce crossing distances and make pedestrians waiting to cross the street more visible to motorists. When placed mid-block they provide additional space for pedestrians and street life. When placed at transit stops they improve transit efficiency. All three types of bulb-outs are important components of Broadway's proposed design.

PLANTED MEDIANS

Planted medians provide an additional refuge for pedestrians crossing the street, help to visually narrow the roadway, and provide an additional opportunity for greening. Tree-planted medians are proposed for one block (between the Broadway Tunnel and Powell). The medians will separate local traffic from tunnel traffic and will help to slow traffic entering and existing the tunnel.

RAISED CROSSWALKS

Raised crosswalks bring the level of the roadway to that of the sidewalk, forcing vehicles to slow before passing over the crosswalk and enhancing the crossing by providing a level pedestrian path of travel from curb to curb. Raised crosswalks are proposed where Broadway intersects with smaller streets and alleys, including Grant Avenue, Turk Murphy Lane, and Cordelia Street.

4.5 CONCEPTUAL DESIGN: ROBERT C. LEVY (BROADWAY) TUNNEL TO POWELL STREET

Broadway widens significantly west of Powell Street as it approaches the Robert C Levy Tunnel. The larger roadway offers both challenges and opportunities not present on other blocks. In addition to corner bulb-outs proposed elsewhere, the conceptual design for this block proposes using excess space in the roadway to create landscaped medians. These medians will serve the following purposes:

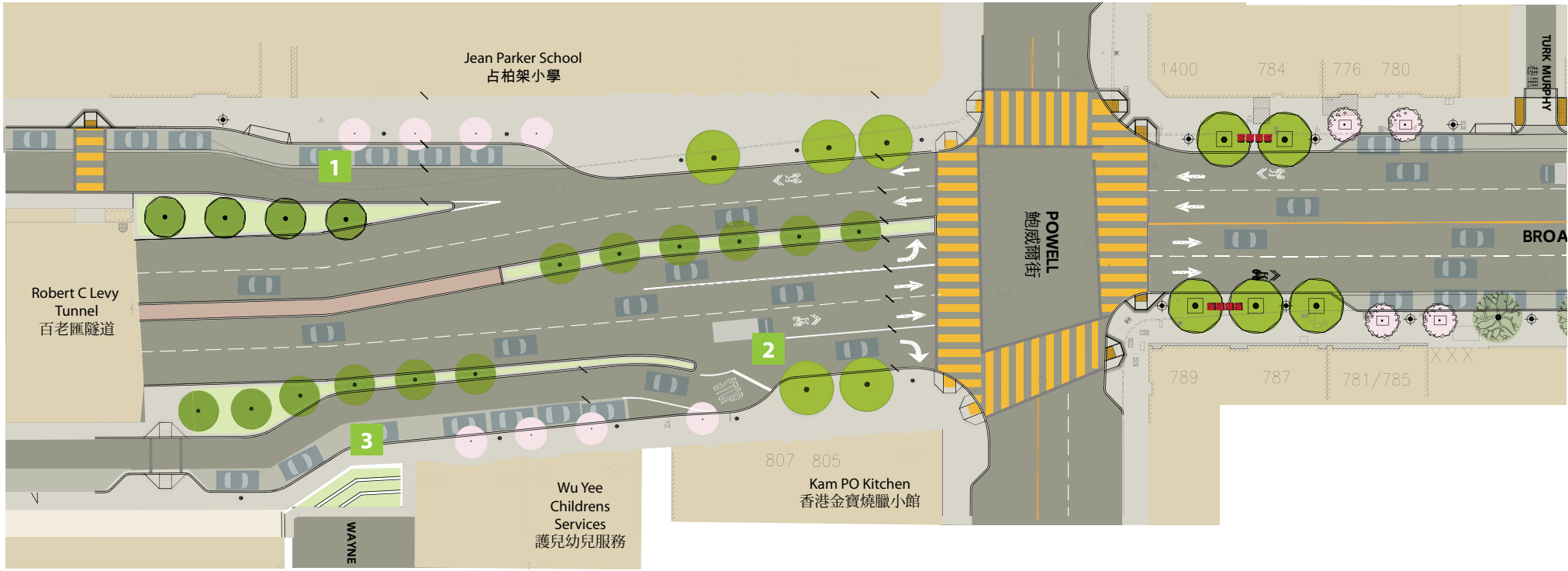
- Physically, visually and audibly buffer adjacent properties from tunnel traffic
- Emphasize this block's role as a gateway to Chinatown and North Beach
- Calm traffic by narrowing the roadway and travel lanes
- Create opportunities for greening
- Create a refuge for pedestrians crossing Broadway on the west side of Powell

SPECIAL DESIGN FEATURES

1 Jean Parker Local Access Lane. The exceptionally wide sidewalk in front of Jean Parker Elementary School (shown as a dashed blue line below) would be reconfigured to create a curb-side school drop-off/loading lane. A new landscaped median would separate the slow-moving local access lane and loading zone from faster-moving tunnel-bound traffic. Closer to Powell Street, the sidewalk would be widened to help shorten the crosswalk.

2 Unified Right Turn Lane. Currently two lanes on Broadway are allowed to turn right onto southbound Powell, creating a hazardous condition for pedestrians. To remedy this, the southern median would be widened and landscaped and a corner bulb-out would be added on the southwest corner to create only one right-turn lane.

3 Wayne Place Terraces. When the portal to the Broadway Tunnel was cut into Russian Hill, the roadway was depressed below the grade of Wayne Place to the south. The blank retaining wall and stairway which leads from Broadway's sidewalk to Wayne Place could be redesigned into a series of landscaped terraces that can serve to beautify the area and emphasize its role as a gateway to the neighborhood.



PROPOSED

TODAY

Illustrated above: New landscaped medians with pedestrian refuges and sidewalks with pedestrian lighting and street trees greatly improve pedestrian comfort and safety and transform the tunnel portal block into a welcoming neighborhood gateway.

4.6 CONCEPTUAL DESIGN: POWELL STREET TO STOCKTON STREET

The intersection of Broadway and Stockton Street is a busy commercial node for Chinatown and a major focus of this design effort. A number of significant improvements to the intersection and the adjacent blocks are proposed to improve pedestrian comfort and safety.

SPECIAL DESIGN FEATURES

1. Bus Bulb-Out. A bus bulb-out will provide much-needed space at this congested intersection where pedestrians, market shoppers, and transit riders all congregate. It will also help to improve the flow of transit, making it easier for the bus to load and unload passengers, as the bus does not have to pull into the curb. The sidewalk will be widened six feet and furnished with street trees, public seating, and a new Muni shelter on the southeast corner.

2. Corner bulb-outs. Provide additional space for pedestrians at the corner and help to shorten the crossing distances.

3. Extended sidewalk bulb-outs. Extended sidewalk bulb-outs are proposed on this stretch of Broadway in front of Yuet Lee Restaurant and Ping Yuen Public Housing. These bulbs will include additional sidewalk landscaping, seating, and other pedestrian amenities that will help enliven and beautify the street.

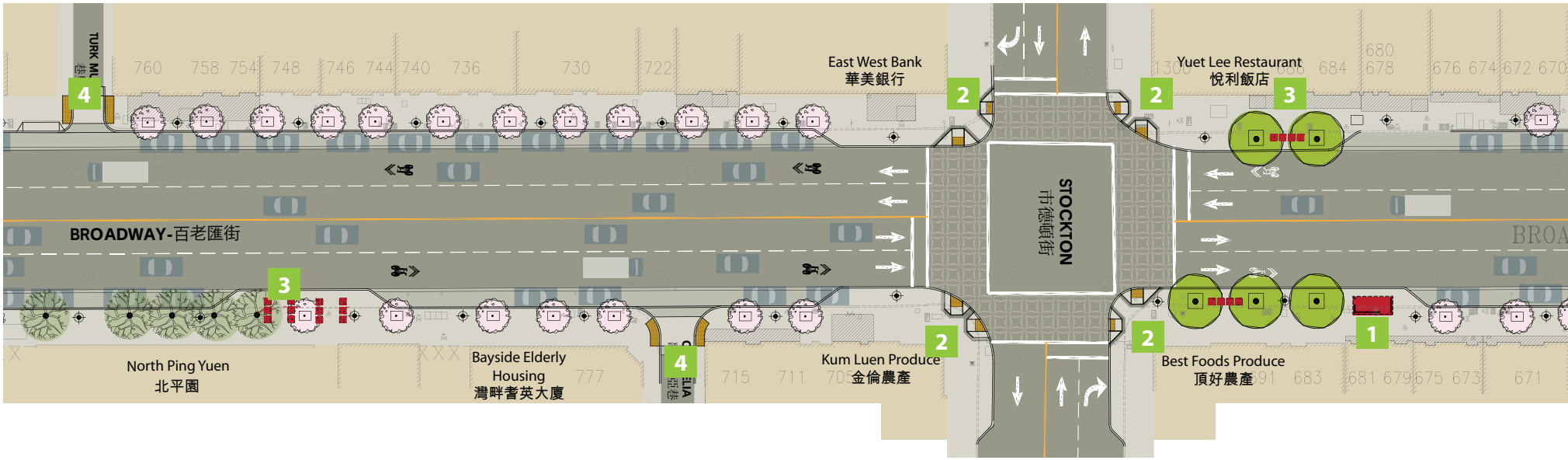
4. Raised crosswalks. Raised crosswalks are proposed at both Turk Murphy Lane and Cordelia Street. For more information on raised crosswalks, see page 33.

WHO WAS TURK MURPHY?

Turk Murphy Lane is a small alley running from Broadway to Vallejo Street named after Melvin Edward Alton "Turk" Murphy. Murphy was a renowned trombonist and popular jazz musician who began playing in San Francisco in the 1930s. Murphy operated a number of jazz clubs in North Beach, including Earthquake McGoons at 99 Broadway. Those who grew up with Sesame Street might recognize his unique voice; he provided vocals for 1970s animated musical shorts which still air today such as "Alligator King" and "#9 Martian Beauty." After his death in 1987, the San Francisco Board of Supervisors renamed Churchill Street in his honor. The conceptual design for Broadway includes construction of a raised crosswalk across Turk Murphy Lane, perhaps creating an opportunity for some type of art or pavement inlay that illuminates the story behind the alley's unique name.

Image courtesy Gary Stevens

Image source: Wikipedia



PROPOSED

TODAY

Illustrated above: Corner sidewalk bulb-outs create more space for pedestrians waiting to cross the busy Stockton/Broadway intersection. Special crosswalk paving improves visibility of pedestrian crossings. In the background, new street trees and pedestrian lighting beautify Broadway's streetscape.

4.7 CONCEPTUAL DESIGN: POWELL STREET TO COLUMBUS AVENUE

The intersection of Broadway, Grant Avenue, and Columbus Avenue is an important crossroads where neighborhoods come together. To the south, iconic Grant Avenue is the gateway to the heart of Chinatown. To the north, Grant Avenue and Columbus Avenue are important commercial streets for the vibrant North Beach neighborhood. Broadway here is a busy shopping street lined with shops, restaurants, and hotels. Improvements on this block seek to improve connections between this important node and the neighborhoods it serves.

SPECIAL DESIGN FEATURES

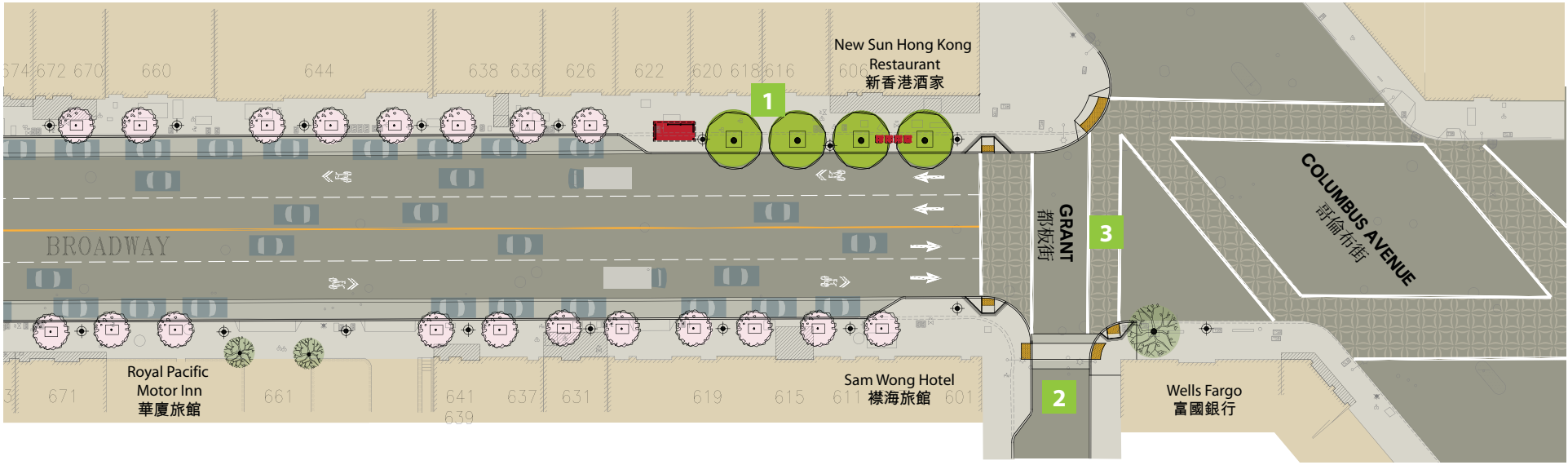
1 Bus Bulb-Out. An extended bulb-out on the northwest corner of Broadway and Columbus will extend from the new Poet's Plaza and provide much-needed space at the intersection where pedestrians and transit riders congregate. The sidewalk will be widened six feet and furnished with street trees, public seating, and a new Muni shelter.

2 Grant Avenue Gateway. A new raised crosswalk will be built across Grant Avenue at Broadway. Special paving and public art is recommended at this location to emphasize its role as the northern gateway to Chinatown's most iconic street.

3 Broadway/Grant Avenue Crosswalk Improvements. A new crosswalk is proposed connecting Poet's Plaza with the east side of Grant Avenue. This crosswalk will formalize a route already taken by pedestrians and make it safer for all users. Like other crosswalks in the project area, high-visiblity paving material in the crosswalks is recommended.

Connecting Grant Avenue

At all Community Workshops, participants in attendance expressed support for improving the connection along Grant Avenue from Chinatown to North Beach. Additional study is needed to improve this critical connection between neighborhoods, building on the recommendations from the Columbus Avenue Neighborhood Transportation Study and the proposed improvements along Columbus as part of the TEP.



PROPOSED

TODAY

Illustrated on the left: A new bus bulb-out adjacent to Poet's Plaza provides more space for transit-riders and offers a convenient spot to place a new Muni shelter safely out of the primary path of pedestrian travel. In the distance, street trees and pedestrian lighting enhance the Broadway streetscape.

PROPOSED

TODAY

Illustrated on the left: A new raised crosswalk with special paving material extends across Grant Avenue and special paving in the Broadway crosswalks highlight this important intersection as a gateway to Chinatown.

Chapter 5

CHAPTER
5

Next Steps

This report signifies an important milestone in developing a new and improved design for Broadway. Before the vision and recommendations outlined in this document can be implemented a number of steps are necessary.

STEP 1 - CONCEPTUAL DESIGN REFINEMENT

A conceptual design for Broadway has been developed through the community planning process. The design presented in Chapter 4 has been informed based on input from the public as well as city agencies. Details of the design may be refined prior to construction.

STEP 2 - ENVIRONMENTAL REVIEW

Environmental review is needed before the project can be implemented The Environmental Planning division of the Planning Department will review the scope of the project and ensure that the project receives the appropriate level of review.

STEP 3 - CITY APPROVALS

Approval by the SFMTA Board is required for changes to parking and loading, and the removal of the tow-away lanes. Legislative approval is required for any changes to curb lines.

STEP 5 - FUNDING TO BUILD THE PROJECT

Once the project has been cleared environmentally and the necessary approvals and public hearings have taken place, the City will seek funding to build the project.

STEP 6 - DETAILED DESIGN & CONSTRUCTION

Detailed design and construction drawings will be prepared prior to construction. Timing and schedule for construction will depend on funding.

HING LUNG
興隆
RESTAURANT
CONDO
EXCEPT MUNI
PIZZA
HAMBURGERS
GREEN TORTOISE
Jeep

Appendix

A

WORKSHOP #1 FLYER

Please join us to discuss the future design of Broadway from Columbus Avenue to the Broadway Tunnel. This project will develop a community-based vision to improve pedestrian conditions, and develop a design plan that is safe, gracious and lively.

We want to hear your thoughts on ways to improve this important corridor. At this workshop there will be a brief presentation on existing conditions, followed by an opportunity to share ideas.

Light refreshments and Cantonese translation provided. We want to hear from you! Please join us!

Funded by Caltrans Environmental Justice: Context Sensitive Planning Program

SAN FRANCISCO
PLANNING DEPARTMENT

MAY 4, 2011
WEDNESDAY 4:30-6:30 PM

BAYSIDE ELDERLY HOUSING ADA ACCESSIBLE
Community Room, 2nd Floor
777 Broadway (between Stockton and Powell)

FOR MORE INFO, CONTACT:

Lily Langlois
San Francisco Planning Department
(415) 575-9083 *lily.langlois@sfgov.org*

Deland Chan
Chinatown Community Development Center
(415) 984-1497 *dechan@chinatowncdc.org*

http://broadway.sfplanning.org

中文詢問請電: (415) 558-6282
Para información en Español llamar al: (415) 558-6307

請前來參加討論哥倫布街至百老匯隧道口的街景設計。此項目的發展將以社區展望為基礎。制定安全、適合和靈活的設計方案，以改善該地段行人四週環境。

請來分享對改善此走廊的提議。屆時將有一個簡短的現況介紹。

會上將提供茶點招待和廣東話翻譯。我們希望你能抽空參加及提出寶貴意見！

贊助：Caltrans Environmental Justice
三藩市規劃部

2011年5月4日
星期三，
下午4時半至6時半

灣畔耆英大廈
百老匯街777號，2樓
社區會議室 ADA ACCESSIBLE

如欲垂詢，請電：

華協中心陳逸堅
(415) 984-1497 *dechan@chinatowncdc.org*

三藩市規劃部
(415) 575-9083 *lily.langlois@sfgov.org*

http://broadway.sfplanning.org

WORKSHOP #2 FLYER

The San Francisco Planning Department and Chinatown Community Development Center invite you to the second **CHINATOWN BROADWAY STREET DESIGN WORKSHOP**

Please join us to discuss the future design of Broadway from Columbus Avenue to the Broadway Tunnel. This project will develop a community-based vision to improve pedestrian conditions, and develop a design plan that is safe, gracious and lively.

At this community workshop, there will be an open house to present three potential design options for Broadway. Please stop by anytime between 4:30pm and 7:00pm to review the designs and provide feedback.

Light refreshments and Cantonese translation provided. We want to hear from you! Please join us!

Funded by Caltrans Environmental Justice: Context Sensitive Planning Program

AUGUST 16, 2011
TUESDAY 4:30-7:00 PM

GORDON J. LAU ELEMENTARY SCHOOL
Gymnasium ADA ACCESSIBLE
950 Clay (between Stockton and Powell)

FOR MORE INFO, CONTACT:

Lily Langlois
San Francisco Planning Department
(415) 575-9083 *lily.langlois@sfgov.org*

Deland Chan
Chinatown Community Development Center
(415) 984-1497 *dechan@chinatowncdc.org*

http://broadway.sfplanning.org

SAN FRANCISCO
PLANNING DEPARTMENT

中文詢問請電: (415) 558-6282
Para información en Español llamar al: (415) 558-6307

華協中心聯同三藩市規劃部誠意邀請市民參加華埠百老匯街街景設計第二次工作坊

請前來繼續參加討論哥倫布街至百老匯隧道口的街景設計。此項目的發展以社區展望為基礎。制定安全、適合和靈活的設計方案，以改善該地段行人四週環境。

當日將提供3個設計提案以供選擇，請於下午四時半至七時前來參閱及分享你對改善此走廊的看法。

會上將提供茶點招待和廣東話翻譯。我們希望你能抽空參加及提出寶貴意見！

贊助: Caltrans Environmental Justice: context Sensitive Planning Program

2011年8月16日
星期二, 下午4時半至7時

劉貴明小學體操場 ADA ACCESSIBLE
企李街950號（士德頓街和跑華街之間）

如欲垂詢，請電：

華協中心 陳逸堅
(415) 984-1497 *dechan@chinatowncdc.org*

三藩市規劃部
(415) 575-9083 *lily.langlois@sfgov.org*

http://broadway.sfplanning.org

SAN FRANCISCO
PLANNING DEPARTMENT

WORKSHOP #2 SAMPLE SURVEY

Questions? Comments?
Please return the survey to
Lily Langlois, San Francisco Planning Department, 1650 Mission Street, Suite 400, San Francisco, CA 94103
phone: 415.575.9083 - fax: 415.558.6409 - email: lily.langlois@sfgov.org

WORKSHOP 2
SURVEY

CHINATOWN BROADWAY STREET DESIGN

Name: _____

Home Address (or intersection): _____ Zip Code: _____

PART I: YOUR EXPERIENCE ON BROADWAY

How do you usually travel to Broadway? (*Check all that apply*)

☐ Walk ☐ Bike ☐ Drive ☐ Transit ☐ Other, please specify _____

What time of day do you most often use Broadway? (*Check all that apply*)

Weekday

☐ Before 7:00 AM ☐ 7:00 AM - 9:00 AM ☐ 9:00 AM - 3:00 PM ☐ 3:00 PM - 7:00 PM ☐ After 7:00 PM

Weekend

☐ Before 7:00 AM ☐ 7:00 AM - 9:00 AM ☐ 9:00 AM - 3:00 PM ☐ 3:00 PM - 7:00 PM ☐ After 7:00 PM

When crossing the street on Broadway, what factors are important to you? (Check all that apply, *and circle your top priority*)

☐ Short crossing distance ☐ Curb ramps ☐ Ability to begin crossing before cars
☐ Enough time to cross the street ☐ Cars unable to turn right or left ☐ Cars stopped in all directions
☐ Short wait for the pedestrian signal ☐ Ability to cross diagonally

PART II: DESIGN OPTIONS

Please help us evaluate the three potential design options for Broadway

Option A: Bulb-Outs

☐ Strongly Dislike ☐ Somewhat Dislike ☐ Somewhat Like ☐ Strongly Like

Additional Comments:

_____
_____
_____
_____

Option B: Road Diet

☐ Strongly Dislike ☐ Somewhat Dislike ☐ Somewhat Like ☐ Strongly Like

Additional Comments:

_____
_____
_____
_____

Option C: Sidewalk Widening

☐ Strongly Dislike ☐ Somewhat Dislike ☐ Somewhat Like ☐ Strongly Like

Additional Comments:

_____
_____
_____
_____

如需華語協助，請致電聯絡：華
協中心資深規劃員陳逸堅
415-984-1497

社區工作坊- 2
問 卷

華埠百老匯街 街景設計

姓名: _____

地址： _____ 郵區號碼: _____

第一部份: 你在百老匯街的體驗

你通常去百老匯街的方法是？(在適當格內打鉤)

☐ 步行 ☐ 單車 ☐ 駕車 ☐ 搭公車 ☐ 其他，請列明 _____

你到百老匯街的時間通常是？(在適當格內打鉤)

星期一至星期五:
☐ 上午7時前 ☐ 上午7時至下午9時 ☐ 上午9時至下午3時 ☐ 下午3時至7時 ☐ 下午7時後

週末:
☐ 上午7時前 ☐ 上午7時至下午9時 ☐ 上午9時至下午3時 ☐ 下午3時至7時 ☐ 下午7時後

當你橫過百老匯街時，甚麼情況對你為重要？(請選出最重要1項)

☐ 縮短過馬路的距離 ☐ 行人道和街的黃色斜坡 ☐ 車輛前可以過馬路
☐ 有足夠時間過馬路 ☐ 車輛不能轉右或左 ☐ 車輛需在所有方向停車
☐ 縮短行人信號等候時間 ☐ 可以交叉過馬路 –如市德頓街縱橫行

第二部份 : 設計方案

請協助我們為百老匯街3個設計方案作評分

方案 A：加闊部份行人路

☐ 不喜歡 ☐ 有些不喜歡 ☐ 有些喜歡 ☐ 非常喜歡
其他意見:

_____
_____
_____
_____

方案 B：縮減行車線

☐ 不喜歡 ☐ 有些不喜歡 ☐ 有些喜歡 ☐ 非常喜歡
其他意見:

_____
_____
_____
_____

方案 C：加闊整段行人路

☐ 不喜歡 ☐ 有些不喜歡 ☐ 有些喜歡 ☐ 非常喜歡
其他意見:

_____
_____
_____
_____

WORKSHOP #3 FLYER

The San Francisco Planning Department and Chinatown Community Development Center Invite you to the third **CHINATOWN BROADWAY STREET DESIGN WORKSHOP**

Please join us to discuss the future design of Broadway from Columbus Avenue to the Broadway Tunnel. This project will develop a community-based vision to improve pedestrian conditions, and develop a design plan that is safe, gracious and lively.

At the second community workshop in August, there was a presentation of three concept designs for Broadway. These options have been refined based on input received from community members and merchants. At this upcoming third workshop, there will be a brief presentation on the preferred community design, followed by an opportunity to provide feedback on the design and other streetscape elements.

Light refreshments and Cantonese translation will be provided. We want to hear from you! Please join us!

Funded by Calutrons Environmental Justice: Context Sensitive Planning Program

SAN FRANCISCO
PLANNING DEPARTMENT

NOVEMBER 16, 2011
WEDNESDAY 4:00-5:30 PM

GORDON J LAU ELEMENTARY SCHOOL
Cafeteria ADA ACCESSIBLE
950 Clay (between Powell and Stockton)

FOR MORE INFO, CONTACT:

Lily Langlois
San Francisco Planning Department
(415) 575-9083 *lily.langlois@sfgov.org*

Deland Chan
Chinatown Community Development Center
(415) 984-1497 *dechan@chinatowncdc.org*

http://broadway.sfplanning.org

中文詢問請電: (415) 558-6282
Para information en Español llamar al: (415) 558-6307

華協中心聯同三藩市規劃部誠意邀請市民參加華埠百老匯街街景設計第三次工作坊

請前來繼續參加討論哥倫布街至百老匯隧道口的街景設計。此項目的發展以社區展望為基礎，制定安全、適合和靈活的設計方案，以改善該地段行人四週環境。

在8月的第二個社區工作坊內，我們提供了3個設計提案以供選擇。這些設計採取了社區成員和商戶意見而修改。第三個工作坊將會介紹已修改後的設計及聽取你對此設計和其他街景的意見。

會上將提供茶點招待和廣東話翻譯。我們希望你能抽空參加及提出寶貴意見！

贊助: Caltrans Environmental Justice: context Sensitive Planning Program

SAN FRANCISCO
PLANNING DEPARTMENT

2011年11月16日
星期三, 下午4時至5:30時

劉貴明小學體操場 ADA ACCESSIBLE
企李街950號（士德頓街和跑華街之間）

如欲垂詢，請電：

華協中心陳逸堅 **Deland Chan**
(415) 984-1497 *dechan@chinatowncdc.org*

三藩市規劃部 **Lily Langlois**
(415) 575-9083 *lily.langlois@sfgov.org*

http://broadway.sfplanning.org

FINAL OPEN HOUSE FLYER

The San Francisco Planning Department and Chinatown Community Development Center Invite you to the final open house for the **CHINATOWN BROADWAY STREET DESIGN PROJECT**

Please join us for the final public open house for the Chinatown Broadway Street Design Project.

The open house will celebrate all the work that has taken place to develop a new street design for Broadway from Columbus Avenue to the Broadway Tunnel.

A short presentation will be followed by an open house. Please stop by to review the final design. We appreciate your feedback and participation.

Light refreshments and Cantonese translation will be provided.

Funded by Calutrons Environmental Justice: Context Sensitive Planning Program

中文詢問請電: (415) 558-6282
Para information en Español llamar al: (415) 558-6307

JUNE 6, 2012
Wednesday 4:30 - 6:30PM
Welcome Remarks at 5:00 PM

International Hotel
Third Floor Community Room ADA ACCESSIBLE
848 Kearny Street (between Jackson and Washington)

FOR MORE INFO, CONTACT:

Lily Langlois
San Francisco Planning Department
(415) 575-9083 *lily.langlois@sfgov.org*

Deland Chan
Chinatown Community Development Center
(415) 984-1497 *dechan@chinatowncdc.org*

http://broadway.sfplanning.org

SAN FRANCISCO PLANNING DEPARTMENT | MTA Municipal Transportation Agency | SFCTA | Chinatown Community Development Center 華協中心

華協中心聯同三藩市規劃部誠意邀請市民參觀華埠百老匯街最終街景設計展覽。

請前來參觀華埠百老匯街由哥倫布街至隧道口街景最終設計展覽。藉此多謝社區各界人士在設計期間的積極參與和寶貴意見。屆時將有茶點招待及廣東話翻譯。

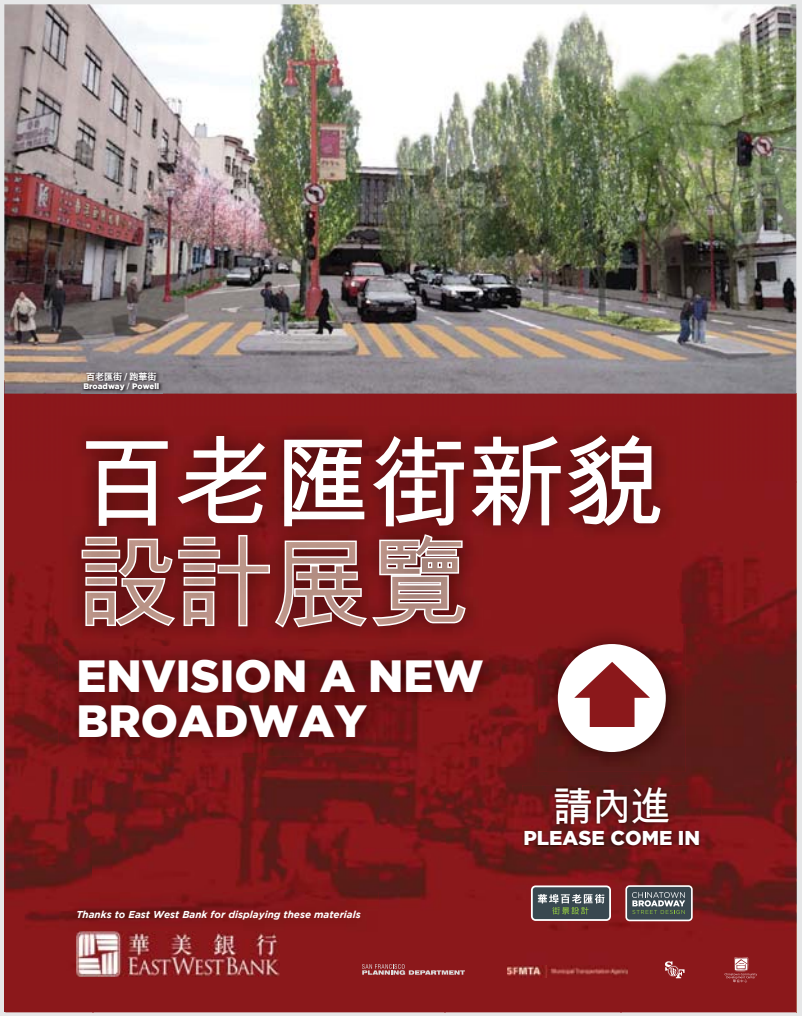
2012年6月6日, 星期三
下午4時半至6時半, (5時致歡迎詞)

國際旅館三樓交誼廳
乾尼街848號 ADA ACCESSIBLE

如欲垂詢，請電：

華協中心陳逸堅 **Deland Chan**
(415) 984-1497 *dechan@chinatowncdc.org*

三藩市規劃部 **Lily Langlois**
(415) 575-9083 *lily.langlois@sfgov.org*

SAN FRANCISCO PLANNING DEPARTMENT | MTA Municipal Transportation Agency | SFCTA | Chinatown Community Development Center 華協中心

WINDOW DISPLAYS AT EAST WEST BANK