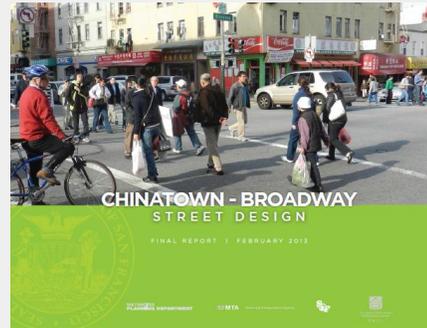




Chinatown – Broadway Street Design

San Francisco Planning Department

Environmental Justice
FY 10-11 Grant Cycle
District 4
Grant Award Amount: \$250,000



Project Summary:

This project developed a community design plan for the revitalization of a former freeway connector in San Francisco's densest neighborhood into a vibrant multi-modal commercial corridor that encourages jobs and housing transportation linkages. The plan fostered the participation of low-income residents and monolingual merchants historically underrepresented in the transportation planning process, developed community partnerships, and enhanced alternative transportation modes.

Community Outreach

- Three public workshops were held during the length of the project to gain input and feedback from various stakeholders. A final open house was also held to showcase the final design and give stakeholders a last chance to speak with city officials and community representatives.
- Additionally, targeted outreach was conducted with local merchants, a local elementary school, neighborhood community groups, and citywide bicycle and pedestrian advocacy organizations.

Environmental Justice Community Outreach:

- 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.

Project Outcome

- The project was successful in accomplishing the goals of creating a community oriented plan and building a partnership with the community in the process- primarily the environmental justice community.
- The proposed design elements within the Plan will help to improve pedestrian conditions and to transform Broadway into a safe, lively, and multi-modal corridor.

Successes & Next Steps

- Implementing the Chinatown Streetscape Improvement Design Plan is a priority and many funding sources have been looked at.
- The San Francisco Planning Department plans to seek funding through the One Bay Area Grant Program for this project once it is cleared environmentally and the necessary approvals have taken place.
- Other funding sources include Safe Routes to School and partial use of Local Proposition AA-Strategic Plan.