

BETTER STREETS PLAN-Community Advisory Committee

MINUTES

March 5, 2007

1155 Market Street, 4th Floor Conference Room

CAC Members present: John Bela, Rene Bihan, Rosi Bustamante, Emily Drennen, Timothy Dunn, John Hirten, Jane Martin, Jason Patton, Pi Ra, Nancy Strahan, Amy Tanner, Amy Tran, Jessie Lorenz

CAC Members absent: Roger Rose

City Staff present: Daniel Sider (Mayor's Office), Andres Power (Planning), Adam Varat (Planning), Neil Hrushowy (Planning), Kris Opbroek (DPW), Peter Albert (MTA), Frank Markowitz (MTA), Cristine Olea (MTA), Ana Validzic (DPH), Rosey Jencks (PUC)

1. Announcements and Committee Matters

- Comments on February 2006 minutes:
 - No comments.
- Meeting location:
 - Next month's (April 2, 2007) meeting and future meetings will be held at 1155 Market Street, 4th Floor Conference Room.
- Discussion/clarification of CAC role
 - Adam Varat (Planning) referenced document drafted by city staff and sent to CAC members.
 - CAC members added the following:
 - CAC members can send written comments on future materials and agenda items discussed at the CAC to city staff members.
 - Request for clarification on the relationship between the Better Streets Plan and other major city initiatives, such as the Geary BRT.
 - Adam Varat commented that the CAC members could act as emissaries to the public for the Better Streets Plan.

2. Update on committee vacancy

- Frank Markowitz (MTA) explained that it was the intent to fill the remaining vacancy with a youth representative and that the seat should be filled by next month's CAC meeting.
- CAC members added the following:
 - Suggestion that the City might want to recruit for additional seats, should a vacancy occur in the future.

- The CAC might want to consider drafting a short-list of potential candidates for any future vacancies.

3. Community Involvement Update

- Neil Hrushowy (Planning) described the goals for, and content of, the kick-off event, scheduled for April 5.
- Neil Hrushowy (Planning) summarized the goals and strategy for the first round of community outreach.
- CAC members added the following:
 - It was asked how the kick-off event would galvanize the community, and not just CAC members.
 - It was asked if translation services would be provided.
 - The City should articulate a quick catch-phrase as to why the BSP is important and significant.
 - An 'aura' should be developed around the kick-off event to excite people and encourage attendance.
 - Exciting examples of street improvements from around the world should be projected on screens at the kick-off event to help engage participants.
 - The overall outreach seems both impressive and comprehensive.
 - The significance of a city-wide planning and outreach effort is not to be missed and should be used to help people understand the greater goal.
 - Outreach should target large private groups, such as the homebuilders association and business associations, to avert future political obstacles. Outreach should also focused on groups and associations that have shown reluctance to street improvements in the past.
 - Perhaps a traveling exposition that could be placed in storefronts or at institutions such as public libraries would be useful to engage those who might not otherwise participate.

4. Presentation on Streetscape and Pedestrian Typologies

- Adam Varat (Planning) and Frank Markowitz (MTA) presented the typologies for the Better Streets Plan.
- CAC members added the following:
 - It was suggested that schools should be included as significant generators of pedestrian traffic.
 - Criteria of 'longer walking trips' stands out.

- Pedestrian amenities should include how the street ‘feels’ to the pedestrian, specifically as they relate to design treatments.
- MUNI routes should be overlayed on the pedestrian districts, as two are often inter-related.
- The use of the words ‘pedestrian typology’ fails to communicate the intent of the PMP. Effort should be paid to more effectively communicate the ideas and strategy of the PMP, such as by using images or hypothetical examples.
- It was suggested that the pedestrian districts might need to be larger and more ‘organic’ in form, while the area around specific draws, such as hospitals, should be focused and in more detail.
- The Pedestrian Master Plan should ensure that districts other than the Northeast are considered.
- It is unclear how pedestrian districts relate to neighborhoods, activity centers, etc.
- The VA in the Presidio should be added as an activity center.
- Data sources should be cited.
- It was pointed out that the Metropolitan Transportation Commission put together a study of pedestrian issues throughout the Bay Area and that making the report available to CAC members would be useful.
- For the Streetscape Master Plan, how would the fact that many streets will have multiple typologies along different stretches be addressed? Also, illumination and landscape buffers should be included.
- Streetscape typologies are a great way to classify City streets, but can fail to capture the diversity and uniqueness of certain streets. Should character, such as with the use of a historical overlay, or a cultural overlay, or a historic ecology overlay, be considered?
- An illustrated chart of streetscape typologies would be useful and effective.
- Design treatments should consider, perhaps differently, streets we walk down and those we cross.
- How will special needs, such as those of seniors, fit in? Perhaps an overlay?
- An illustrated graphic that shows how we get from a policy document to physical improvements would be helpful to have at the kick-off.
- It was requested that the City put together a set of speaking points that CAC members could use to help advertise the Better Streets Plan.

5. Adjourn