

## Citywide Better Streets Plan



**Congress for the New Urbanism  
Charter Award**  
**APA Best Practices Award**  
**Northern California APA 2011 Best  
Practices Award**

The City of San Francisco recognized the need to improve upon the sometimes ad-hoc and conflicting policies regarding the design and management of diverse city streets that must accommodate multiple modes and serve multiple functions. For this reason, the City Design Group of the San Francisco Planning Department led a multi-agency effort to develop a citywide Better Streets Plan. The Better Streets Plan developed a set of unified design standards for each major street type in the city. This design toolkit can then be applied as part of future street maintenance and multimodal corridor plans, with the goal of improving the streetscape quality and amenities, pedestrian safety and comfort, and ecological sustainability of San Francisco's streets.

As part of a larger consultant team, Nelson\Nygaard assisted with the review of existing codes and policies and research into best practices for streetscape design. Nelson\Nygaard also worked with the larger team and the City to map existing policies, develop a street typology framework, and provide advisory input and review of a streetscape design toolkit.

In developing the final plan, Nelson\Nygaard also assisted with crafting recommendations for improved inter-agency coordination between city agencies responsible for the design, operation, and maintenance of city streets. Additionally, Nelson\Nygaard created funding strategies and helped identify necessary revisions to existing City policies and codes to allow for implementation of the Better Streets Plan's recommendations.

Nelson\Nygaard designed and implemented an innovative, inclusive community outreach module for this project. The outreach module consisted of three rounds of citywide and neighborhood workshops, meetings of community and civic organizations, interviews with key stakeholders, and "street-level" outreach activities targeted toward individuals who are traditionally under-



represented in public decision-making processes, including a youth walking tour and streetside tabling. At the conclusion of the project, the client said that Nelson\Nygaard had "gone above and beyond in terms of helping us with the community outreach in a very complex project environment."

**Project Duration:** 2006-2008

**Total Budget:** \$236,000

**Nelson\Nygaard Budget:** \$141,500

**For more information:**

San Francisco Planning Department  
1650 Mission St., Suite 400  
San Francisco, CA 94103-2479

**Contact:**

Adam Varat  
City Planner/Urban Designer  
415-558-6405