



June 2010

My Fellow San Franciscans:

I am pleased to present the Better Streets Plan Final Draft. This is a major milestone towards my vision of establishing a systematic, implementable program to bring about real and lasting change to San Francisco's streets.

Across the nation, forward-thinking cities are creating street design manuals as a tool to improve the quality and character of their neighborhoods and districts. In San Francisco, the Better Streets Plan creates a vision and provides guidelines for making the city's streets safer, greener and more enjoyable for all, following the City's Transit-First Policy and Better Streets Policy.

The Better Streets Plan is the result of a significant, inclusive public process. Department staff have held over 100 community meetings, gathered over 1,000 surveys, and received hundreds of comments into the Better Streets Plan. This plan truly represents the collective vision of the San Francisco community.

But the Better Streets Plan is just one step on the journey towards achieving truly world-class streets in San Francisco. As this document goes to print, my administration is bringing forward many street improvements towards a more livable public realm, including:

- **The Pavement to Parks program:** reclaiming underutilized portions of the roadway for vibrant public spaces
- **Better Market Street:** returning this once-great street to its rightful place at the center of San Francisco's civic life
- **The Great Streets Program:** improving neighborhood main streets such as Valencia Street, Leland Avenue, Divisadero Street, and Balboa Street to support local merchants and communities
- And many others

The Better Streets Plan illustrates that the City and community working together can realize actual street changes that improve San Francisco's streetscapes – to make our streets more useable and attractive and universally accessible to all, to make them safer and more welcoming, to improve their ecological functioning, and to return them to their rightful place as the center of civic life in this wonderful city. I commend all those involved in the drafting of this plan for their work.

We hope to have your full support in making San Francisco's streets part of a world-class public realm. We appreciate your on-going commitment to helping us plan Better Streets in San Francisco.

Warmest personal regards,


Gavin Newsom
Mayor, City and County of San Francisco