

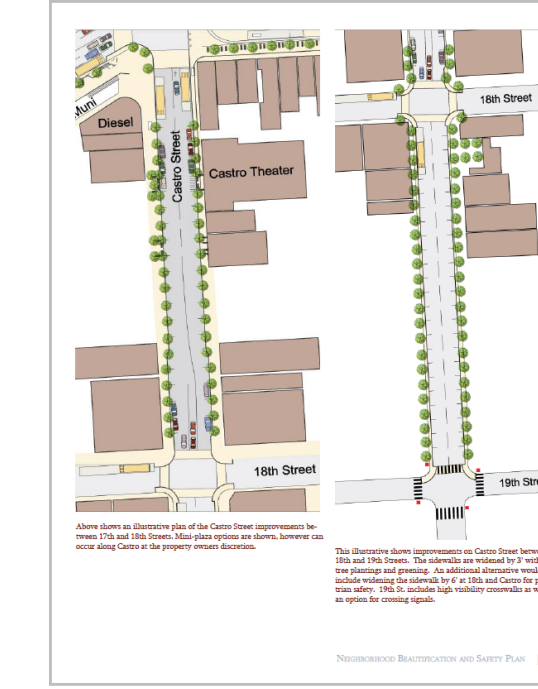
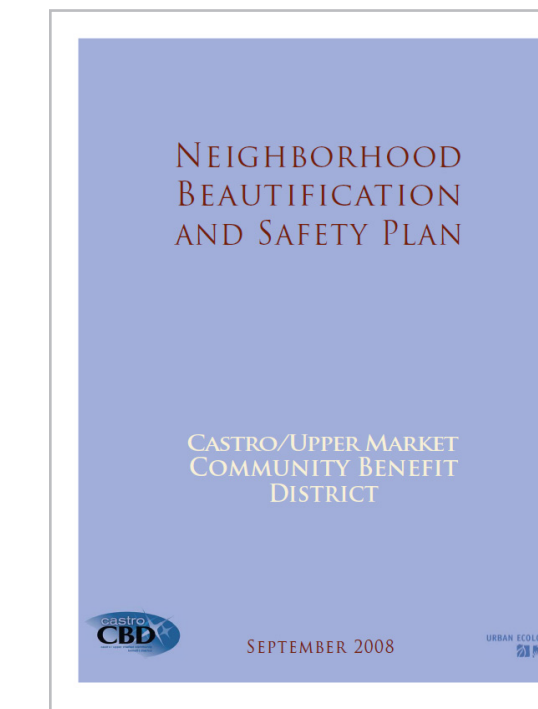
# PLANNING THE STREET

## Project History

### CASTRO/UPPER MARKET COMMUNITY BENEFITS DISTRICT NEIGHBORHOOD BEAUTIFICATION & SAFETY PLAN

The proposal for Castro Street builds on the *Castro/Upper Market Community Benefits District Neighborhood Beautification & Safety Plan*. The plan called for the following on Castro Street:

- Sidewalk widening
- Intersection improvements
- New street trees, landscaping, lighting, and other amenities
- Mid-block "Mini-plazas"



## Project Schedule

- NOVEMBER - DECEMBER 2012**  
Develop draft conceptual design
- JANUARY - EARLY APRIL 2013**  
Public workshops, meetings, and design refinement
- MAY 2013**  
Final Community Open House, Complete Environmental Review
- MAY - OCTOBER 2013**  
Detailed design / Legislation and Approvals / Project Advertisement
- JANUARY - OCTOBER 2014**  
Construction

## WORKSHOP #1



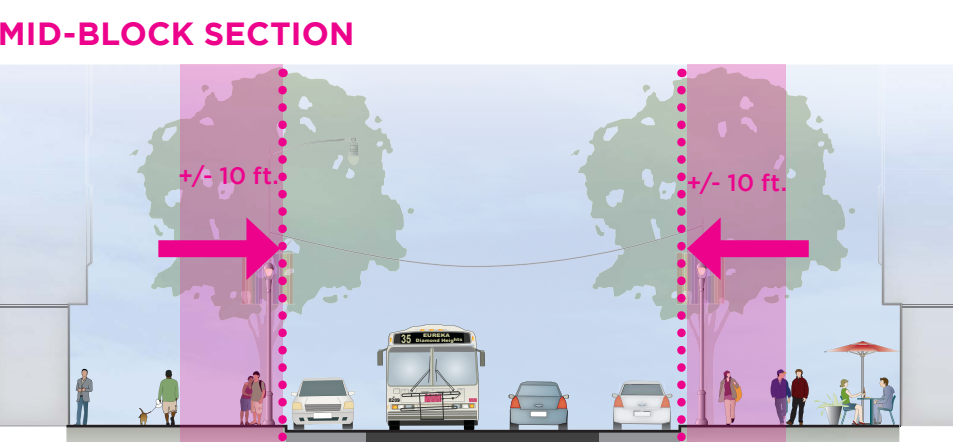
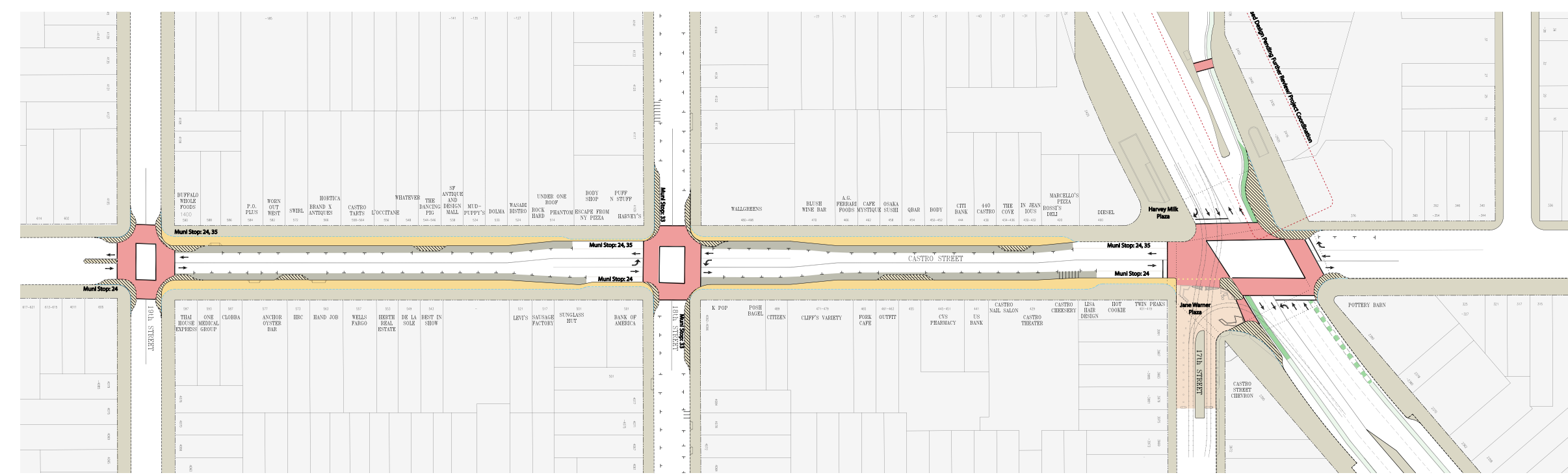
### WORKSHOP DETAILS

January 23, 2013  
6:00 to 8:00pm  
@ the Eureka Valley Recreation Center  
Over 150 people in attendance

### GOAL:

Receive community feedback on the draft conceptual design for Castro Street and early proposals for streetscape amenities.

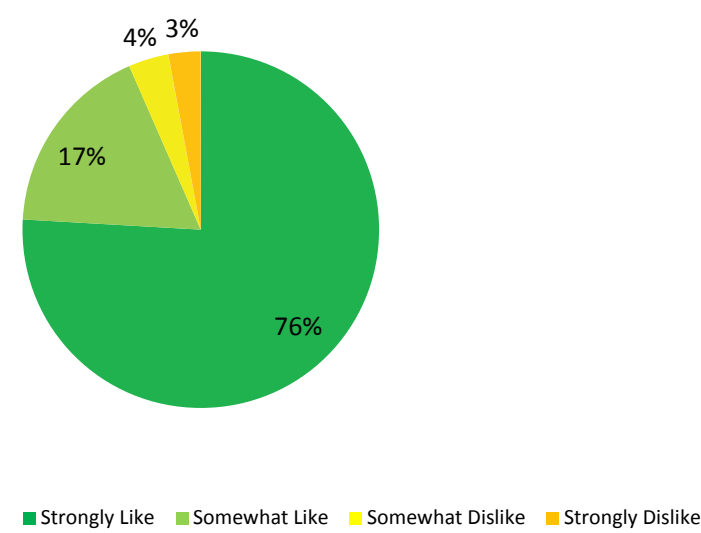
### CONCEPTUAL DESIGN PRESENTED AT WORKSHOP #1



### WORKSHOP #1 SURVEY RESULTS

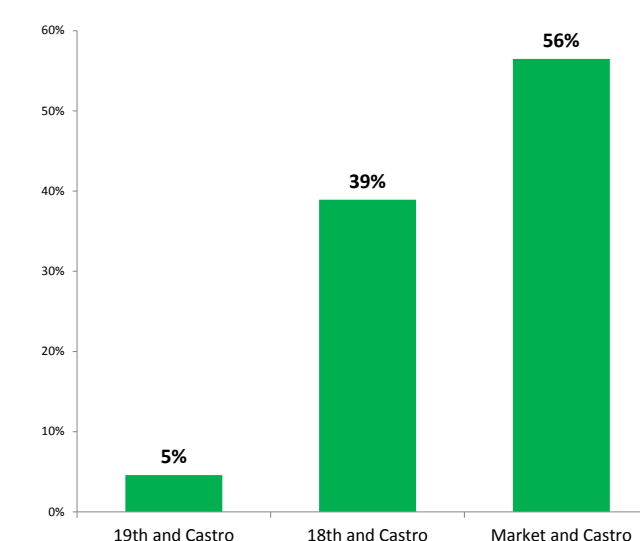
#### OVERALL DESIGN

93% of respondents liked the draft conceptual design.



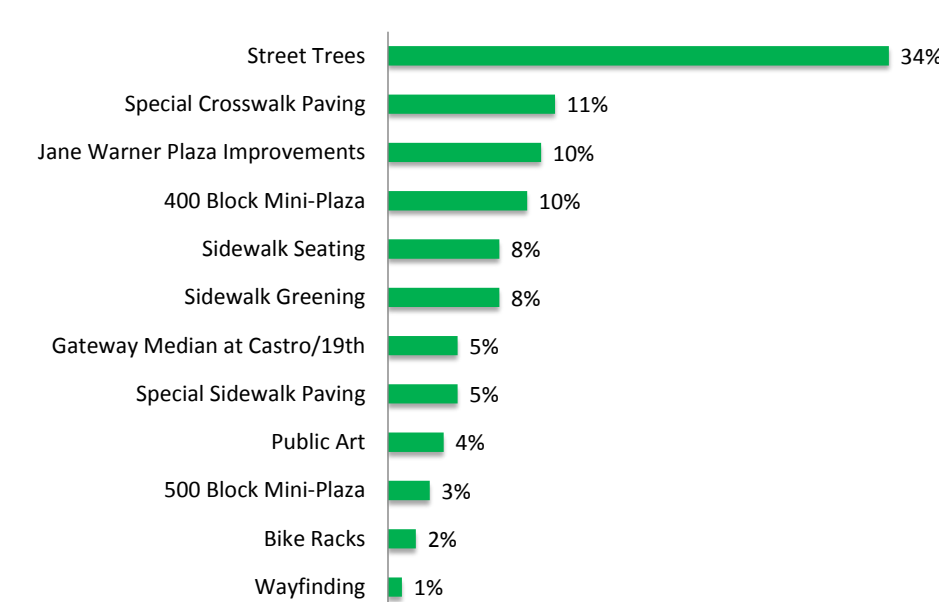
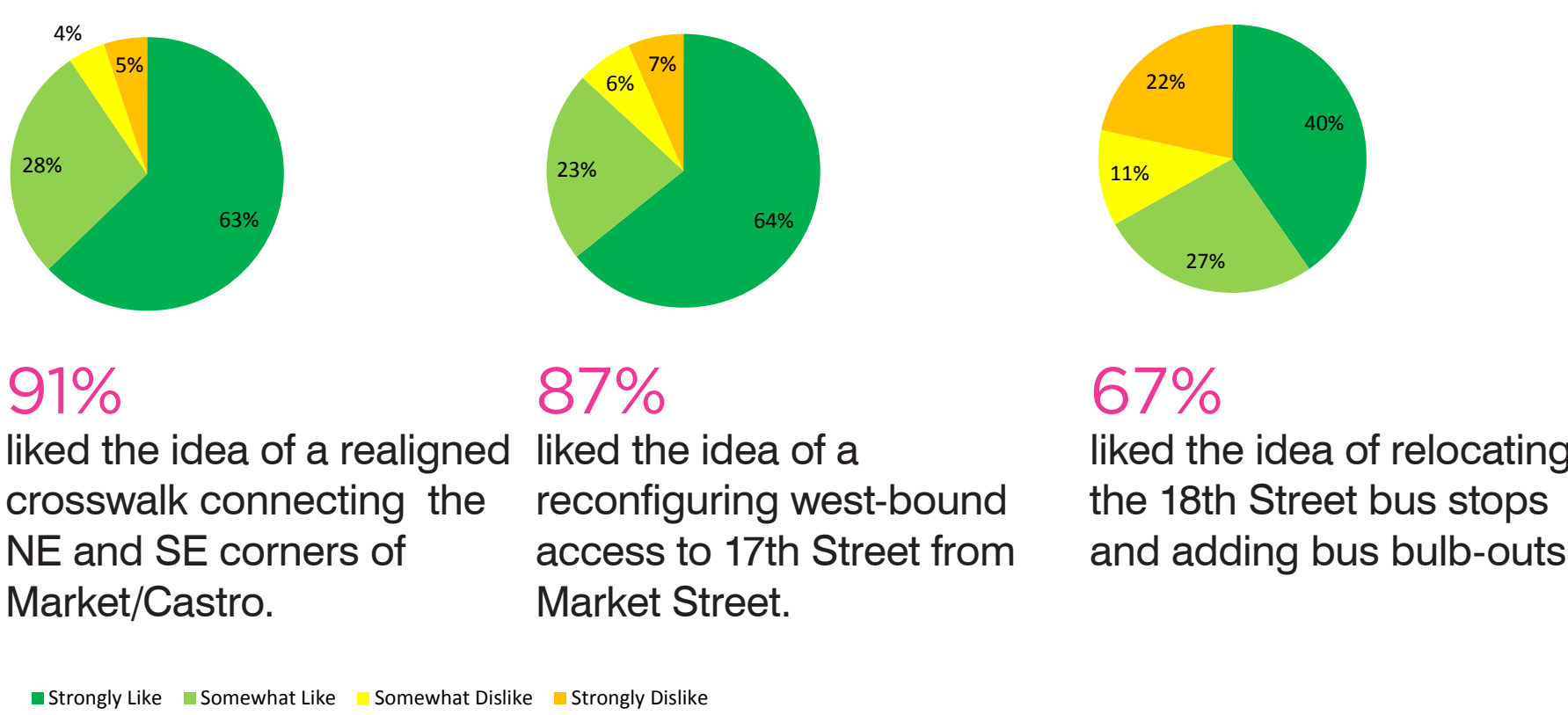
#### INTERSECTION DESIGN

The majority of survey respondents chose **Market and Castro** as their highest priority for intersection improvements.



#### STREETSCAPE ELEMENTS

Street Trees, Special Crosswalk Paving, and Jane Warner Plaza were the top three streetscape elements selected when asked to choose a #1 top priority



## WORKSHOP #2



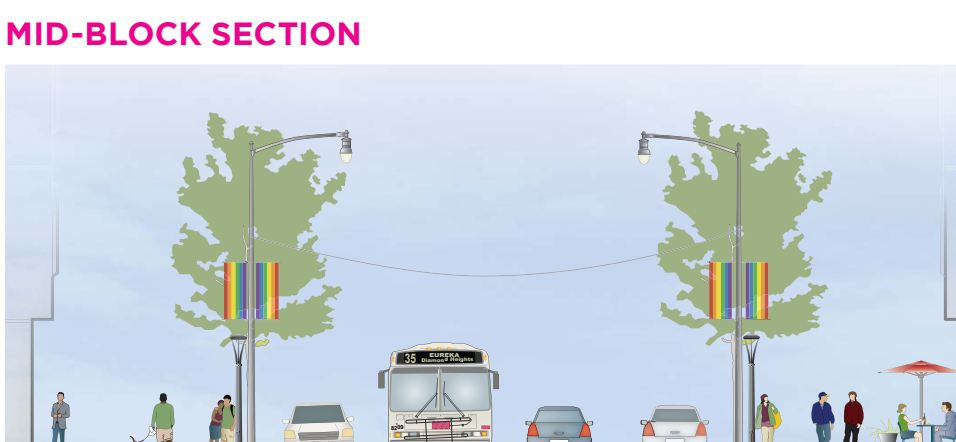
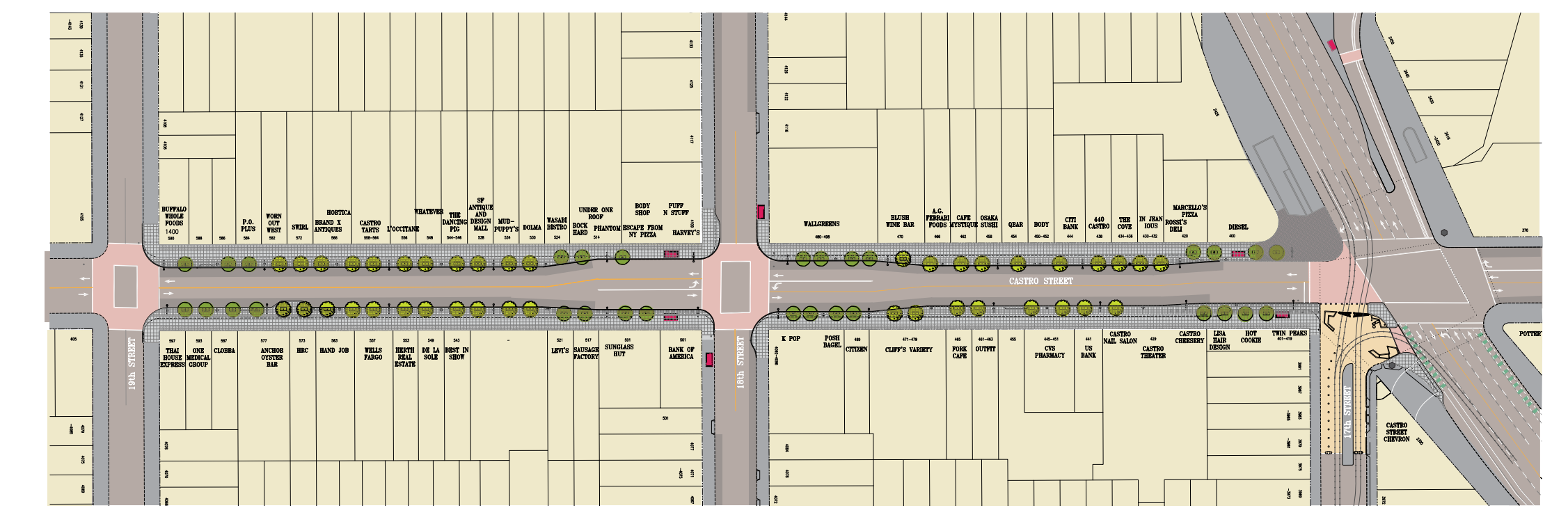
### WORKSHOP DETAILS

April 3, 2013  
7:00 to 9:00pm  
@ Harvey Milk Civil Rights Academy  
Over 100 people in attendance

### GOAL:

Receive community feedback on the revised conceptual design, streetscape amenities, and optional enhancements to the project.

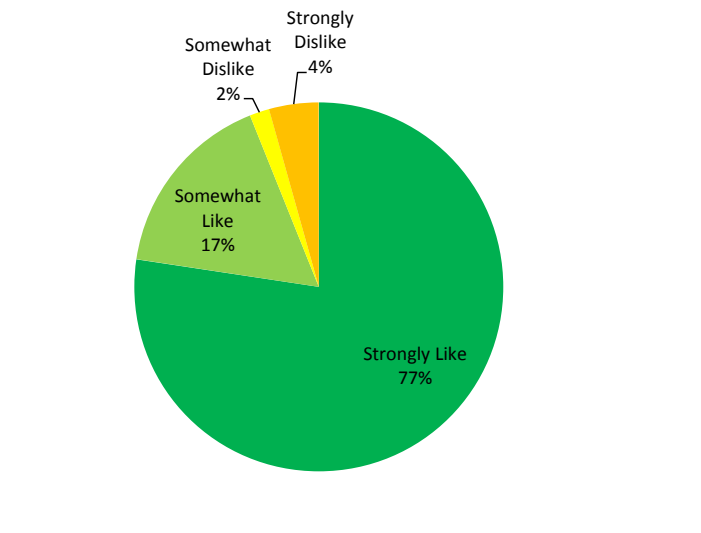
### CONCEPTUAL DESIGN PRESENTED AT WORKSHOP #2



### WORKSHOP #2 SURVEY RESULTS

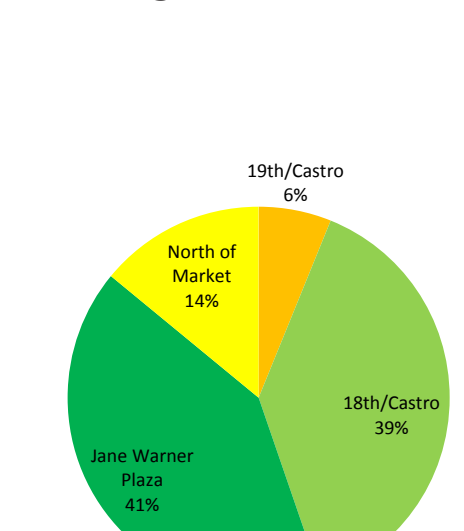
#### OVERALL DESIGN

94% of respondents liked the revised conceptual design.



#### OPTIONAL ENHANCEMENTS

41% of respondents selected **Jane Warner Plaza** Improvements as their priority for optional enhancements to the project.



#### SIDEWALK LAYOUT

84% felt it was important to **relocate MUNI/ Light Poles** to the edge of the widened sidewalk.

#### STREET TREES

88% of respondents felt it was important to replacing existing street trees with **new trees at the curb**.

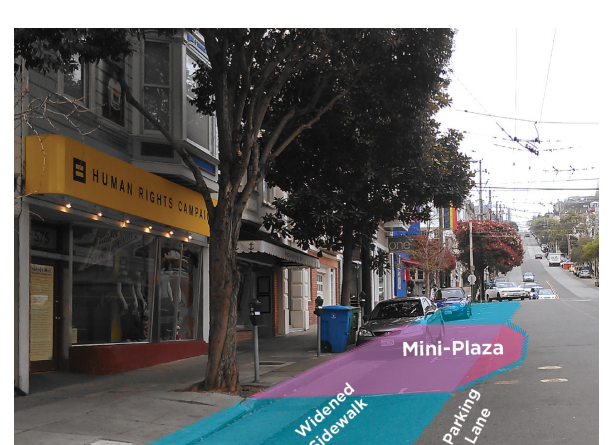
No clear preference emerged for tree species. A group of urban forest experts was convened to assist with the final selection.

#### OTHER STREETSCAPE DESIGN FEATURES

The majority of participants indicated support for a variety of streetscape features, including:

- 91% like special crosswalk markings
- 84% like imprinting neighborhood historic facts into the sidewalk
- 77% like the idea of having mica sparkles in the sidewalk
- 76% like counter height leaning posts in the furnishing zone
- 74% like adding celebratory lighting to the street

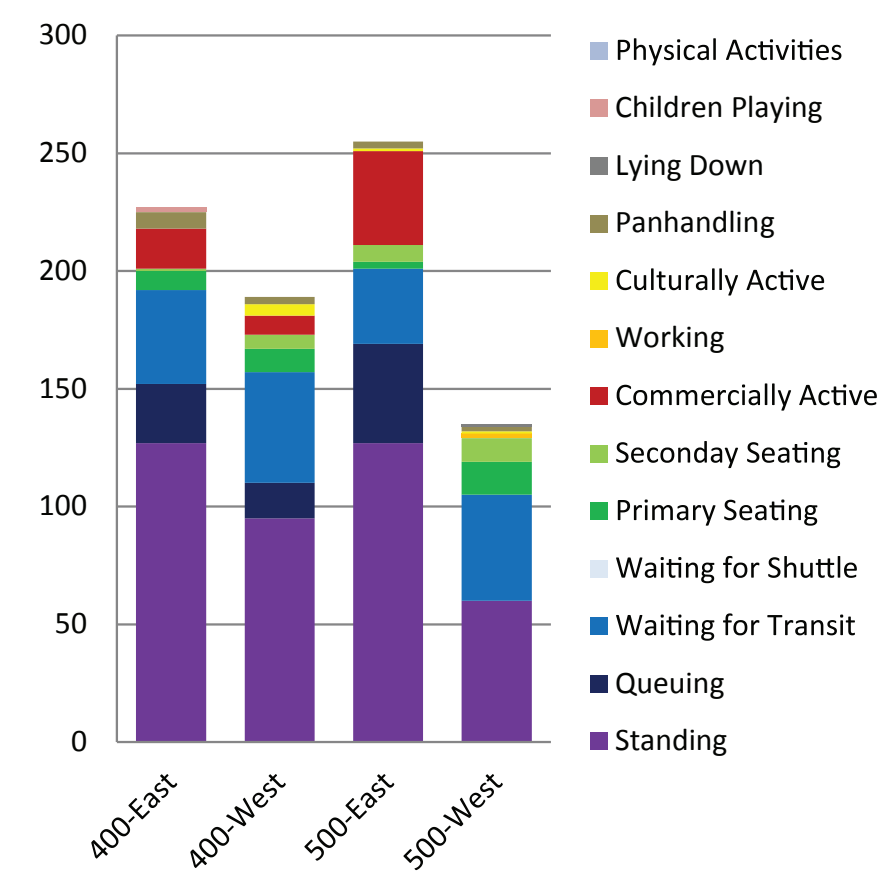
#### MID-BLOCK BULB-OUT



58% of respondents felt the historic **Harvey Milk Residence** and **Castro Camera** shop building (573 Castro Street) would be the best location for a **mid-block mini-plaza**.

### Stationary Activities

Counts of stationary activities - people using sidewalk, but not walking - were conducted once an hour on a Saturday between 8AM and 10PM



### Stationary Activity Map: Each Dot = One Person Observed

Person observed in morning/early afternoon (8AM-

Person observed in afternoon/evening (2PM-10PM)

