First Public Meeting
October 24, 2012
First Draft Plan for Upper Haight Street Presented for Discussion & Feedback

Version Dated October 23, 2012

Timeline of HAMA’s proposal so far

- May 2011 – HAMA’s ideas presented to then Supervisor Mirkarimi and Planning department
- October 2011 – April 2012 – Presented to neighborhood groups HANC, HAIA and CVIA
- May 2012 – September 2012 -- HAMA worked with Supervisor Olague to secure funds
- October 2012 -- Funding approved for Public Realm Plan. First stakeholder meeting and community meetings scheduled.
Context

• The Haight Ashbury Merchants Association (HAMA) formed in January 2011 represents approximately 160 merchants in the Upper Haight Street area

• HAMA’s mission is to build merchant cooperation, promote, improve, market, advertise, and beautify the Haight-Ashbury shopping district and visitor experience.
Context

• HAMA founding Board Members:
  ➢ President: Dave McLean, Magnolia / Alembic*
  ➢ VP: David Miller, Braindrops*
  ➢ Treasurer: Christin Evans, The Booksmith*
  ➢ Membership: Brian Molony, Martin Macks
  ➢ Secretary: James Preston, Positively Haight Street
  ➢ Philip Bellber, Cha Cha Cha / Parada 22*
  ➢ Jay Westcott, Free Gold Watch
  ➢ Kent Uyehara, FTC / SFO
  ➢ Bruce Samson, Kids Only

• Elected to 2012 board:
  ➢ Reagan Capone, Milk Bar
  ➢ James Leonard, Fan Clothing
  ➢ John Slater, Ben & Jerry’s

*Also residents of the neighborhood
Improvement Plan

• Prioritized short-term and long-term items as funds are raised & designated
• Make improvements including but not limited to:

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<th>Timeframe</th>
<th>Improvement Items</th>
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<td><strong>Demonstration &amp; Phase One</strong></td>
<td>1. Addition of parklets &amp; bike corrals</td>
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<td><em>(1-2 year Items)</em></td>
<td>2. Signage directing cars, bicycles &amp; pedestrians to the area</td>
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<td>3. Occasional planned street closures for pedestrian friendly events</td>
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<td>4. Additional streetscaping &amp; tree guards</td>
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<td><strong>Phase Two</strong></td>
<td>5. Improved lighting</td>
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<td><em>(2-5 year Items)</em></td>
<td>6. Welcome gateway such as an archway or decorative signage or poles</td>
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<td>7. Integrated traffic flow, bicycle lanes and pedestrian pathways to/from neighboring areas including the Panhandle, Golden Gate Park, Buena Vista Park, Cole Valley, UCSF, Inner Sunset, NOPA, and Lower Haight</td>
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<td>8. Historical markers and pathway</td>
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1. Addition of parklets & bike corrals

- The HAMA Board has supported applications for conversion of three parking spots into parklets or a bike corral as follows:
  - Parklet in front of Magnolia
  - Parklet in front of Martin Macks
  - Bike Corral in front of FTC / SFO
- On the recommendation of Andres Power (Planning Department), these three projects would serve as a pilot or test for the neighborhood
- The longer-term vision is to have more parklets & bike corrals to be more pedestrian, bicycle & transit friendly
2. Signage directing people to the area

- Prioritized locations for signs directing people to the area
  1. 101 Freeway exit (Green & White Sign)
  2. On Fell at Hayes
  3. On Fell at Masonic
  4. On Oak at Stanyan
  5. On Masonic at Fell
  6. On Stanyan at Haight

- Signs would have a design in line with existing neighborhood signage:
3. Occasional planned street closures

- HAMA merchants have expressed an interest in the occasional planned street closure for merchant focused events ala Sunday Streets.
- In recent years, the street has been closed annually on only 2 occasions each year:
  - Haight Street Fair (June) which only some merchants consider to be a merchant-friendly day.
  - San Francisco Marathon which usually opens the street by noon and is not much of a disruption.
- HAMA merchants would plan to host sidewalk sales and merchant-sponsored events throughout the planned closure.
- Designed to be neighbor and merchant friendly.
4. Additional streetscaping & tree guards

• Develop a vision for Haight Street which includes additional streetscaping, tree guards, & decorative pathways
• Educate merchants about options for greening the area in front of their storefront
  — Merchants may make specific commitments to greening their sidewalk with tree plantings and other related landscaping
  — Details to be provided to merchants on adding box plants to their storefronts (hanging above or along or below windows) which would be permitted under city regulations
• Banners on posts – Similar to the rainbow flags which demark the Castro area, a decorative design to designate Haight-Ashbury
• Include both short-term demonstration projects (e.g. Challenge Grant funds) and create 5-year plan to complete streetscaping by 50th anniversary of the Summer of Love and the Human Be-In (2017)
5. Improved Lighting

• The Goal of improved lighting on the street is to provide a safer and welcoming night-time environment

• Considerations to include environmentally friendly energy, maintenance, pedestrian & traffic safety
6. Welcome Gateway

- A longer-term vision for Haight Street includes a gateway in the form of an archway or colorful poles inviting visitors to the area
7. Integrated traffic flow

- Integrated traffic flow, bicycle lanes and pedestrian pathways to/from neighboring areas including the Panhandle, Golden Gate Park, Buena Vista Park, Cole Valley, UCSF, Inner Sunset, NOPA, and Lower Haight

- Get involved with “Fix Masonic” plan and work to extend plan up Masonic to Haight St. and/or Waller St.

- Aim to complete plan by 2016 in anticipating of massive inflow in 2017 for the 50th Anniversary of the Human Be-In and Summer of Love
8. Historical markers and pathway

- Celebrate the neighborhood’s history from the 1800s (Chutes), trolleys, Haight Street Grounds (baseball), Kezar, the 60s (Grateful Dead, Janis Joplin, Music, Diggers, Free Store, etc.) up to present day

- Suggestion from Pam Brennan that there be a mural staircase in Buena Vista Park which starts off the walking tour

Aim to complete plan by 2016 in anticipating of celebratory events in 2017 for the 50th Anniversary of the Human Be-In and Summer of Love
Next Steps

• Series of community workshops, gain additional input
• Alexis Smith, city planner, leads the process toward creating a public realm plan, alexis.smith@sfgov.org

• Provide updates through website & newsletter

For additional information or questions about this presentation, please contact Christin Evans, christin@booksmith.com
What is the public realm?
What is the public realm?

Streets, sidewalks, plazas, parks
What is the public realm?

STREETS = 25% CITY'S TOTAL AREA.
What is the public realm?

How we use the public realm has undergone many changes...
What is the public realm?

A complex set of users and demands: Transportation
What is the public realm?

A complex set of users and demands: Street Life
What is a public realm plan?
What is a Public Realm Plan?

Articulate a community vision

Mission District Streetscape Plan

A. MULTI-MODAL

Streets in the Mission District should support all modes of transportation, prioritizing walking, bicycling and transit.

DESIGN POLICIES

A1. Emphasize pedestrian improvements on commercial and transit streets
A2. Connect open spaces with living streets (See Eastern Neighborhoods Policy)
A3. Create network of pedestrian-focused green alleys
A4. Expand bicycle network (See San Francisco Bicycle Plan Policy)
A5. Support the Transit Effectiveness Program transit network (Transit Effectiveness Program)
A6. Minimize impact of traffic on South Van Ness and Guerrero Street (San Francisco General Plan)

B. GREEN

Tree planting and greenery should be maximized, incorporating sustainable stormwater management and streetscape elements wherever possible.

DESIGN POLICIES

B1. Implement neighborhood-wide planting program
B2. Create a continuous canopy of trees on thoroughfare streets
B3. Support efforts to make the Mission District a model for sustainable stormwater management

C. COMMUNITY-FOCUSED

Street design should prioritize community uses of public right-of-way, providing space for gathering, recreation, and local commercial uses, and minimizing the impact of through traffic.

DESIGN POLICIES

C1. Create new community spaces
C2. Utilize traffic calming gateways at key entrances
C3. Restrict and discourage traffic in protected residential areas (See Urban Design Element Policy)
C4. Encourage socially-engaging and lively sidewalks
C5. Create opportunities for street vendors, including an outdoor market on Bartlett Street
C6. Utilize flexible parking spaces for community use

D. SAFE & ENJOYABLE

Street design should emphasize enjoyment and safety for all users, providing adequate lighting and visibility as well as buffering from automobile conflicts.

DESIGN POLICIES

D1. Shorten and improve pedestrian crossings
D2. Utilize pedestrian-scale street lighting on important connections

E. WELL-MAINTAINED

Existing street amenities should be well-maintained, and future improvements should have a maintenance plan to ensure proper upkeep.

DESIGN POLICIES

E1. Develop maintenance plan for existing and future improvements
E2. Develop program for community "adoption" of improvements

F. MEMORABLE

Streets should reflect and reinforce the Mission District’s identifiable sense of place.

DESIGN POLICIES

F1. Develop a palette of Mission District street amenities
F2. Create a comprehensive design for Mission Street (To be designed per the Transit Effectiveness Program)
F3. Transform Folsom Street into a civic boulevard (To be designed per the Eastern Neighborhood)
F4. Incorporate public art
What is a Public Realm Plan?

Identify existing challenges and opportunities

Fisherman’s Wharf Public Realm Plan

Date of survey: Wednesday, July 30, 2008
Weather: sunny/fair, later fog, 60-65 °F
Method: stationary activities recorded every second hour from 10 AM to 9 PM

STATIONARY ACTIVITIES - AVERAGE NUMBERS BETWEEN 12 NOON AND 4PM ON A WEEKDAY

Date of survey: Wednesday, July 30, 2008
Weather: sunny/fair, later fog, 60-65 °F
Method: stationary activities recorded every second hour from 10 AM to 9 PM
What is a Public Realm Plan?

Propose projects to forward the community vision

Yerba Buena Streetlife Plan (YBCBD), Fisherman’s Wharf Public Realm Plan
What is a Public Realm Plan?

Propose projects to forward the community vision

Mission District Streetscape Plan, Yerba Buena Streelife Plan, Fisherman’s Wharf Public Realm Plan
What is a Public Realm Plan?

Implementation strategy for the improvements

Mission District Streetscape Plan
What is a Public Realm Plan?

Community input throughout the process

MISSION STREET TRANSIT AND PUBLIC REALM IMPROVEMENTS

STREET TYPE: COMMERCIAL THROUGHWAY

Mission Street

POLICY F2: CREATE A SPECIAL DESIGN PLAN FOR MISSION STREET, RECOGNIZING ITS HISTORIC AND CONTEMPORARY IMPORTANCES AS A MAJOR NORTH-SOUTH SPINE

6. PUBLIC ENGAGEMENT

The Mission District Streetscape Plan (2010) community engagement involved community-based organizations, continuous dialogue with other City agencies, and hands-on involvement in community-based projects. This outreach-intensive approach resulted in a plan that is supported by community members and that has spurred new community initiatives at a grassroot level. The City sponsored five community workshops, each of which was attended by approximately 50 local residents, merchants, representatives of community organizations, and others. At right is one of the boards that was used to engage workshop participants.
What is a Public Realm Plan?

Outcomes

Yerba Buena Streetlife Plan (YBCBD, CMG)
What is a Public Realm Plan?

Outcomes

Mission District Streetscape Plan
What is a Public Realm Plan?

Outcomes

Fisherman’s Wharf Public Realm Plan

Before

After
What will a Haight-Ashbury Public Realm Plan look like?
What will a Haight-Ashbury Public Realm Plan look like?
What will a Haight-Ashbury Public Realm Plan look like?

It’s up to you!
What will a Haight-Ashbury Public Realm Plan look like?

Short-term interventions and long-term improvements
PUBLIC REALM PLAN

HAIGHT ASHBURY

http://haightashbury.sfplanning.org

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