The logo for the Haight Ashbury Public Realm Plan. The word "HAIGHT" is in large, white, block letters, each containing a different image: a man with peace sign sunglasses, a street sign for "HAIGHT", a woman with sunglasses, a person on a skateboard, a building facade, a person on a skateboard, and a person on a skateboard. Below "HAIGHT" is a pink banner with the words "PUBLIC REALM PLAN" in white, sans-serif, all-caps. Below the banner is the word "ASHBURY" in large, bold, sans-serif letters with a rainbow gradient from yellow to purple.

# HAIGHT PUBLIC REALM PLAN ASHBURY

**First Public Meeting  
October 24, 2012**



## First Draft Plan for Upper Haight Street Presented for Discussion & Feedback

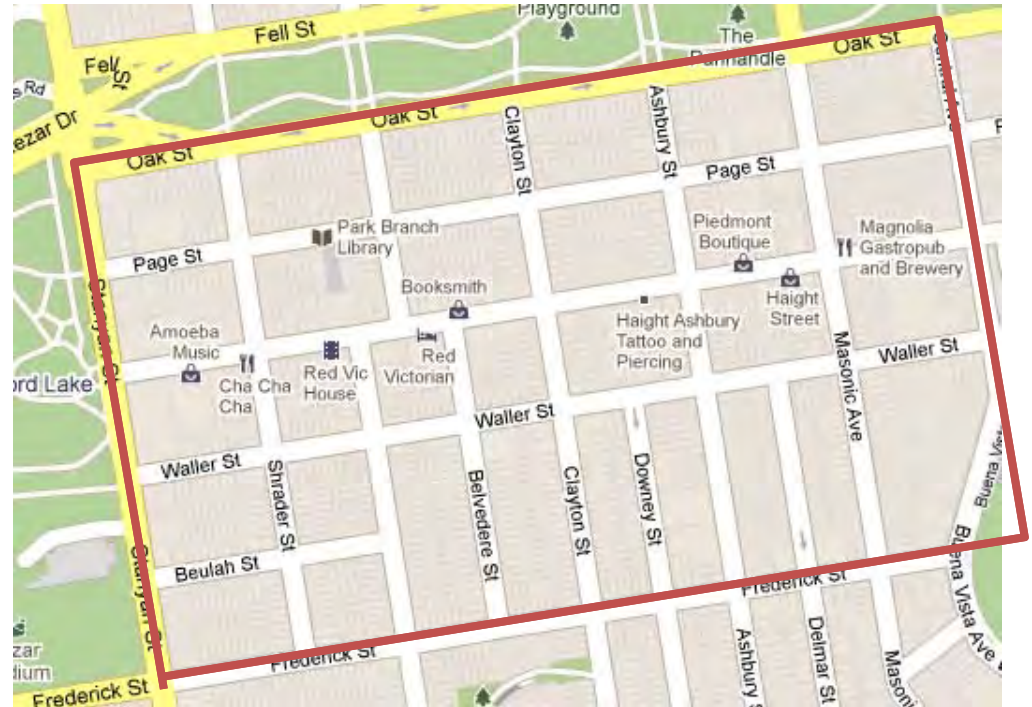
Version Dated October 23, 2012

### 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

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- 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

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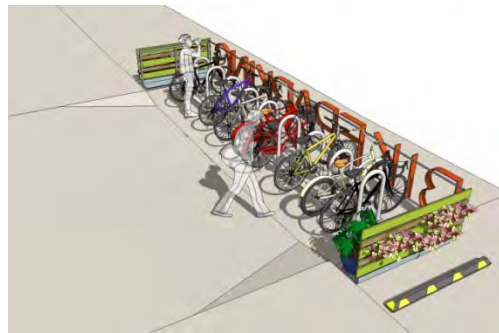
- Prioritized short-term and long-term items as funds are raised & designated
- Make improvements including but not limited to:

Timeframe	Improvement Items
<b>Demonstration &amp; Phase One (1-2 year Items)</b>	<ol style="list-style-type: none"><li>1. Addition of parklets &amp; bike corrals</li><li>2. Signage directing cars, bicycles &amp; pedestrians to the area</li><li>3. Occasional planned street closures for pedestrian friendly events</li><li>4. Additional streetscaping &amp; tree guards</li></ol>
<b>Phase Two (2-5 year Items)</b>	<ol style="list-style-type: none"><li>5. Improved lighting</li><li>6. Welcome gateway such as an archway or decorative signage or poles</li><li>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</li><li>8. Historical markers and pathway</li></ol>

# 1. Addition of parklets & bike corrals

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- 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

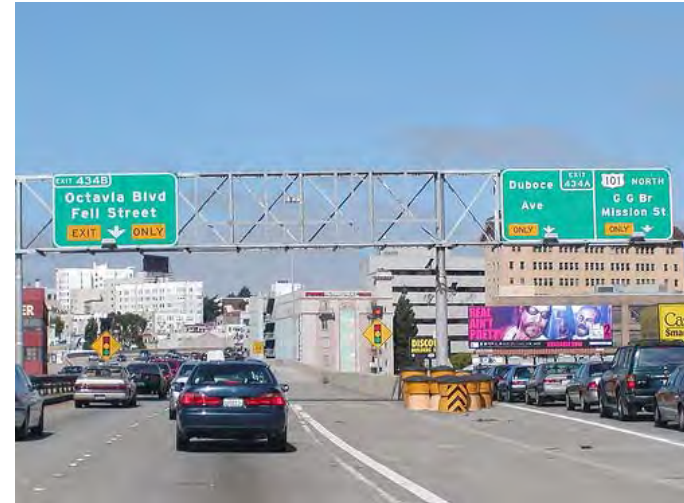


## 2. Signage directing people to the area

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- 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

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- 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

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- 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 50<sup>th</sup> 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



Roadway lighting



Pedestrian lighting



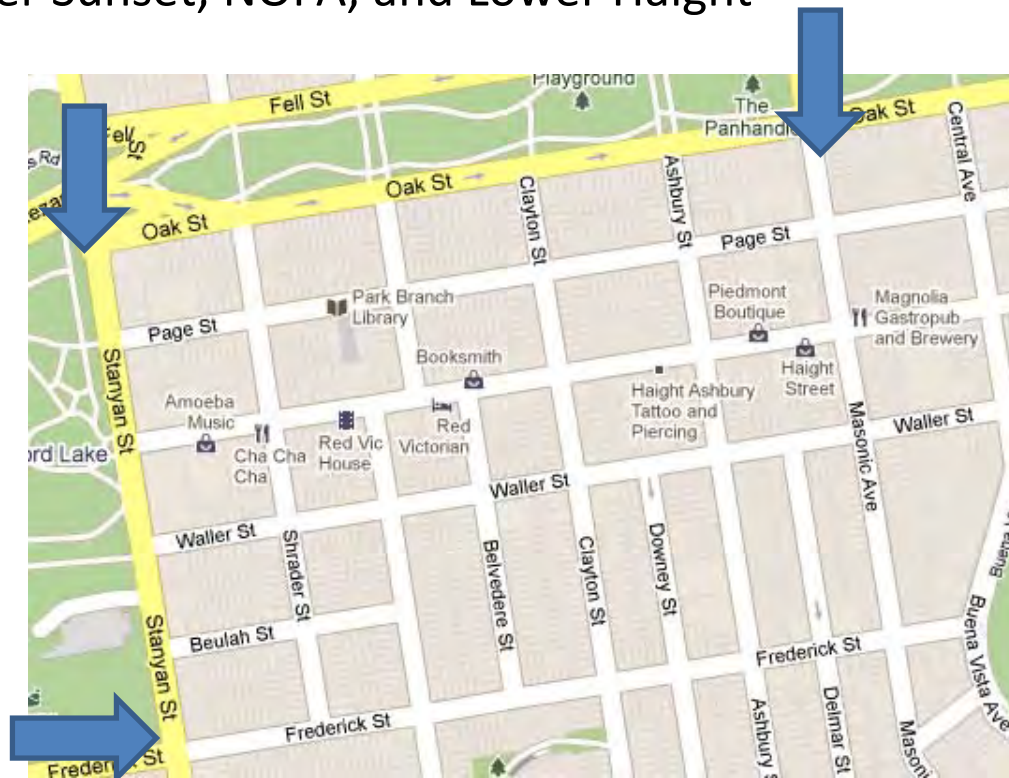
## 6. Welcome Gateway

- 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 50<sup>th</sup> 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 50<sup>th</sup> Anniversary of the Human Be-In and Summer of Love

# Next Steps

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- Series of community workshops, gain additional input
- Alexis Smith, city planner, leads the process toward creating a public realm plan, [alexis.smith@sfgov.org](mailto:alexis.smith@sfgov.org)
- Provide updates through website & newsletter

For additional information or questions about this presentation, please contact Christin Evans, [christin@booksmith.com](mailto:christin@booksmith.com)



**What is the public realm?**



# What is the public realm?

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## Streets, sidewalks, plazas, parks





# What is the public realm?





# What is the public realm?

How we use the public realm has undergone many changes...



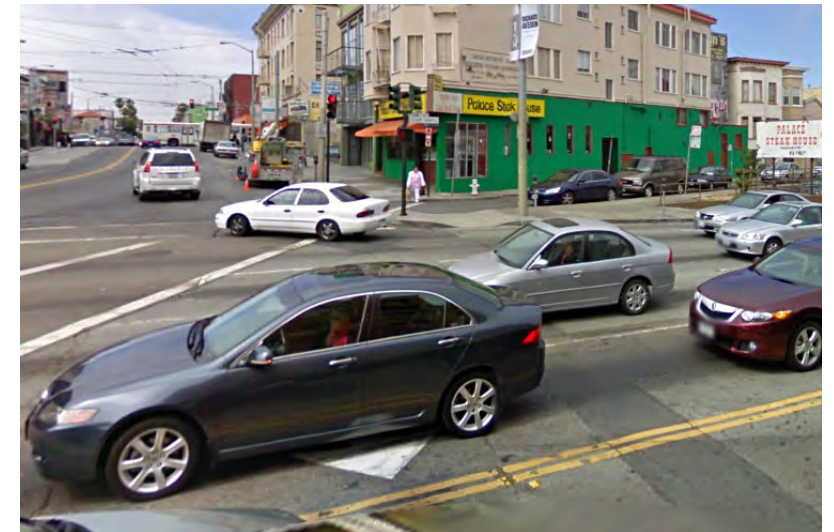
fhwa.dot.gov



flickrriver.com

# What is the public realm?

## A complex set of users and demands: Transportation



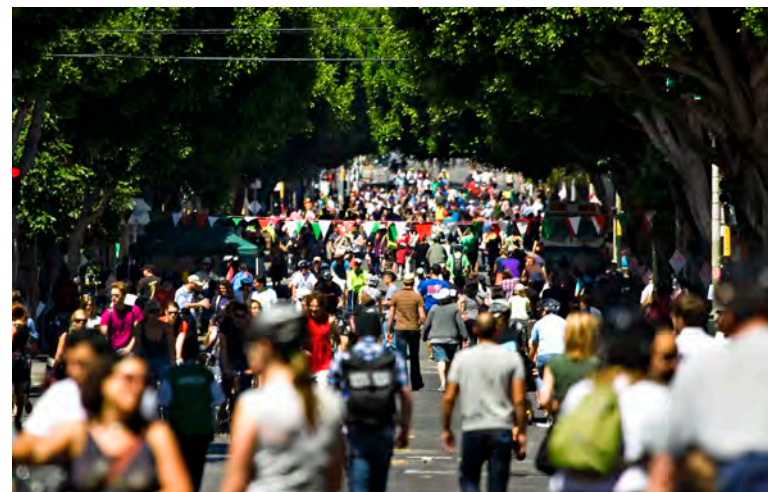
wikipedia.org



# What is the public realm?

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## A complex set of users and demands: Street Life



[sfcitizen.com](http://sfcitizen.com)







**What is a public realm plan?**

# What is a Public Realm Plan?

## Articulate a community vision



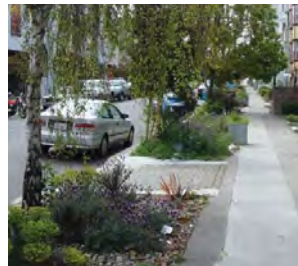
Photo: Streetsblog San Francisco.

### 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 throughway 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.

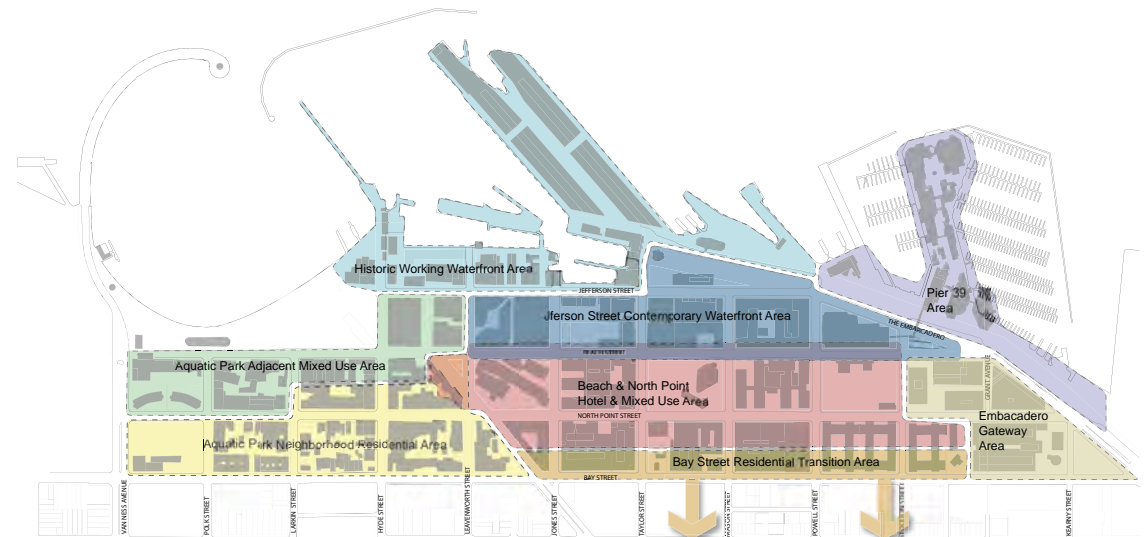
#### DESIGN POLICIES

- 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**

## 2. FRAMEWORK

# What is a Public Realm Plan?

## Identify existing challenges and opportunities



## Fisherman's Wharf Public Realm Plan



# What is a Public Realm Plan?

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## Propose projects to forward the community vision



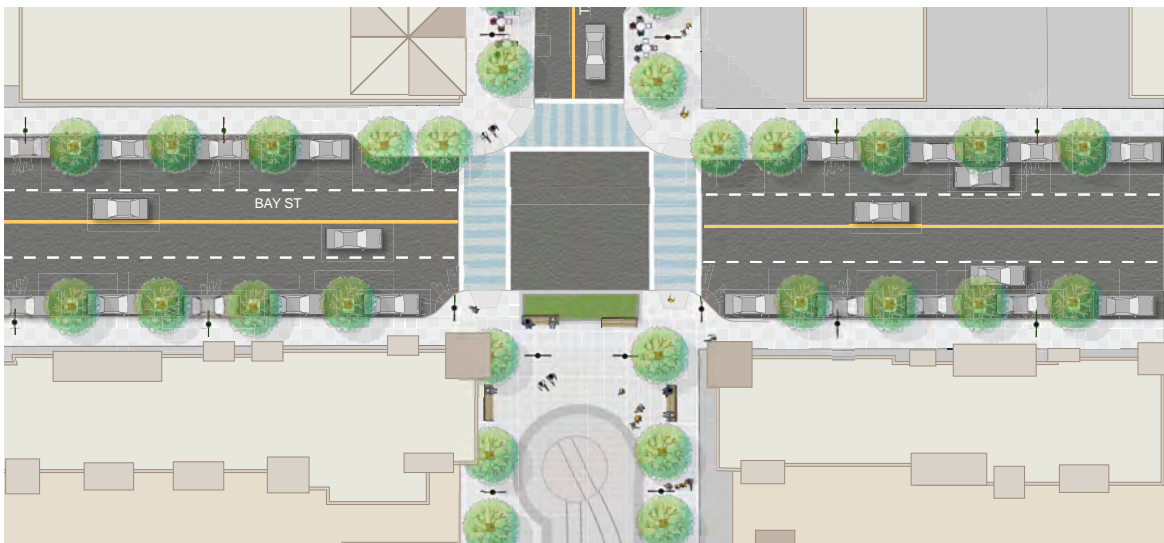
Yerba Buena Streetlife Plan (YBCBD), Fisherman's Wharf Public Realm Plan



# What is a Public Realm Plan?

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## Propose projects to forward the community vision

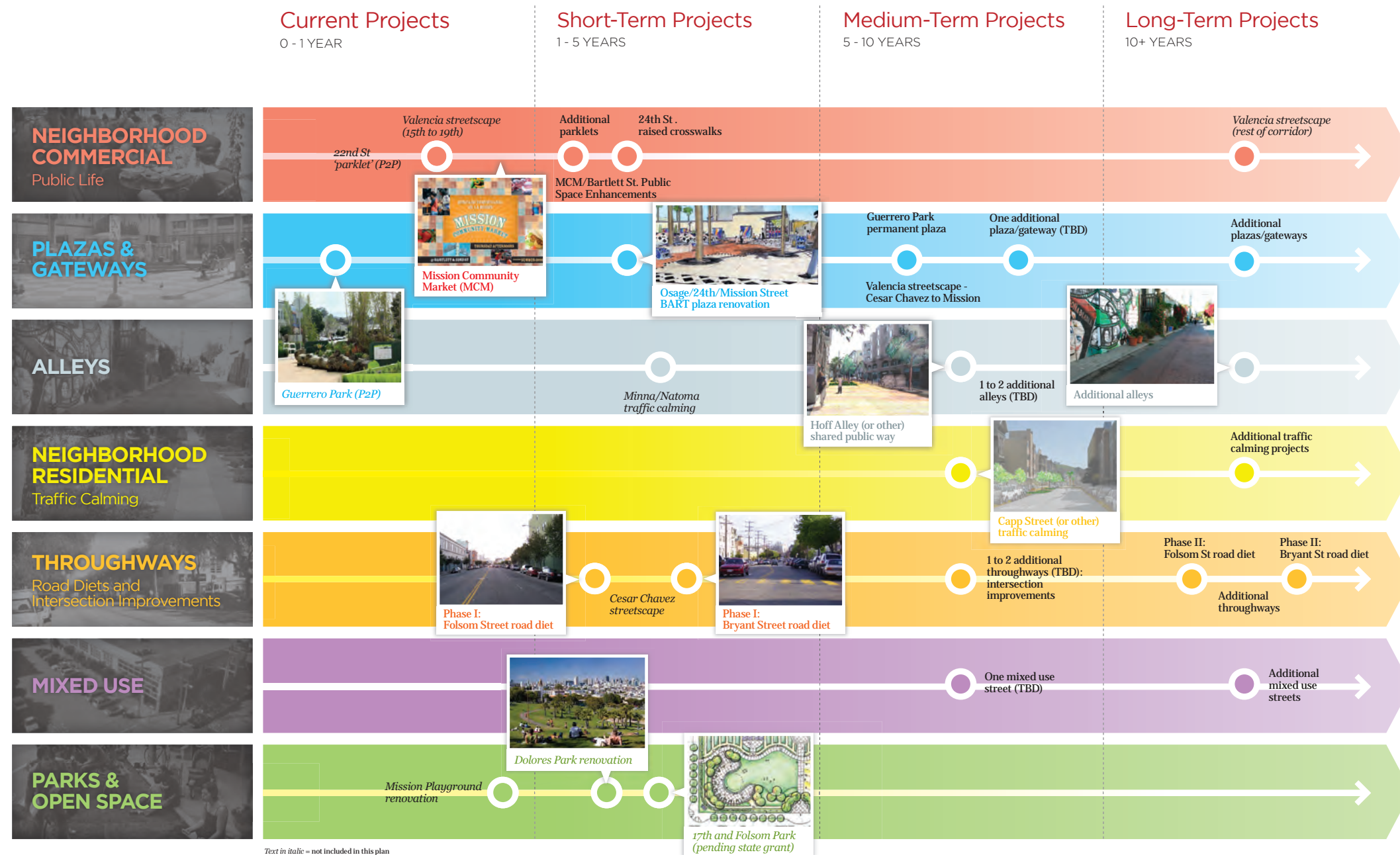


Mission District Streetscape Plan, Yerba Buena Streelife Plan, Fisherman's Wharf Public Realm Plan



# What is a Public Realm Plan?

## Implementation strategy for the improvements



# What is a Public Realm Plan?

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## Community input throughout the process





# What is a Public Realm Plan?

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## Outcomes



inhabitat.com



Yerba Buena Streetlife Plan (YBCBD, CMG)



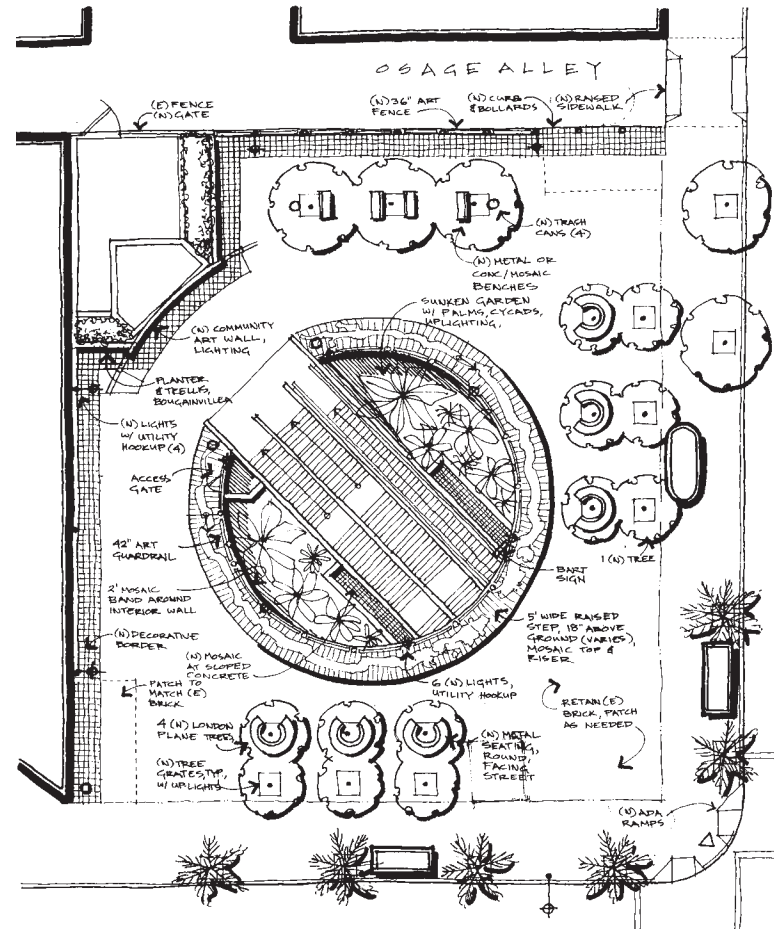
# What is a Public Realm Plan?

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## Outcomes



Mission District Streetscape Plan





# What is a Public Realm Plan?

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## Outcomes



Before

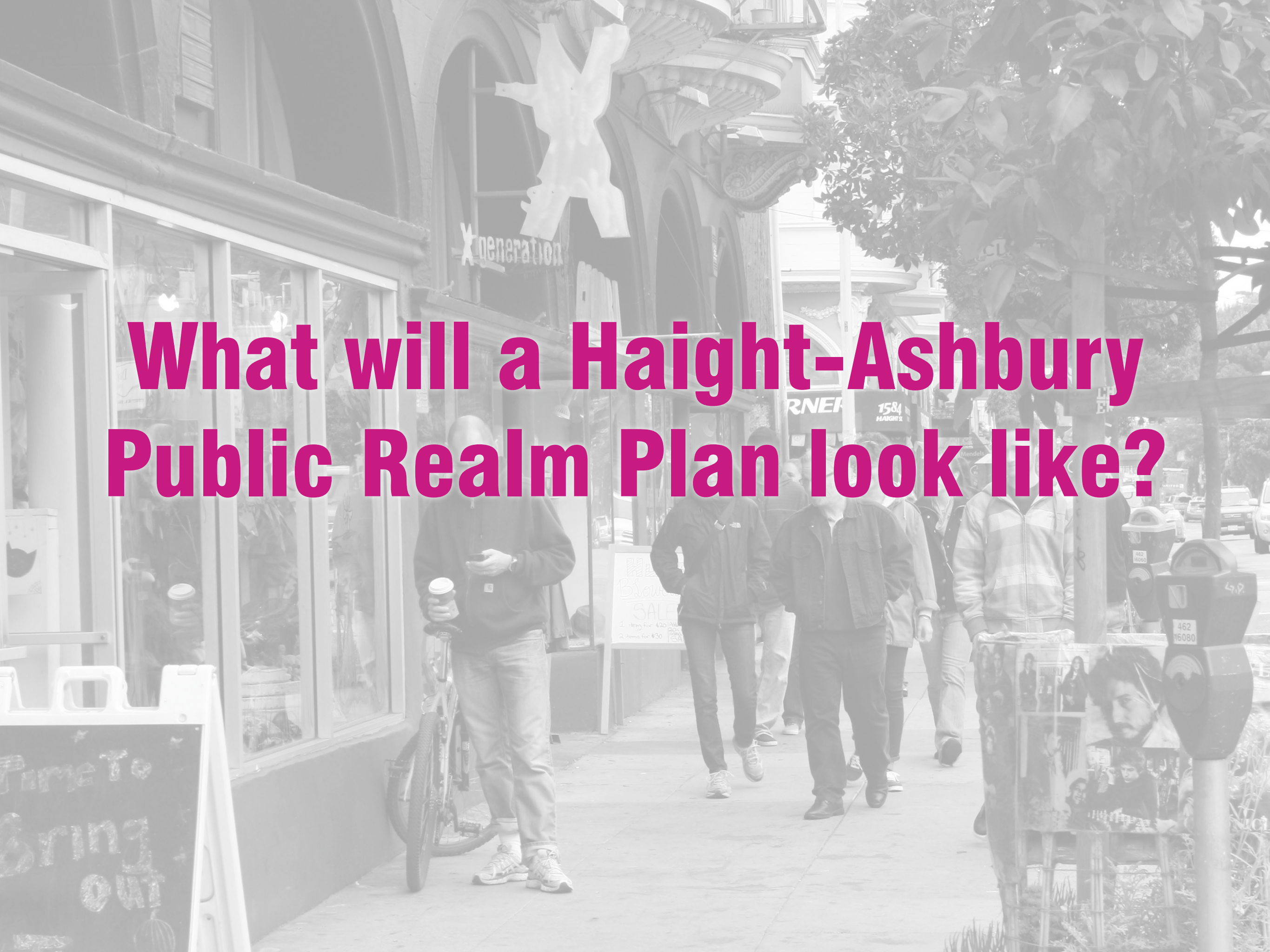


After

Fisherman's Wharf Public Realm Plan



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





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

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PLANNING DEPARTMENT





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

SAN FRANCISCO  
**PLANNING DEPARTMENT**

**It's up to you!**

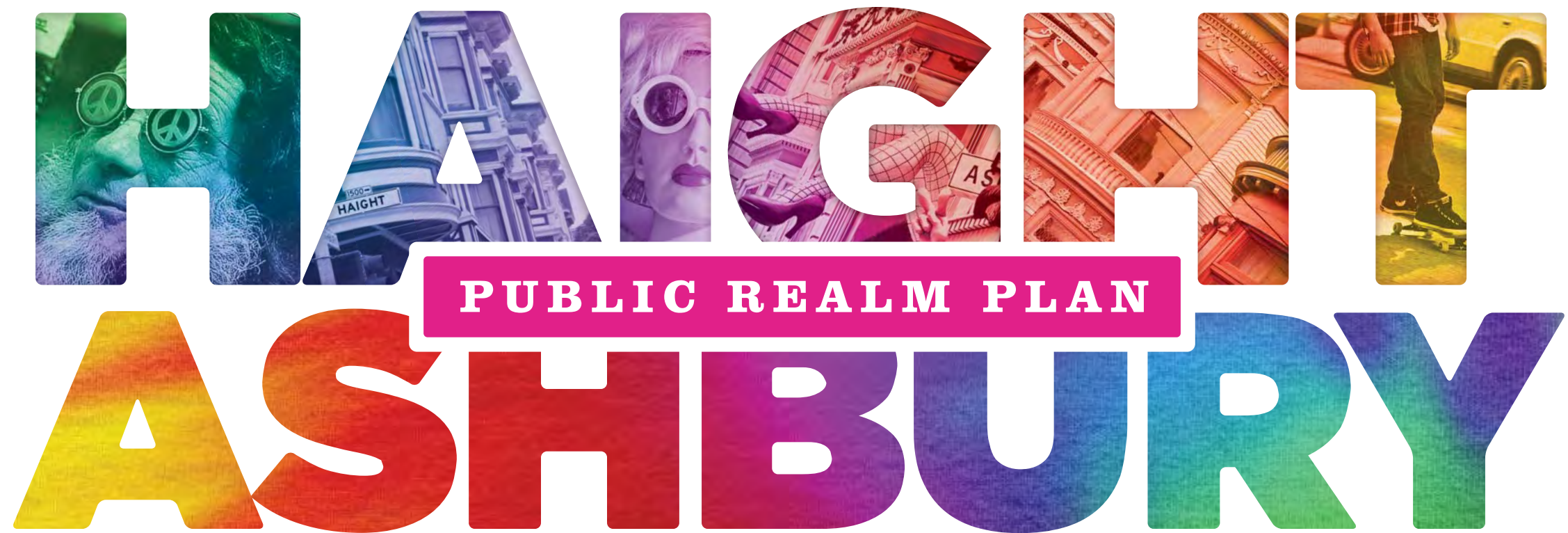
# What will a Haight-Ashbury Public Realm Plan look like?

SAN FRANCISCO  
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## Short-term interventions and long-term improvements





The logo for the Haight Ashbury Public Realm Plan. The word "HAIGHT" is in large, block letters, each containing a different image: a man with peace-sign sunglasses, a street sign for "HAIGHT", a woman with sunglasses, a person on a skateboard, a building facade, a person on a skateboard, and a person on a skateboard. Below "HAIGHT" is a pink banner with the text "PUBLIC REALM PLAN" in white. Below the banner is the word "ASHBURY" in large, block letters with a rainbow gradient.

# HAIGHT PUBLIC REALM PLAN ASHBURY

*<http://haightashbury.sfplanning.org>*

Contact:

Alexis Smith, SF Planning Department  
[alexis.smith@sfgov.org](mailto:alexis.smith@sfgov.org)

(415) 575-9131