

# PROJECT OVERVIEW

## VISION

This Public Realm Plan lays out a vision for Haight Street and provides a design framework for the corridor, for key intersections, and for specific streetscape elements. The Haight Ashbury Merchants Association's (HAMA) developed a list of improvements for the Haight Ashbury neighborhood in 2011. This interest served as the basis for the public engagement process for this Public Realm Plan.

A vision for the neighborhood grew out of community input received during the first workshop in October 2012. Participants were asked what they love about the neighborhood, what concerns them, and ideas for improvements. Many participants expressed a desire to enhance neighborhood character and identity, to improve the overall pedestrian experience and public transportation, and to address safety and social issues.

This community-driven vision is represented by the five concepts below, and serves as a framework for this Public Realm Plan.



### TRANSPORTATION OPTIONS

Haight Street should support all modes of transportation, prioritizing walking and transit.

### LOCAL NEIGHBORHOOD

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

### IDENTITY

The street design should reflect the character and history of the neighborhood.

### WELL-MAINTAINED

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

### GREEN

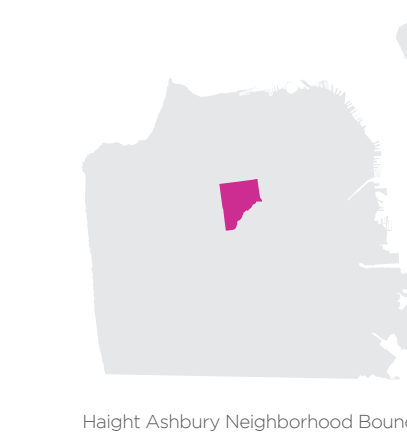
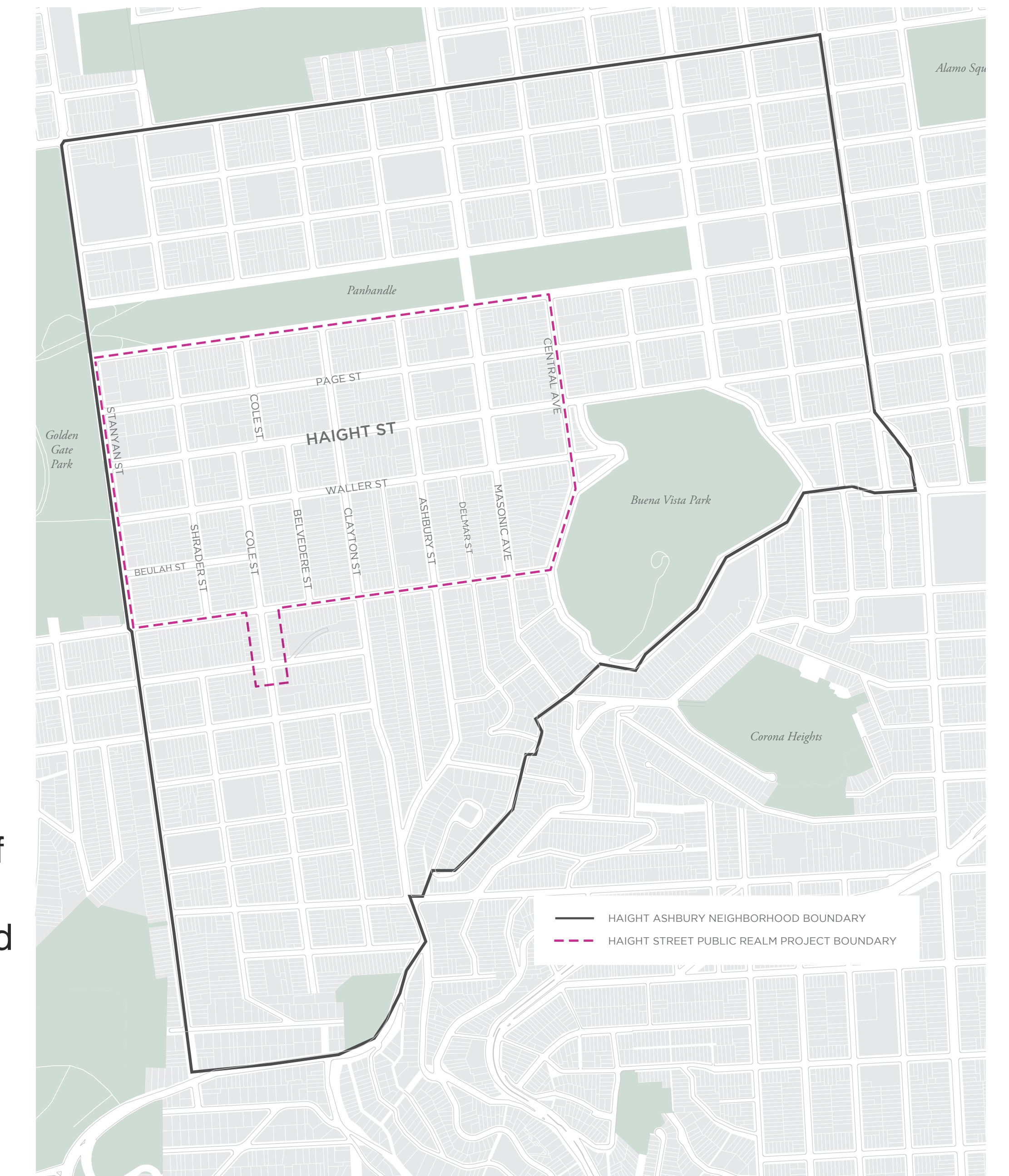
Tree planting and greenery should be maximized, incorporating stormwater management wherever possible.

## PROJECT BOUNDARY

The Haight Ashbury Public Realm Plan addresses Haight Street from Central to Stanyan. This Plan considers intersection and corridor-wide improvements, as well as recommendations for streetscape element.

This Plan looks at ways to improve transportation, provide traffic calming, improve pedestrian safety, celebrate the identity of the neighborhood, and add streetscape amenities that enhance the character and experience along Haight Street.

Masonic Avenue and Stanyan Street were identified early in the planning process in need of additional study and thought. Initial proposals were developed for these two streets, however there was less consensus around these proposals. As a result these proposals were put on hold and further study will be done in future efforts.



## COMMUNITY ENGAGEMENT

The Haight Ashbury Public Realm Plan is an interagency effort led by the San Francisco Planning Department in partnership with the San Francisco Municipal Transportation Agency, Public Works, and in close collaboration with local merchants and neighborhood groups.

During the course of the project, public workshops were held at each stage of the planning process as an opportunity to get feedback and share ideas and provide project updates. Additional outreach took place at various neighborhood events including the Upper Haight Farmers Market, Haight Ashbury Street Fair, and the Cole Valley Fair. Engagement with local merchants and neighborhood groups continued through the duration of the project, including several focused working group sessions.

