



HAIGHT ASHBURY ♥ MERCHANTS ASSOCIATION

PROPOSAL FOR COMMUNITY FUNDS: IMPROVED STREET LIGHTING



The Haight Ashbury Merchants Association is always learning and adapting to meet the needs of our merchant and community membership. We are a 501(c)(6) non-profit whose purpose is to promote unity of action among the merchants in San Francisco's historic Haight Ashbury neighborhood. Our organization seeks to create a vibrant community and a welcoming place for residents and visitors alike.

San Francisco's iconic intersection of Haight & Ashbury and legacy of the Summer of Love draw regional and global visitors to the city. The rock and roll history of the Grateful Dead, Janis Joplin, and Jimmi Hendrix among others bring music enthusiasts to Haight street to visit historical places of interest and San Francisco's largest record store, Amoeba Music.

The numerous second hand clothing stores have made Haight street a fashion destination attracting clothing retailers specialized in urban, playa and vintage wear.

However, after four years of disruptive street construction and the pandemic, Haight street saw the rise in store-front vacancies from 6 in 2015 to 32 or 20% in 2021. The city has recently invested in OEWD studies of the trade area and resident preferences for new businesses and will in 2021-22 engage in an effort to recruit new businesses to fill the vacant storefronts.



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PROPOSED PROJECT: IMPROVED STREET LIGHTING



To help create a more welcoming public space in the Haight Ashbury area, the Haight Ashbury Merchants Association is seeking to make community-benefiting improvements including murals and lighting. This proposal addresses street lighting specifically.

The street construction project which concluded this year has installed new pedestrian scale lights with outlets for stringing LED or bistro style lights between the poles. Prior to the construction, merchants strung lights on trees along Haight street but with the removal of nearly half of the mature trees along the street, the opportunity for year-round lighting has shifted to the light poles and merchant windows.

Working with an established lighting vendor, the Haight Ashbury Merchants Association (HAMA) proposes the purchase, installation and maintenance of decorative string lights on both street poles and in merchant windows where poles are not available. In the winter months the sun can set as early as 5:00pm with many businesses staying open past 7pm and as late as 2am.

The boundaries of the Haight Ashbury shopping area includes eight blocks of Haight street between Central Avenue and Stanyan Street as well as extends up on some blocks to Waller and Frederick streets and down to Page and Oak streets. Note our boundaries do not currently extend up Cole street beyond Frederick.

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PROPOSED PROJECT: BUDGET



The quotes received from Greenforce quotes a cost as follows:

Purchase of lights, timers and other materials	\$26,254	One-time purchase with supplemental maintenance purchases
Labor	\$36,234	
Total	\$62,488	

HAMA CONTRIBUTION TOWARDS TOTAL COST:

Understanding that CDMA would consider a grant of \$50,000, the board of the Haight Ashbury Merchants Association has agreed to cover the balance of the cost from our existing funds collected from member dues in the sum of \$12,488.





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PROPOSAL

THANK ♥ YOU!