



# THE MISSION DISTRICT STREETSCAPE PLAN

DRAFT DOCUMENT OCTOBER 2010





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*At the heart of the  
Mission District  
Streetscape Plan is a  
desire to transform streets  
into places for people,  
places that can foster  
community and help the  
neighborhood thrive.*



1

# CHAPTER ONE INTRODUCTION

- 1.1 Background and Context
- 1.2 Community Dialogue

## 1.1 BACKGROUND AND CONTEXT

San Francisco's Mission District is known for its diverse communities, compact mix of uses and activities, lively cultural and arts scene, and active, vibrant street life at all times of the day and night. The Mission is well-situated close to downtown San Francisco. It includes major transit lines and hubs including two of BART's busiest stations and several of Muni's most heavily-used lines, well-used open spaces such as Dolores Park and Garfield Square, and active commercial corridors on a connected street grid, including Mission Street, 24th Street, Valencia Street, and 16th Street. With this dense concentration of destinations and ease of access, the Mission District is both a major regional destination and a locally-serving community.

Despite the large numbers of people using the Mission District's streets on a daily basis, the neighborhood's streets could be greatly improved to be more supportive of pedestrian, bicycle, and transit use. The Mission's public realm could better serve as a center of the neighborhood's public life and social activity – the streets could be re-conceptualized and re-designed to become places that people choose to tarry and spend time, rather than walk through on their way to an indoor or private destination. By widening sidewalks, adding plantings and street furniture, and creating space for restaurants and cafes to locate tables and chairs on the sidewalk, recent street improvements on Valencia Street have shown the potential for how a basic sidewalk can be converted to a public amenity. However, there are dozens of other streets in the Mission District, each with its unique challenges and opportunities to become great public spaces.

The Mission Area Plan of the San Francisco General Plan, part of the Eastern Neighborhoods Planning process (see sidebar), describes a vision, objectives, and policies to positively shape long-term growth and change in the Mission District. As land uses, transportation patterns, and other factors continue to evolve in the Mission, the public realm must also be improved to better serve existing residents, workers, and visitors, and to meet the needs of those who will be here in the future.

Objective 5.3 of the Mission Area Plan is to “create a network of green streets that connects open spaces and improves the walkability, aesthetics and ecological sustainability of the neighborhood”, while policy 5.3.7 is to “develop a comprehensive public realm plan for the Mission that reflects the differing needs of streets based upon their predominant land use, role in the transportation network, and building scale”. (See sidebar on page 4 for all policies of the Mission Area Plan.)

The Planning Department, with funding from the California Department of Housing and Community Development, has developed the Mission District Streetscape Plan, the subject of this document, which seeks to implement these objectives and policies of the Mission Area Plan.

The goal of the Mission District Streetscape Plan is to re-imagine Mission District streets as vital public spaces that serve the needs and priorities of the community. The outcome will be a system of neighborhood streets with safe and green sidewalks; well-marked crosswalks; widened sidewalks at corners; creative parking arrangements; bike paths



and routes; close integration of transit; and roadways that accommodate automobile traffic but encourage appropriate speeds.

The Mission District Streetscape Plan designs will improve pedestrian safety and comfort, increase the amount of usable public space in the neighborhood, and support environmentally-sustainable stormwater management.

Highlights of the plan include:

- A new flexible parking strategy for gathering and outdoor seating uses;
- New gateway plazas at key intersections and destinations;
- Traffic calming on residential streets;
- On-street designs for sustainable stormwater management;
- Road ditches, greening and traffic calming at major corridors;
- Pedestrian improvements on alleys and small streets.

This plan provides a design framework for street improvement, policies to guide the improvement of the public realm of the Mission District's streets, and designs for 28 specific projects that can be built over time to realize this vision and framework. The Plan also includes a strategy for how to build and maintain these improvements over time, building on the Mission Area Plan.



This Plan is the result of a significant community dialogue, including several interactive public workshops where Mission residents gave their feedback on plan proposals, and countless one-on-one discussions with Mission residents, merchants, and advocates. More significantly, the Plan is a partnership between local residents and merchants, the City, and other interested community members. Over time, the realization of the Mission District Streetscape Plan will rely on the collaborative efforts of all these parties to bring the vision and myriad projects envisioned by this document to fruition, and to maintain these improvements over time. Indeed, various City agencies, local merchants, and community members are already moving forward with many of these improvements, and beginning to make this Plan's vision real.

## ABOUT THE EASTERN NEIGHBORHOODS

The Mission, Central Waterfront, East South of Market and Showplace Square/Potrero Hill neighborhoods are home to much of the city's industrially-zoned land. For the last 10 to 15 years, these neighborhoods have been changing and have seen growing land use conflicts, where residential and office development has begun to compete with industrial uses. Based on several years of community input and technical analysis, the Eastern Neighborhoods Program calls for transitioning about half of the existing industrial areas in these four neighborhoods to mixed use zones that encourage new housing. The other remaining half would be reserved for Production, Distribution and Repair (PDR) districts.

### The Process

The Eastern Neighborhoods community planning process began in 2001 with the goal of developing new zoning controls for the industrial portions of these neighborhoods. A series of workshops were conducted in each area between 2001 and 2005. Starting in 2005, the community planning process expanded to address affordable housing, transportation, parks and open space, urban design and community facilities. The Eastern Neighborhoods plans were adopted by the Board of Supervisors in December 2008. The Planning Department and other City agencies are now working to implement the Eastern Neighborhoods plans.

### Related Planning Efforts

The Mission Streetscape Plan is informed by and has been coordinated with a number of other City efforts, both citywide plans and neighborhood-specific projects and programs, including those listed in this section.

### Objectives and policies from the Mission Area Plan relevant to the Mission District Streetscape Plan

**OBJECTIVE 5.3:**  
CREATE A NETWORK OF GREEN STREETS THAT CONNECTS OPEN SPACES AND IMPROVES THE WALKABILITY, AESTHETICS AND ECOLOGICAL SUSTAINABILITY OF THE NEIGHBORHOOD.

**Policy 5.3.1:**  
Redesign underutilized portions of streets as public open spaces, including widened sidewalks or medians, curb bulb-outs, "living streets" or green connector streets.

**Policy 5.3.2:**  
Maximize sidewalk landscaping, street trees and pedestrian scale street furnishing to the greatest extent feasible.

**Policy 5.3.3:**  
Design the intersections of major streets to reflect their prominence as public spaces.

**Policy 5.3.4:**  
Enhance the pedestrian environment by requiring new development to plant street trees along abutting sidewalks. When this is not feasible, plant trees on development sites or elsewhere in the Plan Area.

**Policy 5.3.5:**  
Significant above grade infrastructure, such as freeways should be retrofitted with architectural lighting to foster pedestrian connections beneath

**Policy 5.3.6:**  
Where possible, transform unused freeway and rail rights-of-way into landscaped features that provide a pleasant and comforting route for pedestrians.

**Policy 5.3.7:**  
Develop a comprehensive public realm plan for the Mission that reflects the differing needs of streets based upon their predominant land use, role in the transportation network, and building scale.

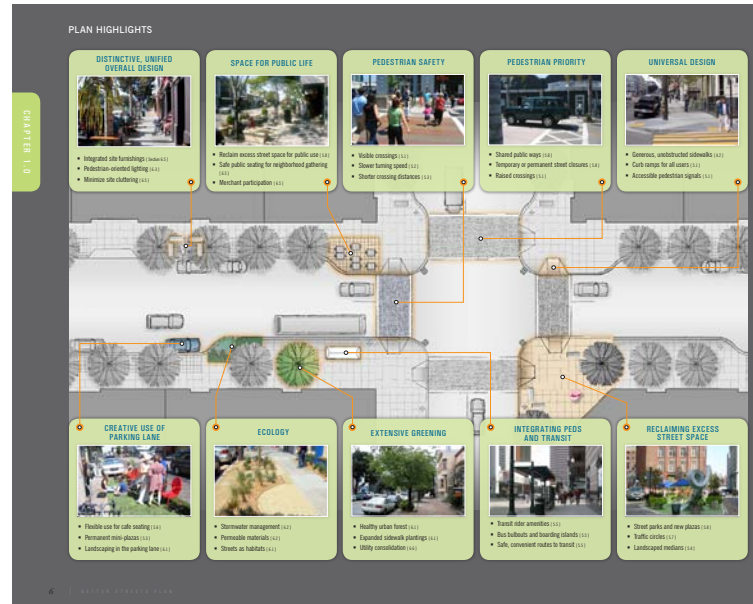
## Citywide Plans

**BETTER STREETS PLAN**

The Better Streets Plan it's a multi-agency effort that creates a unified set of standards, guidelines, and implementation strategies to govern how the City designs, builds, and maintains its pedestrian environment.

The Plan reflects the understanding that the pedestrian environment is about much more than just transportation – that streets serve a multitude of social, recreational and ecological needs that must be considered when deciding on the most appropriate design.

The Mission District Streetscape Plan works toward many of the same goals as the Better Streets Plan, including pedestrian, traffic calming, greening, and stormwater improvements.



See [www.sfbetterstreets.org](http://www.sfbetterstreets.org)

**TRANSIT EFFECTIVENESS PROGRAM**

SFMTA's Transit Effectiveness Program (TEP) is the first comprehensive effort in over 25 years to review Muni and recommend ways to transform it into a faster, more reliable and more efficient public transit system for San Francisco. Launched in May 2006, the TEP has gathered an unprecedented level of ridership data, best practices and input from community and policy makers. The SFMTA Board of Directors endorsed the TEP recommendations in October 2008.

The TEP includes major transit corridors in the Mission district, including Mission Street, 16th Street, and others. The Mission District Streetscape Plan defers recommendations regarding Mission and 16th Streets to the TEP, and EN Trips study (next page). Hence, suggested improvements for these streets are not included in this document.



See [www.sftep.com](http://www.sftep.com)



## Citywide Plans

### **STORMWATER DESIGN GUIDELINES**

The San Francisco Stormwater Design Guidelines describe the requirements for stormwater management in San Francisco and give developers the tools to achieve compliance. The Design Guidelines will improve San Francisco's environment by reducing pollution in stormwater runoff in areas of new development and redevelopment. The Stormwater Design Guidelines include detailed fact sheets for stormwater best management practices (BMPs), including those that can be use in the public right-of-way. Many areas of the Mission District are prone to localized flooding issues, and could benefit from the incorporation of stormwater BMPs in the public right-of-way.

See [www.sfwater.org/mto\\_main.cfm/MC-ID/14/MSC-ID/361/MTO\\_ID/543](http://www.sfwater.org/mto_main.cfm/MC-ID/14/MSC-ID/361/MTO_ID/543)

## Neighborhood Specific Plans and Projects

### **TRAFFIC CALMING, PEDESTRIAN, BICYCLE, AND SAFE ROUTES TO SCHOOL PROJECTS**

SFMTA's Traffic Calming, Pedestrian, Bicycle, and School Area Safety Programs promote street improvements with the goal of enhancing the safety and comfort of pedestrians, bicyclists, and transit users, and encouraging bicycling and walking as primary means of transport.

The Mission District Streetscape Plan has been closely coordinated with the efforts of the SFMTA Livable Streets division; many projects identified in this document will be refined and carried forward by the SFMTA.

See <http://www.sfmta.com/cms/ohome/homelive.htm> for more information on the SFMTA's Livable Streets efforts.

### **SAN FRANCISCO BICYCLE PLAN**

The Bicycle Plan by the SFMTA describes a framework, policies, and design guidelines to make bicycling a more viable and sustainable mobility option in San Francisco. The Bicycle Plan also includes a list of 60 near-term projects and 24 long-term projects to make bicycle improvements on the City's streets. Bicycle plan projects within the boundaries of the Mission Streetscape Plan include:

Near-term: 17th Street, 26th Street, Cesar Chavez Street

Long-term: Capp Street, Shotwell Street

The Mission District Streetscape Plan is consistent with the recommendations of the Bicycle Plan.

See [www.sfmta.com/cms/bproj/bikeplan.htm](http://www.sfmta.com/cms/bproj/bikeplan.htm)



Neighborhood Specific Plans and Projects  
**EASTERN NEIGHBORHOODS  
 TRANSPORTATION IMPLEMENTATION  
 PLANNING STUDY (EN TRIPS)**

The EN TRIPS is a coordinated multi-agency partnership between the San Francisco Municipal Transportation Agency, the San Francisco Planning Department and the San Francisco County Transportation Authority. The project will focus on developing and designing implementation-ready projects and programs that are multi-modal and pedestrian-friendly to support growth in the Eastern Neighborhoods in the next 20 years.

EN Trips within the Mission District Streetscape Plan area, EN Trips will be studying and making recommendations for the 16th Street corridor.

See <http://www.sfmta.com/cms/oentrips/indexentrips.htm>

### PAVEMENT TO PARKS

San Francisco's new "Pavement to Parks" projects seek to temporarily reclaim these unused swaths and quickly and inexpensively turn them into new public plazas and parks. During the temporary closure, the success of these plazas will be evaluated to understand what adjustments need to be made in the short term, and ultimately, whether the temporary closure should be a long term community investment.

Pavement to Parks projects in the Mission District (see Chapter 3) include:

- Guerrero Park  
(San Jose/Guerrero intersection)
- 22nd Street Parklet  
(22nd Street at Bartlett Street)

### MISSION HEIGHTS STUDY

The Mission Heights Study examines the balance between regional smart growth goals of increased density and heights around transit in the Mission; and the neighborhood goals of providing more affordable housing and protecting and incentivizing local businesses. The study's objective is to advance the following goals:

- Increase affordable, transit-oriented housing options, particularly low-income housing, on and off the Mission corridor
- Preserve existing affordable housing and decrease displacement pressures on existing low-income residents
- Protect and promote local, neighborhood-serving businesses and micro-enterprise

See <http://www.sf-planning.org/index.aspx?page=2223>



See <http://pavementtoparks.sfplanning.org>

## 1.2 COMMUNITY DIALOGUE

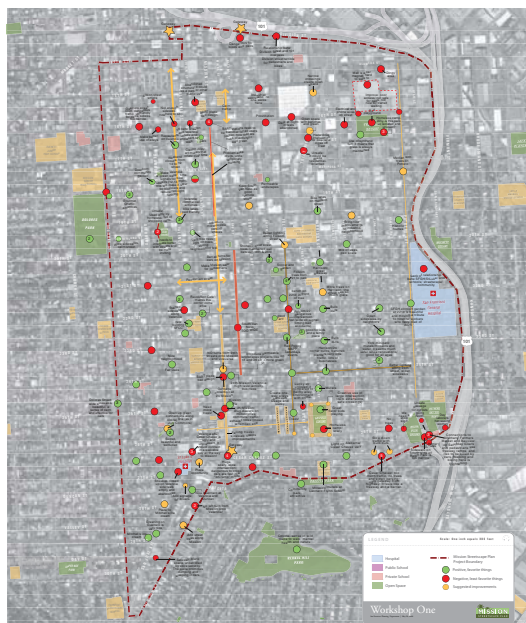
As discussed earlier, the Mission Streetscape Plan stems from the larger Eastern Neighborhoods planning effort and builds on the extensive community involvement of that Plan. The Mission District Streetscape Plan's goal was to identify improvements to streets, sidewalks and public spaces in the Mission District based on community input gathered through the process.

The Mission District Streetscape Plan community dialogue 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 grassroots level such as the Mission Community Market, a new outdoor market in the heart of the Mission.

The City sponsored five community workshops, held between March 2008 and April 2010. Each workshop was attended by approximately 50 local residents, merchants, representatives of community organizations, and others.

A summary of each workshop follows.

Summary map of most and least favorite spaces from Workshop 1. See following pages for enlarged version.



### August 2008 WORKSHOP 2

During Workshop 2, participants reviewed priority policies refined from Workshop 1. Main categories to organize policies were describing a new urban landscape that would be: multimodal, green, community-focused, safe and enjoyable, well-maintained, and memorable. A short presentation about streets in the Mission was also conducted at this meeting. Participants discussed goals and ideas for each street type.

2008

### May 2008 WORKSHOP 1

The goal of Workshop 1 was to articulate a vision for the Mission Streetscape Plan project. Community participants who attended the workshop worked in smaller groups to develop this vision for a new Mission neighborhood streetscape to guide design in the following months. Main policies discussed the importance of prioritizing walking, bicycling and transit, incorporating greenery, providing more gathering spaces, and integrating public art. Policies were then prioritized and organized in broader categories for discussion and use.



Brainstorming session map from Workshop 1.

August 2009  
**WORKSHOP 4**

At this workshop the community reviewed specific designs for priority projects in the Mission District. Criteria for selection were based on current City agencies work programs, current community efforts and strategies for funding in the short-medium term. Highlights of the workshop were: road diets on two main residential corridors, new and renovated plazas across the neighborhood, traffic calming on specific residential streets, stormwater management solutions for mixed use streets (see Chapter 3). Participants had the opportunity to comment and ask clarifications about specific projects in an open forum format. During the open house that followed, staff from other City agencies were invited to discuss the designs with the public.



2009

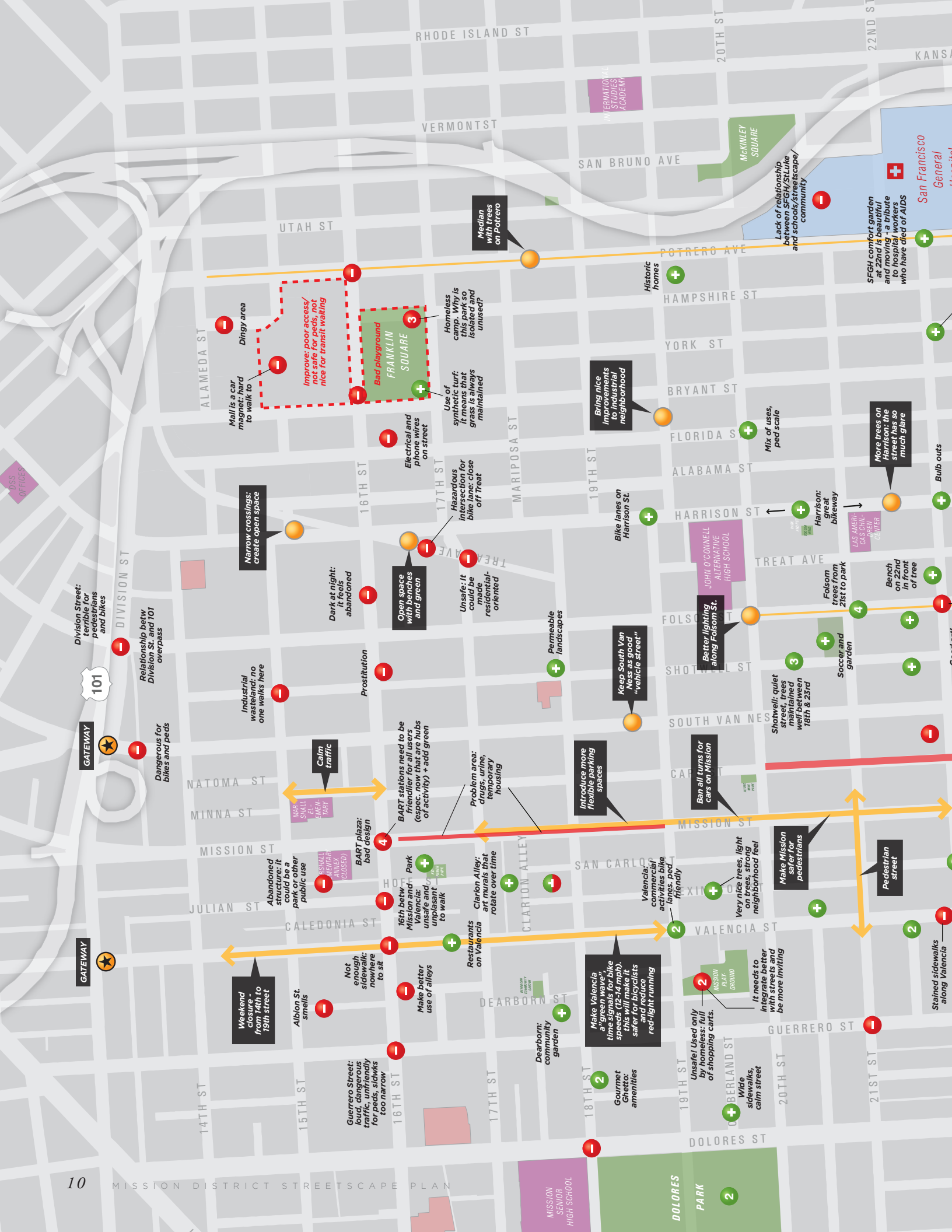
2010

March 2009  
**WORKSHOP 3**

During Workshop 3, community participants reviewed street types as applied to the Mission District. The Planning Department presented designs for each street type, and a toolkit of potential design solutions. Participants discussed these ideas in small working groups.

March 2010  
**WORKSHOP 5**

Workshop 5 was organized as a roundtable discussion with a focus on the implementation of a small number of projects selected from the capital project list developed during workshops 3 and 4. City representatives and community leaders presented their work on these projects and discussed next steps with community participants. Highlights from the list of priority projects discussed were: repaving plans for Folsom Street as a first step towards a road diet, the construction of a gateway on Bryant Street at Cesar Chavez, updates on Mission Playground and Dolores Park renovations, a Pavement to Park installation on 22nd Street, and a community-managed outdoor market on Bartlett Street (see Chapter 3).



RHODE ISLAND ST

VERMONT ST

SAN BRUNO AVE

UTAH ST

POTRERO AVE

ALAMEDA ST

HAMPSHIRE ST

YORK ST

BRYANT ST

FLORIDA ST

ALABAMA ST

HARRISON ST

TREAT AVE

FOLSOM ST

SHOTWELL ST

SOUTH VAN NE

CARP ST

MISSION ST

SAN CARLO

VALERIA ST

VALERIA ST

VALERIA ST

VALERIA ST

VALERIA ST

VALERIA ST

VALERIA ST

VALERIA ST

VALERIA ST

20TH ST

22ND ST

KANSAS ST

San Francisco General Hospital

SFGH comfort garden at 22nd is beautiful and more accessible to hospital workers who have died of AIDS

Lack of relationship between SFGH/SLUKE and schools/streetscape community

Median with trees on Potrero

Mall is a car magnet; hard to walk to

Dingy area

Improve: poor access/ not safe for peds, not nice for transit waiting

Bad playground FRANKLIN SQUARE 3

Homeless camp. Why is this park so isolated and unused?

Use of synthetic turf; grass is always maintained

Hazardous intersection for bike lane; close off Treat

Unsafe; it could be made residential-oriented

Open space with benches and green

Dark at night; it feels abandoned

Narrow crossings: create open space

Industrial wasteland; no one walks here

Abandoned structure; it could be a park or other public use

Not enough shade; nowhere to sit

Guerrero Street: loud, dangerous traffic, unfriendly for peds, sidewalks too narrow

Weekend closure - from 14th to 19th street

Albion St smells

Make better use of alleys

Restaurants on Valencia

Clarion Alley: rotate over time

Dearborn: community garden

Gourmet ghetto; amenities

Unsafe! Used only by homeless: full of shopping carts.

Wide sidewalks, calm street

Integrate better with streets and be more inviting

Make Valencia a "green wave" time signals for bike speeds (12-14 mph). this will make it safe and reduce red-light running

Valencia: calm street, activities, bike lanes, ped friendly

Very nice trees, light on trees, strong neighborhood feel

Make Mission safer for pedestrians

Stained sidewalks along Valencia

Introduce more flexible parking spaces

Ban all trucks for cars on Mission

Better lighting along Folsom St.

Keep South Van Ness as good "vehicle street"

Bike lanes on Harrison St.

Mix of uses, ped scale

Bring nice improvements to industrial neighborhood

Historic homes

More trees on Harrison St. Street has so much glare

Bulb outs

More trees on Harrison St. Street has so much glare

Folsom trees from 21st to park

Soccer and garden

Bench on 22nd in front of tree

Harrison: great bikeway

LAS AMERICAS CHILDREN'S CENTER

John O'Connell Alternative High School

Permeable landscapes

Prostitution

Problem area: drugs, urine, temporary housing

BART stations need to be friendlier for all users (espec. now that are hubs of activity) + add green

BART plaza: bad design

16th betw Mission and Valencia: Park unsafe and unpleasant to walk

Clarion Alley: rotate over time

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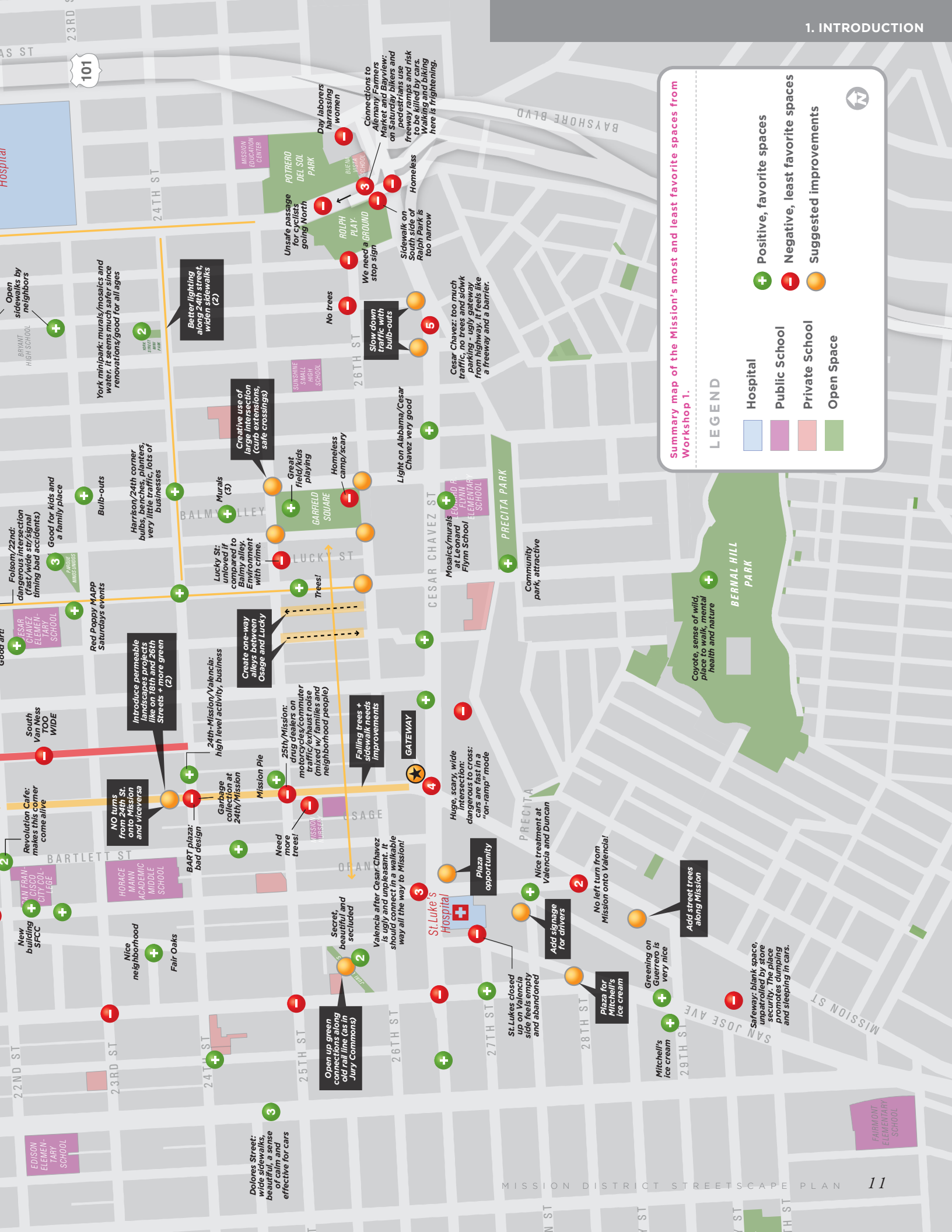
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LAS AMERICAS CHILDREN'S CENTER



**Summary map of the Mission's most and least favorite spaces from Workshop 1.**

**LEGEND**

- Hospital
- Public School
- Private School
- Open Space
- Positive, favorite spaces (+)
- Negative, least favorite spaces (-)
- Suggested improvements (O)

Open sidewalks by neighbors

York minipark: murals/mosaics and water. It seems much safer since renovations/good for all ages

Folsom/22nd: dangerous intersection (fast/wide 30' signal timing bad accidents)

Good for kids and a family place

South Valencia too wide

Red Poppy Mapp Saturdays events

Revolution Cafe: makes this corner come alive

NO turns from 24th St. into Valencia and viceversa

Nice neighborhood

Fair Oaks

Dolores Street: we love it so much. Beautiful, a sense of calm and effective for cars

Better lighting along 24th street, widen sidewalks (2)

Garage collection at 24th/Mission

Mission Pie

24th-Mission/Valencia: high level activity, business

Need more trees!

25th/Mission: drug dealers on motorcycles/commuter traffic/exhaust/noise (nearly all neighborhood people)

Falling trees + sidewalk needs improvements

Valencia after Cesar Chavez is ugly and unpleasant. It should connect in a walkable way all the way to Mission.

Open up green corridors along connections (e.g. in Jury Commons)

Unsafe passage for cyclists going North

We need a GROUND stop sign

Homeless camp/scary

Light on Alabama/Cesar Chavez very good

Great field/kids playing

Homeless camp/scary

Plaza opportunity

Nice treatment at Valencia and Duncan

St. Luke's closed up on Valencia side feels empty and abandoned

Add signage for drivers

Greening on Guerrero is very nice

Mitchell's ice cream

Day laborers harassing women

Connections to Alameda Farmers Market and Bayview on pedestrian use and freeway ramps and risk to be killed by cars. Walking and biking here is frightening.

Homeless

Sidewalk on South side of Potrero Park is too narrow

Cesar Chavez: too much traffic, no trees and sidewalk parking - ugly gateway from highway. It feels like a freeway and a barrier.

Huge, scary, wide dangerous intersection: cars are fast in a "on-ramp" mode

No left turn from Mission onto Valencia!

Add street trees along Mission

Safeway: blank space, unpatrolled by store security. The place promotes dumping and sleeping in cars.

Light on Alabama/Cesar Chavez very good

Mosaics/murals on Flynn School

Community park, attractive

Bernal Hill Park

Coyote, sense of wild, mental health and nature

Plaza for Mitchell's ice cream

Greening on Guerrero is very nice

Farmont Elementary School







# 2

## CHAPTER TWO VISION AND DESIGN

- 2.1 Historic Overview
- 2.2 The Mission Neighborhood Today
- 2.3 A Vision and Streetscape Design Policies
- 2.4 Framework Plan

## 2.1 HISTORIC OVERVIEW

The streetscapes of the Mission District are integral to its character and its livelihood, as they have been throughout its history as San Francisco’s earliest settled area. The Mission District is located on a broad valley floor that was inhabited by native peoples for thousands of years prior to the arrival of the Spanish. At the time of European contact, the resident tribes had worn paths from the sites of their seasonal villages to the bay waterfront, including a path that approximated today’s 16th Street.

During the Hispanic colonial period, the priests, settlers, and neophytes who founded the Mission San Francisco de Asis, or Mission Dolores, also established the area’s first road, the El Camino Real, in the late 18th century. This “Royal Highway” connected Mission Dolores, at today’s 16th and Dolores Streets, to other mission settlements to the south; a branch of the road continued north and west to the soldier’s presidio at the Golden Gate. The El Camino Real, segments of which remain as existing roadways in San Francisco’s Dolores Street

and San Jose Avenue, as well as in other roadways throughout the State, is designated as California Historical Landmark No. 784.

As the pueblo of Yerba Buena grew on the waterfront during the brief period of Mexican governance, a wagon road developed between the harbor and the small rancho village of Mission Dolores, thereby establishing the route of today’s Mission Street. The wagon road connected to the San Jose Road (El Camino Real) in front of the mission chapel. Herds of cattle were driven from all over the Bay Area, northward through the valley of today’s Mission District, and on to the waterfront for tallow rendering and shipping.

The City of San Francisco, incorporated under U.S. rule in 1850, grew tremendously during the Gold Rush. An interim period of agricultural and recreational development dominated for a time in the Mission District, giving rise to farms, gardens, racetracks, and resorts in the wide valley. Center



The Mission Street corridor in the 1920’s.



(16th) Street became an early commercial corridor. A plank road was constructed on Mission Street, and another one was constructed a few years later on Folsom Street; and omnibuses and horse-car lines were used soon thereafter to ferry city-dwellers from downtown to the pastoral valley's points of interest. Meanwhile, Mission Street was extended south of 16th Street to Precita Creek at the valley's edge (the location of today's Cesar Chavez Street), where it veered west and connected to the San Jose Road, thus becoming the second road to traverse the valley longitudinally. Later development of the San Bruno Turnpike resulted in another major north-south artery, Potrero Avenue, which defined the eastern boundary of the Mission District.

By the 1870s, the rural character of the Mission District had largely been overtaken by urbanization, as gardens and racetracks began to give way to thousands of row-houses and flats that sheltered San Francisco's rapidly growing population. The City and County of San Francisco implemented a street grid in the Mission District; however, costs of grading

streets were borne by private property owners, resulting in uneven street improvements throughout the Mission District during the latter 19th century. Nonetheless, street grading and paving commenced; for instance, interconnected segments of Mission, Howard, Shotwell, Folsom, 16th, and 17th Streets were among the first improved roads in the northern and central Mission District. Horse-car and street-car lines were installed on north-south routes such as Mission and Valencia Streets, which became major commercial corridors, and Howard and Folsom Streets, thus connecting the developing suburbs to downtown and the waterfront. Notable east-west crossings of the urbanizing valley floor occurred at 16th Street, the area's earliest commercial corridor, and at 24th Street, a later commercial and street-car corridor with connection to the central and southern waterfront. The southernmost valley crossing occurred at Serpentine Avenue, a winding access road that followed the meander of Precita Creek; today, segments of Serpentine Avenue remain in the street grid as jogs in Capp and Shotwell Streets south of 26th Street.



Mission Street at 22nd.



Bartlett Street between 21st and 22nd looking south, 1940.

In the northeastern Mission District, industry developed close to Mission Creek and to the San Francisco-San Jose (later Southern Pacific) Railroad, which ran on Harrison Street. The railroad, established in the 1860s, approached the City through the Bernal Gap and cut an arc through the residential blocks of the south Mission District, becoming aligned with the City's street grid on Harrison Street as it ran onward ultimately to the waterfront. A spur of the railroad also ran along Valencia Street to a major railroad facility at Valencia and Market Streets, which also served the City's street-car lines; thus, Valencia Street became an important early regional transportation route. Although railroad operations through the Mission District eventually ceased in the 1940s, the former train right-of-way remains a distinctive scar in the otherwise regular street grid.

The 20th century brought further changes to the streetscapes of the Mission District. In addition to the post-fire reconstruction of the entire northern Mission District, and the subsequent influx of working class residents to the area, many public improvements occurred. Promotional organizations lobbied for street paving, sidewalks and curbs,

lighting, transit improvements, as well as new schools, and native son James "Sunny Jim" Rolph, who served as San Francisco's mayor from 1912 to 1931, oversaw completion of several of these. Among the most prominent of the streetscape projects was the decades-long beautification of Dolores Street in the earlier part of the 20th century, during which time a center median strip with palm trees was installed along the broad boulevard.

The rising popularity of automobiles in the early and mid-20th century led to further transformation of the Mission District's streetscapes. While the older regional transportation corridor of Valencia Street was initially part of the early Victory Highway, and a feeder to the Lincoln Highway, it was eventually abandoned as a major automobile route. Meanwhile, the long segment of Howard Street within the Mission District (today's South Van Ness Avenue) was widened into a major automobile artery and reconfigured to connect to Van Ness Avenue and ultimately the Golden Gate Bridge. Other streets were also widened for automobiles by cutting back sidewalks, including Potrero Avenue, Guerrero Street, and Capp Street, the latter of which was widened by the Works Progress Administration



Interior of the New Mission theatre.



The Tower Theatre along the Miracle Mile stretch of Mission Street.

and still bears WPA sidewalk stamps. Eventually, Dolores and Army (today's Cesar Chavez) Streets were included within the 49-Mile Scenic Drive. Also, after mid-century, an elevated freeway was constructed along Duboce Avenue at the northern edge of the Mission District.

Even as automobile use increased throughout the 20th century, many pedestrian-oriented streetscape improvements were directed at Mission Street, which grew into a retail corridor of City-wide importance following the post-fire rebuilding. New lighting, sidewalks, and improved transit along Mission Street were successfully sought by merchant groups soon after the turn of the 20th century. As commercial retailing became increasingly important in the American economy throughout the first half of the 20th century, the "Mission Miracle Mile" became a major shopping and entertainment area with Mission Street as its public face. Merchants vied for the attentions of consumers by updating storefronts according to popular fashions, sometimes resulting in elaborate signage and customized paving in the streetscape. Also, Mission Street hosted various community events over the years, including parades, holiday celebrations, and neighborhood-wide

commercial promotions that often involved installation of temporary street furniture on sidewalks or in the roadway, a tradition that continues today. The construction of Bay Area Rapid Transit under Mission Street in the 1970s, as well as BART station plazas at 16th and 24th Streets, represented yet another more recent phase in the development of Mission Street as a commercial and cultural thoroughfare.

Today's Mission District streetscapes are mostly modernized, yet they contain some aspects of historical development that provide character and interest. For instance, stone pavers can still be found in the short cul-de-sac known as Pink Alley; the Dolores Street center median strip, a City Beautiful feature and Panama-Pacific Exposition artifact, remains largely intact; Mission Street retains much of its customized commercial sidewalk paving and iconic signage; a section of the old railroad right-of-way that cut through the southern Mission District is preserved as Juri Commons, a public park that bisects a residential block; and the narrow streets and small alleys found on many residential blocks still provide an enclave identity to Mission District neighborhoods in the midst of a major city.



Treat Avenue railroad right-of-way.



Valencia Street at 20th.



## 2.2 THE MISSION NEIGHBORHOOD TODAY

Existing conditions such as historic and cultural landscapes, natural landscapes, transportation choices, and the street environment all effect street design and planning. The Mission District is a vibrant, dense, walkable neighborhood with a strong sense of community and neighborhood identity. The neighborhood's sunny weather, flat topography, and commercial and recreational destinations create a high demand for transit, pedestrian and bicycle infrastructure in the neighborhood.

Despite the high demand and need for pedestrian space and public space, the existing street environment is not always inviting for people. While there is much potential, Mission District's streets are not "complete streets" as car use tends to dominate the many overly wide thoroughways and neighborhood streets. Difficult pedestrian crossings, lack

of greening, and an absence of seating, lighting, and other pedestrian amenities all detract from the opportunity for the neighborhood's streets to fulfill their potential as vital components of a comfortable and vibrant public realm.

### SOCIAL LANDSCAPE

From turn-of-the century homes, to vibrant murals, to large warehouses reflecting the area's industrial activities, the rich and varied history of the Mission District is reflected in the built environment. From its early period of development, the Mission District has been a diverse neighborhood, with working-class immigrants from Europe, Latin American and Asia calling the neighborhood home. In addition to



building the neighborhood's finely grained homes and businesses, working-class immigrants formed a growing number of churches and community institutions. Wealthier families, too, called the Mission District home, with large estates lining South Van Ness, Guerrero and Valencia Streets.

In the mid 1950's, the Mission District began to attract large numbers of immigrants from Mexico and Central South America. The Latino population of the Mission District doubled each year between 1950 and 2000. The Mission District remains ethnically diverse: in the 2000 Census, 50% of the population of the study area identified as Hispanic or Latino.

Households in the Mission District are on average much larger than the city as a whole: while city-wide the average household has 2.3 people, Mission households average 3.3 people. Family households are even larger, averaging 4.6 people in the Mission compared to 3.3 people city-wide (Census 2000).

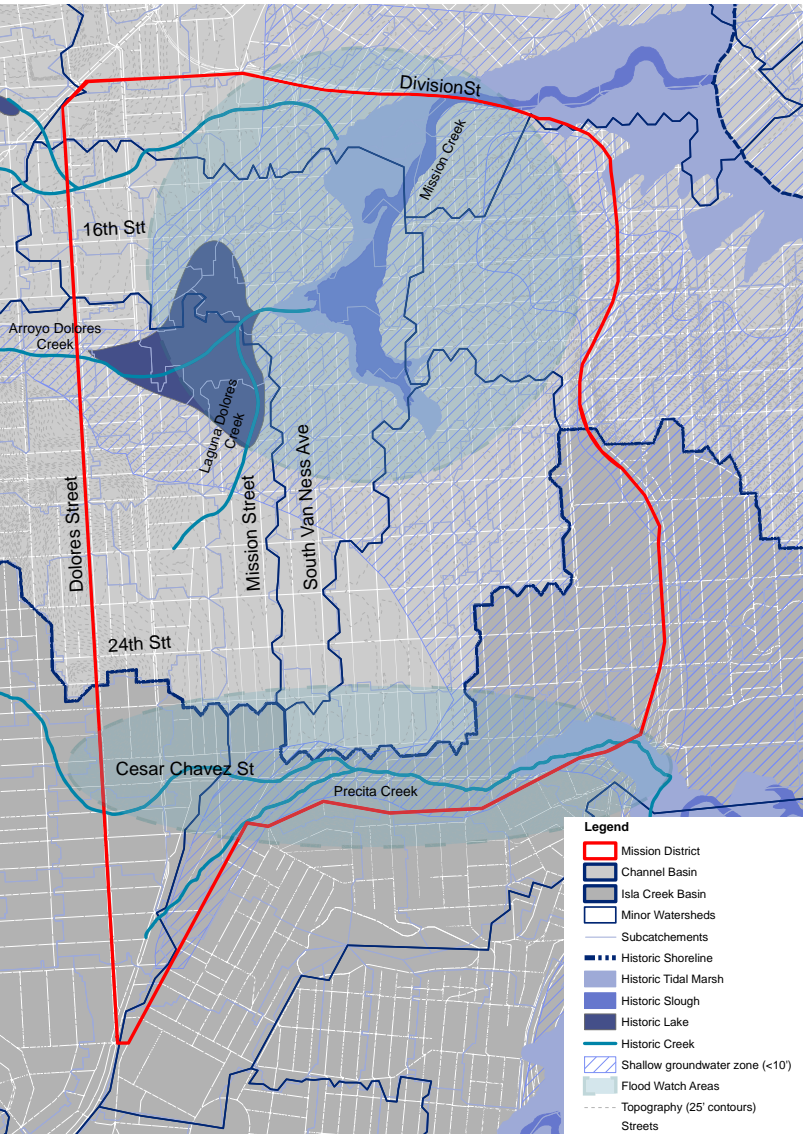
Mission residents are on average less affluent than in the rest of the city. While average per capita income in San Francisco as a whole is over \$34,000, in the Mission District it is less than \$18,000, or slightly over half (Census 2000).

A high proportion of households in San Francisco rent their dwelling - 65%. In the Mission, the proportion is even higher, 81%, meaning four out of five Mission District households are renters.

The importance of the public realm for communal identity is demonstrated by the abundance of public art, street fairs and festivals that celebrate the neighborhood's history and cultures. The combination of relatively large households, relatively low income, and low rates of home ownership suggests that Mission residents have less access to private open space and are less able to retreat to the comfort of the private sphere, making a high quality public realm essential for the enjoyment of everyday life.







## NATURAL LANDSCAPE

Nestled between three hills, the Mission District’s sunny weather and protection from fog and wind creates a pleasant microclimate that welcomes year-round outdoor activities. As a result, parks, playgrounds, sidewalk cafés, bicycle and pedestrian facilities are in high demand by residents and visitors throughout the year.

The majority of the plan area is relatively flat, with slopes between 0% and 5%, providing convenient bicycle and pedestrian connections throughout the neighborhood and to Market Street and other destinations to the North. Land along the southern, western and eastern edges of the plan boundary is more steeply sloped, from 5% to over 10%.

The Mission District contains portions of two watersheds: Channel Creek basin to the north and Islais Creek Basin to the south. The northern area of the Mission District includes an historic lake, tidal marsh and slough that were filled in to make way for development. The neighborhood topography, together with these historic watersheds, creates recurring flooding issues. The San Francisco Public Utilities Commission (PUC) is currently developing a number of strategies to address flooding in the Mission neighborhood, including the exploration of sustainable stormwater practices and wastewater capacity expansion.



## STREET ENVIRONMENT

The existing public realm environment reflects both the strengths and weaknesses of Mission District streets. A fine-grained development pattern, relatively rich transit options, and density of housing and local businesses creates high demand for sidewalks and bicycle facilities. Mission District streets are often full of people walking, talking, shopping and people-watching. However, in the very wide right-of-ways found throughout the neighborhood, a majority of space is dedicated to private vehicle movement. This results in narrower sidewalks, fast-moving traffic and many difficult pedestrian crossings.



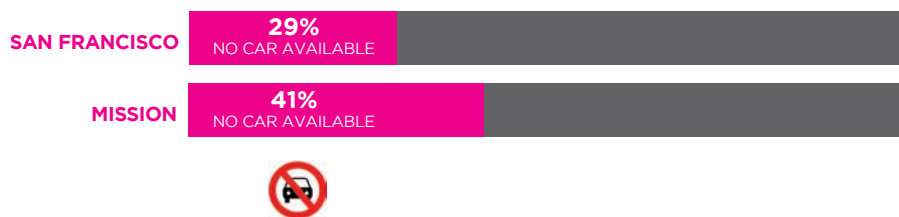
## TRANSPORTATION

The Mission District is a truly multi-modal neighborhood, with transit and bicycle commuting, and equal amounts of walking. The district is served by numerous Muni routes and two BART stations - with Mission Street acting as the primary transit corridor. In hilly San Francisco, the flat topography of the district makes it an especially welcoming place for walking and biking.

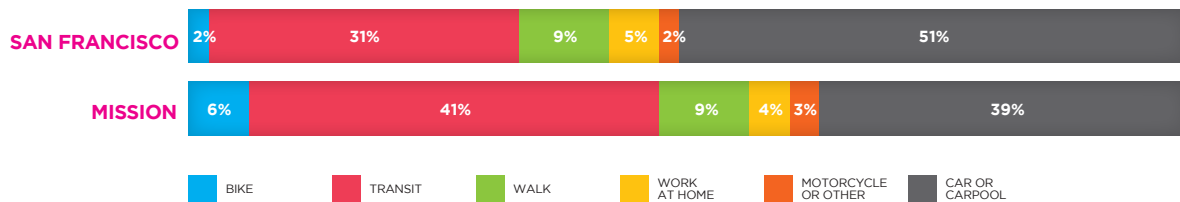
While a large proportion of households in San Francisco do not have a car available for their use, the proportion is even larger in the Mission District. Commuting choices reflect the low availability of cars and the neighborhood's abundance of transit

alternatives and bicycle-friendly topography: approximately 41% of employed Mission residents take transit to work, approximately 6% bicycle, approximately 9% walk and approximately 4% work from home, while less than 40% drive or carpool. The proportion of transit and bicycle commuters is especially high even compared to San Francisco as a whole (Census 2000, see Fig.1-2 below). Nevertheless, barriers to biking and walking to and from the Mission district do exist in the form of busy thoroughway streets such as Cesar Chavez Street and freeways to the north and west that physically cut the district off from adjacent neighborhoods.

### 1. Household car availability



### 2. Commute to work mode split



## 2.3 VISION AND STREETScape DESIGN POLICIES

During the first community workshop in May 2008 participants were asked “*What is your vision for Mission District streets?*”. Overwhelmingly, the answer was a vision for streets that provide more greenery, are more bikable, walkable, more supportive of transit use, and that allow for more gathering spaces, including spaces specifically for children and families. Many participants also expressed a desire to expand community efforts to make the street environment a more ecologically sustainable place: providing habitat for urban wildlife and efficiently managing stormwater runoff were definitive priorities.

The six key concepts below summarize the vision as articulated by workshop participants:

This section also contains street design policies to guide policy-makers, City agencies, private property owners, residents and business owners based on the Mission District Streetscape Plan vision. These policies are a blueprint to guide the development of specific designs and present a number of strategies for improving Mission District streets and for creating a new public space system that embodies the neighborhood streetscape vision.

The new design policies for the Mission District were drafted based on feedback from Workshop 1 and from existing plans’ recommendations addressing issues relevant to the Mission community (See Chapter 1).

- A. MULTIMODAL
- B. GREEN
- C. COMMUNITY-FOCUSED
- D. SAFE AND ENJOYABLE
- E. WELL-MAINTAINED
- F. MEMORABLE







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**



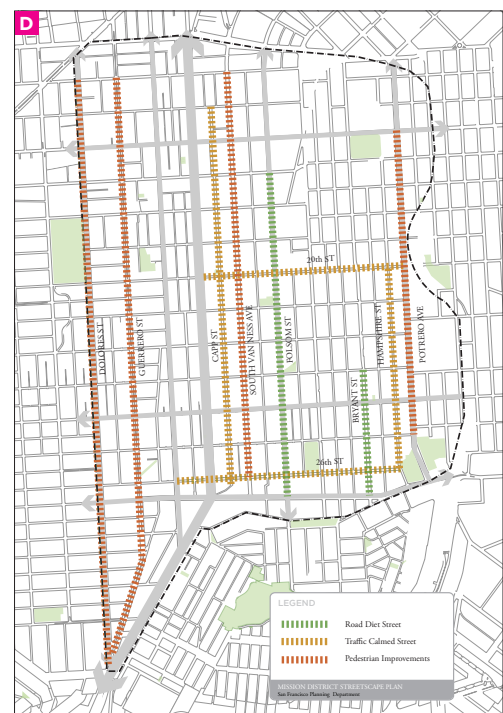
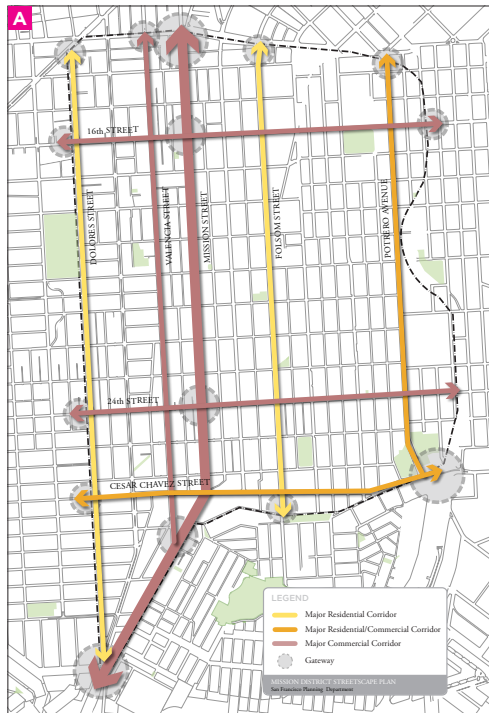
## 2.4 FRAMEWORK DIAGRAMS

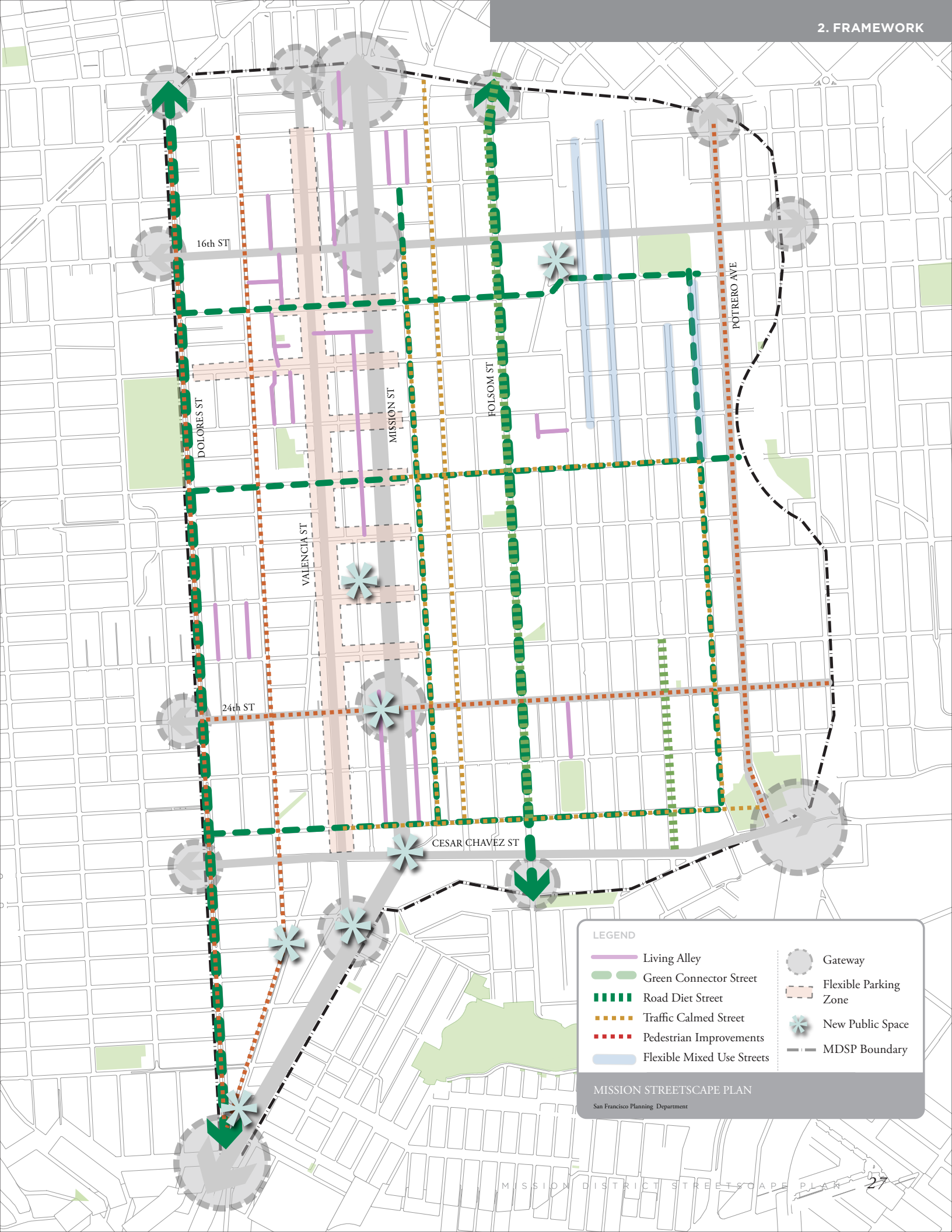
**A. A STRONG IDENTITY:**  
Through enhancement of gateways at the neighborhood entrances.

**B. GREEN CONNECTIONS:**  
Create green connectors to major open spaces and green routes along secondary streets throughout the district.

**C. PUBLIC LIFE:**  
Create new public spaces on small-scale streets and park chops.

**D. TRAFFIC CALMING:**  
Calm traffic on residential streets to create protected residential areas.





LEGEND

- Living Alley
- Green Connector Street
- Road Diet Street
- Traffic Calmed Street
- Pedestrian Improvements
- Flexible Mixed Use Streets
- Gateway
- Flexible Parking Zone
- New Public Space
- MDSP Boundary

MISSION STREETScape PLAN  
San Francisco Planning Department



## 3

# CHAPTER THREE

# SITE DESIGNS

- 3.1 Plazas and Gateways
- 3.2 Alleys and Small Streets
- 3.3 Traffic Calming
- 3.4 Throughways
- 3.5 Mixed-Use Streets
- 3.6 Public Life

The Mission District is a large plan area with almost one hundred streets; for the purpose of the plan, we have organized streets into main categories corresponding to basic street types found in the neighborhood. These six general categories organize the specific site designs illustrated in this chapter:

PLAZAS & GATEWAYS

ALLEYS & SMALL STREETS

TRAFFIC CALMING

THROUGHWAYS

MIXED USE STREETS

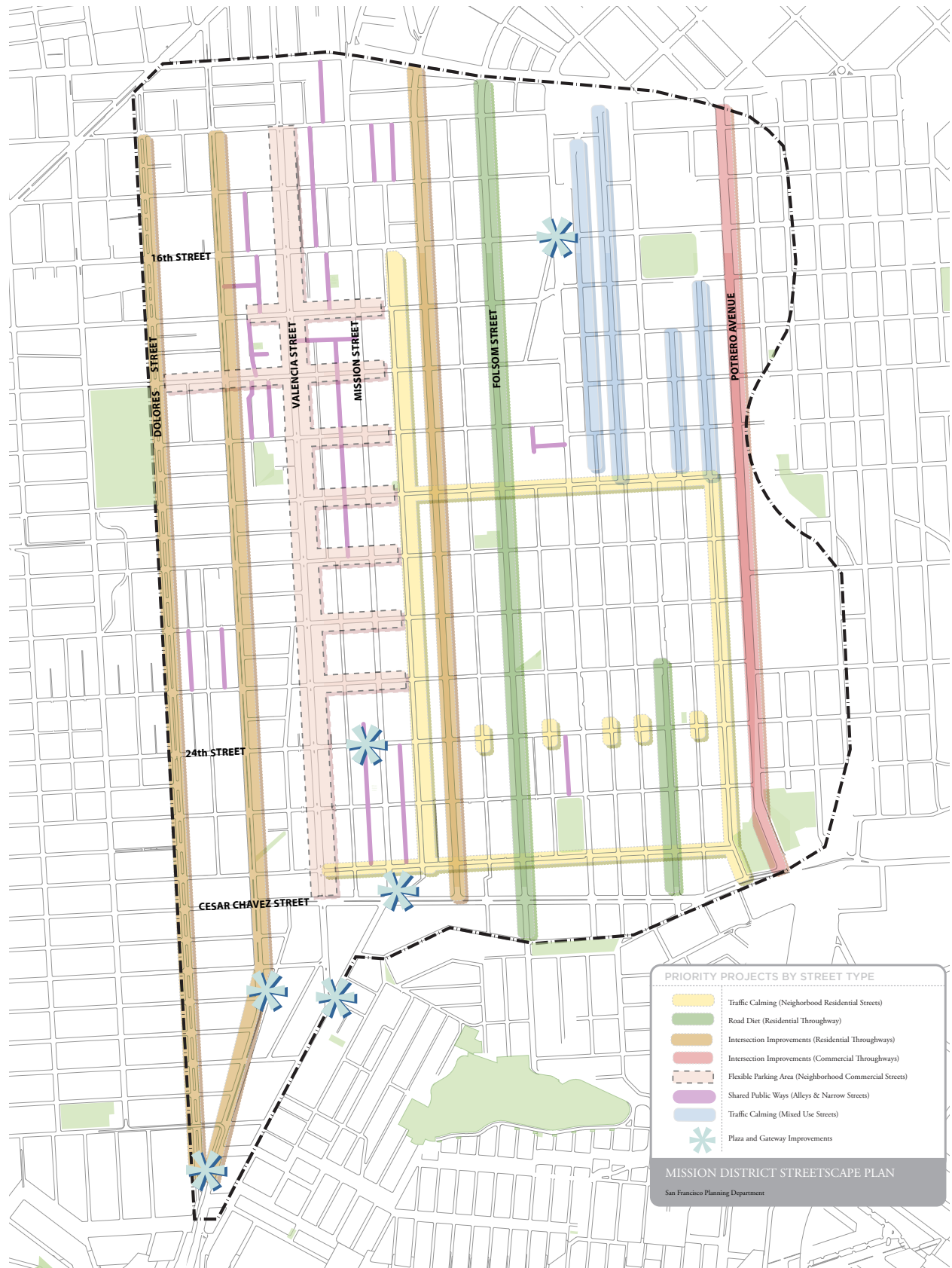
PUBLIC LIFE

The specific site designs have been identified during four community workshops and represent community prioritization, agency-led efforts in the short/ medium term and community-led efforts to-date.

These projects represent conceptual designs developed during the public process, a vision for what the ultimate future of the Mission streets could be. They will be built over time, as funding resources become available, and may be refined through detailed design development.



# PRIORITY PROJECTS



The map on the previous page highlights priority projects for each street type identified in the plan. Priority projects were chosen based on criteria for each street type, and based on the community vision and priority policies discussed at earlier public workshops (See Ch 4).

The chart below illustrates all projects at-a-glance -organized by street type. For easy reference, Chapter 5 will follow the project numbering indicated in the chart.

## PRIORITY PROJECTS LIST

STREET TYPE	#	PROJECT LOCATION	DESCRIPTION
<b>PLAZAS/ GATEWAYS</b>	01	San Jose/Guerrero intersection	Create plaza with excess right-of-way; restrict traffic entering onto San Jose Ave.
	02	Dolores/San Jose intersection	Create gateway plaza on Dolores Street. Option 1: extend sidewalk to create mini-park; Option 2: widen existing median to create mini-park
	03	Harrison/16th/Treat intersection	Create plaza with excess right-of-way on SW side of intersection by extending sidewalk into Treat St; make block of Treat St between 15th and 16th pedestrian-only, with open space uses (community garden)
	04	Mission/Valencia intersection	Create plaza with excess right-of-way by extending sidewalk on W side of Valencia, and create back-in angled parking per SFCTA plan; extend DPW design for Valencia St south of Cesar Chavez
	05	24th St BART Plaza	Plaza improvements per 24th St BART community plan; associated improvements to Osage Alley (raised crosswalk, improved connections to BART plaza)
	06	Mission/ Capp Plaza	Create a plaza from excess right-of-way by extending Capp Street sidewalk at intersection with Cesar Chavez and Mission Street.
<b>ALLEYS</b>	07	Cunningham Alley	Add raised crosswalk at Valencia St associated with Mission Playground improvements
	08	Hoff Alley (16th to 17th Sts)	Convert to shared public way with on-street parking, chicane, pocket open space
	09	Priority alleys	Improve alleys (prioritized per criteria) either as shared public ways or with improved paving treatment, raised crossing, chicane and streetscape elements
<b>NEIGHBORHOOD RESIDENTIAL</b>	10	20th St (Mission to Potrero)	Traffic calming improvements, including traffic circles, chicanes, and pinch points, as varies by intersection geometry
	11	26th St (Valencia to Potrero)	Traffic calming improvements, including traffic circles, chicanes, and pinch points, as varies by intersection geometry
	12	Capp St (16th to 26th)	Traffic calming improvements, including traffic circles, chicanes, and pinch points, as varies by intersection geometry
	13	Hampshire St (20th to 26th)	Traffic calming improvements, including traffic circles, chicanes, and pinch points, as varies by intersection geometry

STREET TYPE	#	PROJECT LOCATION	DESCRIPTION
<b>RESIDENTIAL THROUGHWAYS</b>	14	<b>Bryant St (23rd to Cesar Chavez)</b>	Road diet (4 to 2 lanes with left turn pockets at 24th St and Cesar Chavez); add large bulb-outs on alternating sides of the street, medians, and chicanes; add median gateway at Cesar Chavez
	15	<b>Dolores St (14th to San Jose)</b>	Add median thumbnails, bulb-outs and crosswalk improvements
	16	<b>Folsom St (17th to 26th)</b>	Road diet (4 to 3 lanes with right turn lane/bus queue jump at intersections with a bus stop). Option A: Add extra space to wide median; Option B: Add extra space to 'green gutter'
	17	<b>Guerrero St (14th to San Jose)</b>	Add bulb-outs, crosswalk improvements, and greening
	18	<b>San Jose Ave (Guerrero to Dolores)</b>	Add bulb-outs, crosswalk improvements, and greening
	19	<b>South Van Ness (14th to 26th)</b>	Add bulb-outs, crosswalk improvements, and greening
<b>NEIGHBORHOOD COMMERCIAL</b>	20	<b>24th St (Valencia to Potrero)</b>	Raised crosswalks on cross streets at minor intersections
	21	<b>Valencia St (Market to 15th, 19th to Cesar Chavez)</b>	Complete streetscape improvement project as designed by DPW
	22	<b>Valencia St (15th to Cesar Chavez), 17th through 23rd Sts (Valencia to Capp)</b>	Flexible parking pilot locations
	23	<b>17th through 23rd Sts (Valencia to Capp)</b>	Flexible parking pilot locations
	24	<b>Bartlett St @ 22nd St</b>	Outdoor weekly market
<b>COMMERCIAL THROUGHWAYS</b>	25	<b>Potrero Ave (16th to 25th)</b>	Add raised landscaped planter in existing median, add bulb-outs at intersections, add greening
	26	<b>Potrero Ave and 25th St intersection</b>	Add signalized mid-block crosswalk
<b>MIXED USE</b>	27	<b>Hampshire St (17th to 20th)</b>	convert parallel to perpendicular parking; add chicane; add stormwater planters at chicanes
	28	<b>York St (Mariposa to 20th)</b>	convert parallel to perpendicular parking; add chicane; add stormwater planters at chicanes
	29	<b>Florida St (Treat to 20th)</b>	convert parallel to perpendicular parking; add chicane; add stormwater planters at chicanes
	30	<b>Alabama St (Treat to 19th)</b>	convert parallel to perpendicular parking; add chicane; add stormwater planters at chicanes

## 3.1 PLAZAS AND GATEWAYS

New design approaches to street design in contemporary cities have started suggesting the re-utilization of excess right-of-way space for public use, with a specific focus on pedestrian amenities and the creation of community resources. The Mission District offers a wide range of opportunities where space currently underutilized or devoted to cars could be redesigned and turned into a vibrant and lively gathering place.

**GOAL:** Improve existing public space; Transform underutilized row into active community space.

**PROJECT SELECTION CRITERIA:** availability of right-of-way space, prominent visible location, potential for community involvement and maintenance.

**PROJECT LIST:** 24th Bart Plaza, San Jose-Guerrero Intersection, Dolores-San Jose Intersection, Treat Plaza, Mission-Valencia Intersection, Mission-Capp Intersection.

San Jose/Guerrero Park





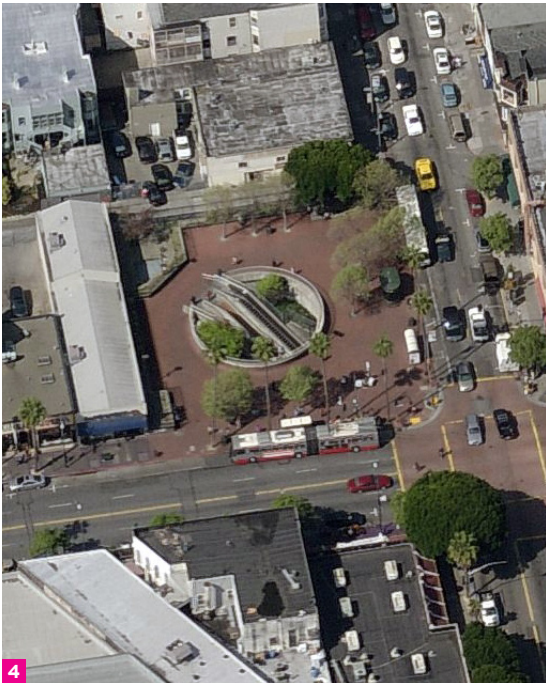




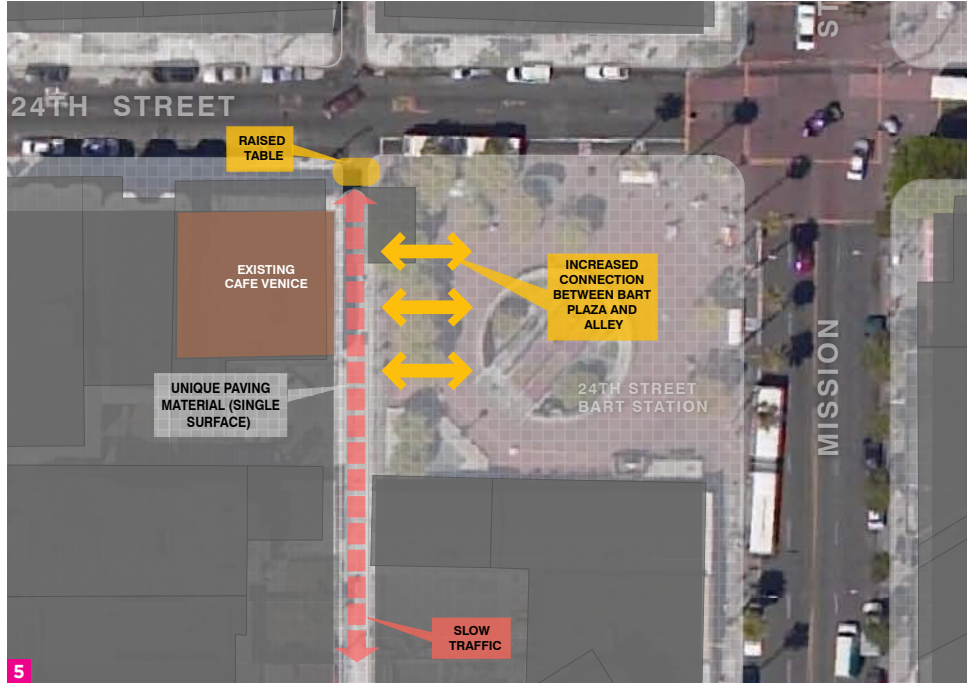




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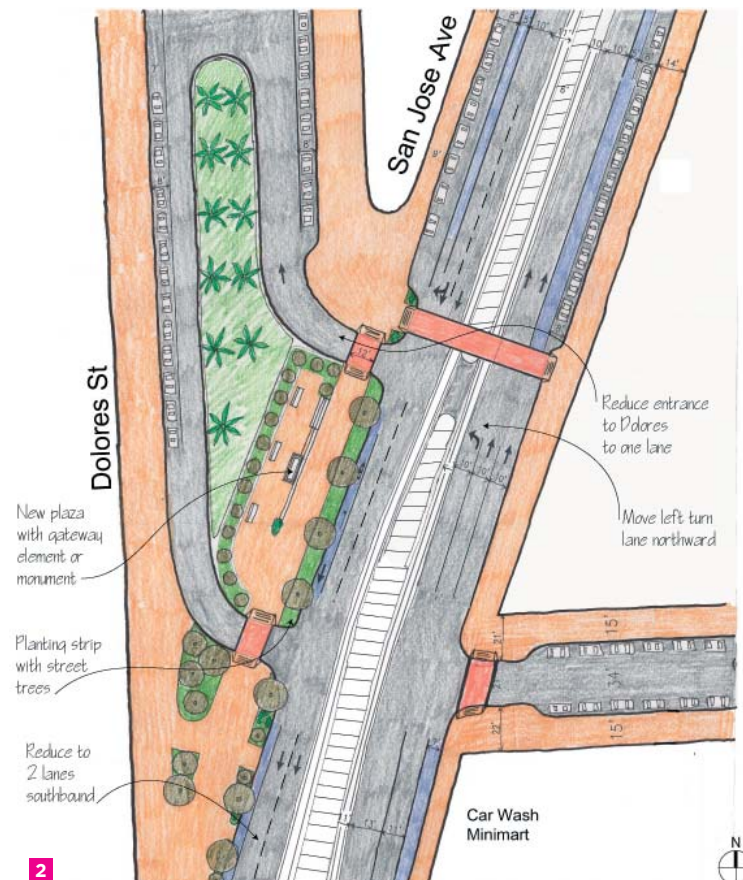
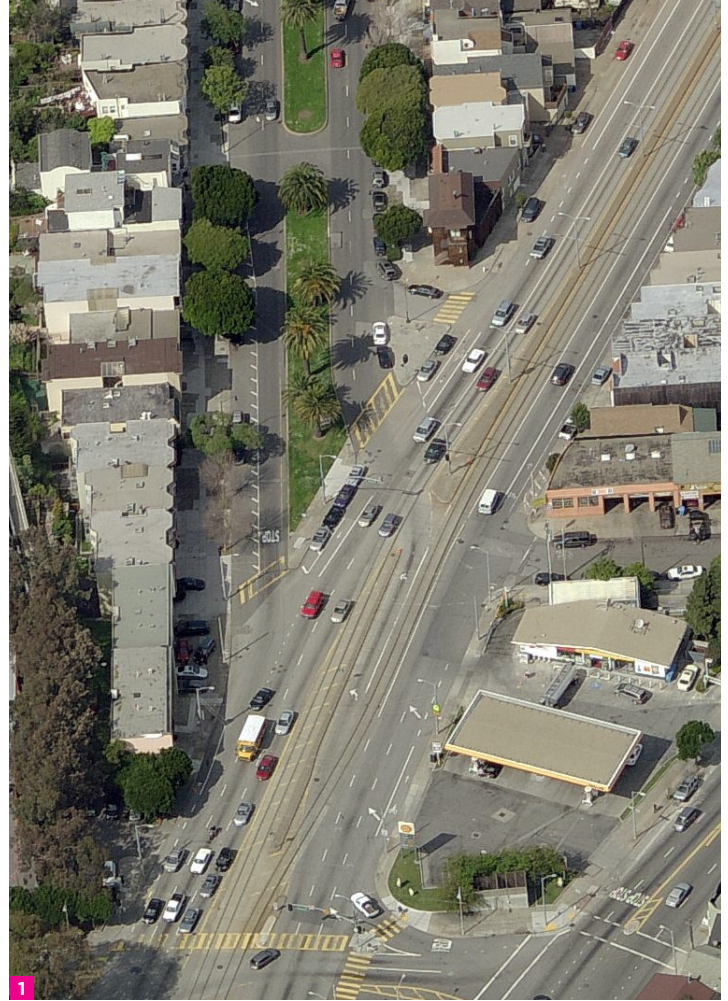


## DOLORES STREET GATEWAY

The intersection of Dolores at San Jose is a key visual gateway to the Mission District. The identity and function of this intersection would be enhanced by the creation of a significant open space (potentially 12,000 square feet or larger) at the entrance to Dolores Street. This could be achieved either by widening the existing median or by joining the existing median to the east sidewalk to create a pocket park. Both options would increase pedestrian safety and convenience by shortening existing pedestrian crossings and adding a new crosswalk across San Jose Avenue. The site would be designed as to retain the historic character of the Dolores Street median while improving existing pedestrian crossings, adding usable open space and improving sidewalk flow. This design builds on the community vision prepared by Project for Public Spaces (shown at bottom right).

1. Dolores Street at San Jose Avenue - Existing conditions
2. Community-based vision for the Dolores Street -San Jose Avenue Intersection\*.
3. Proposed Concept for new usable open space surrounding the existing historical median island.

\*Source: "Creating Streets for People in the San Jose/Guerrero Neighborhood", prepared by Project for Public Spaces for the San Jose/Guerrero Coalition to Save Our Streets





3



Remove one of the existing northbound travel lanes, convert to park.

Restore historic median island.

New crosswalk.

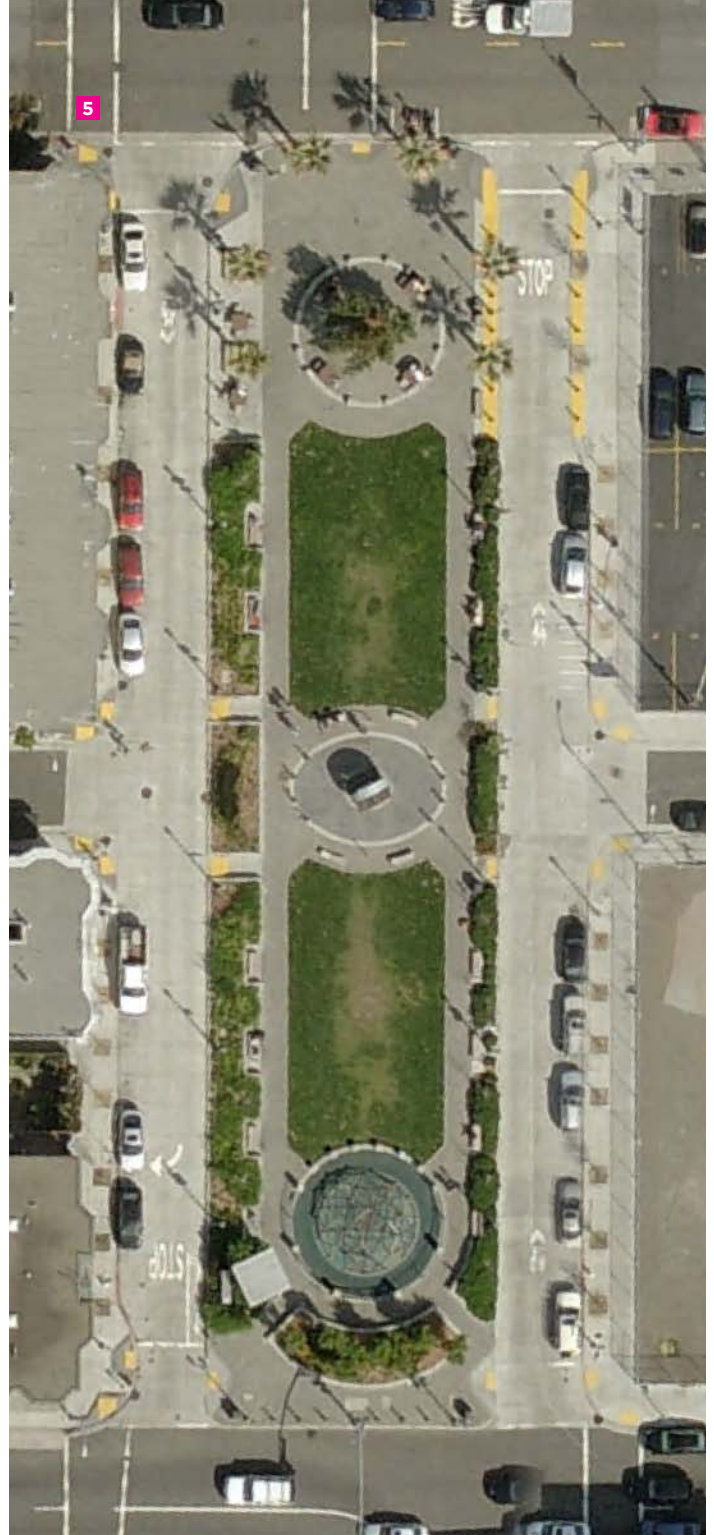
Sharper right turn.

BROOK STREET

Existing turn lane, Muni alignment, and traffic signal retained.

JOSE AVENUE





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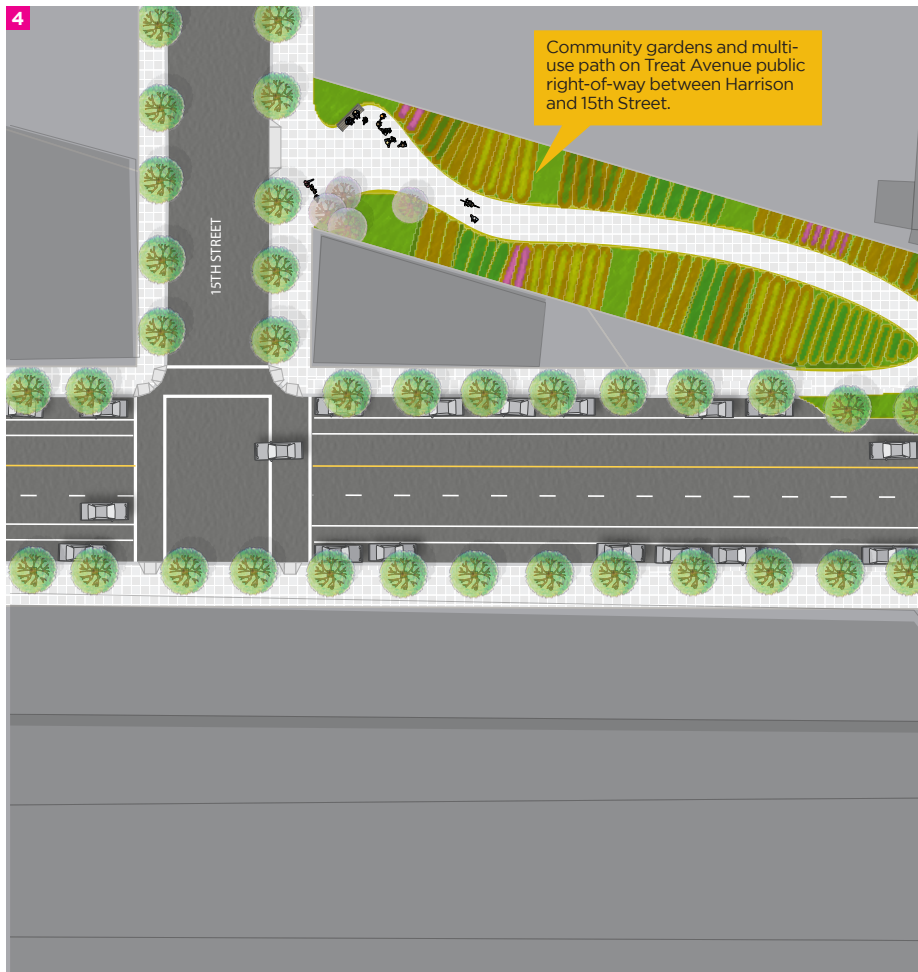
4. Dolores Street at San Jose Avenue: aerial view showing existing conditions. Note the long pedestrian crosswalks across Dolores Street, and the lack of crosswalks across San Jose Avenue.
5. Patricia's Green in Hayes Valley, located at the center of the Octavia Street right-of-way. Octavia Street is approximately 10 feet wider than Dolores Street.
6. Proposed concept for a pocket park joining the existing historical median island to the sidewalk.





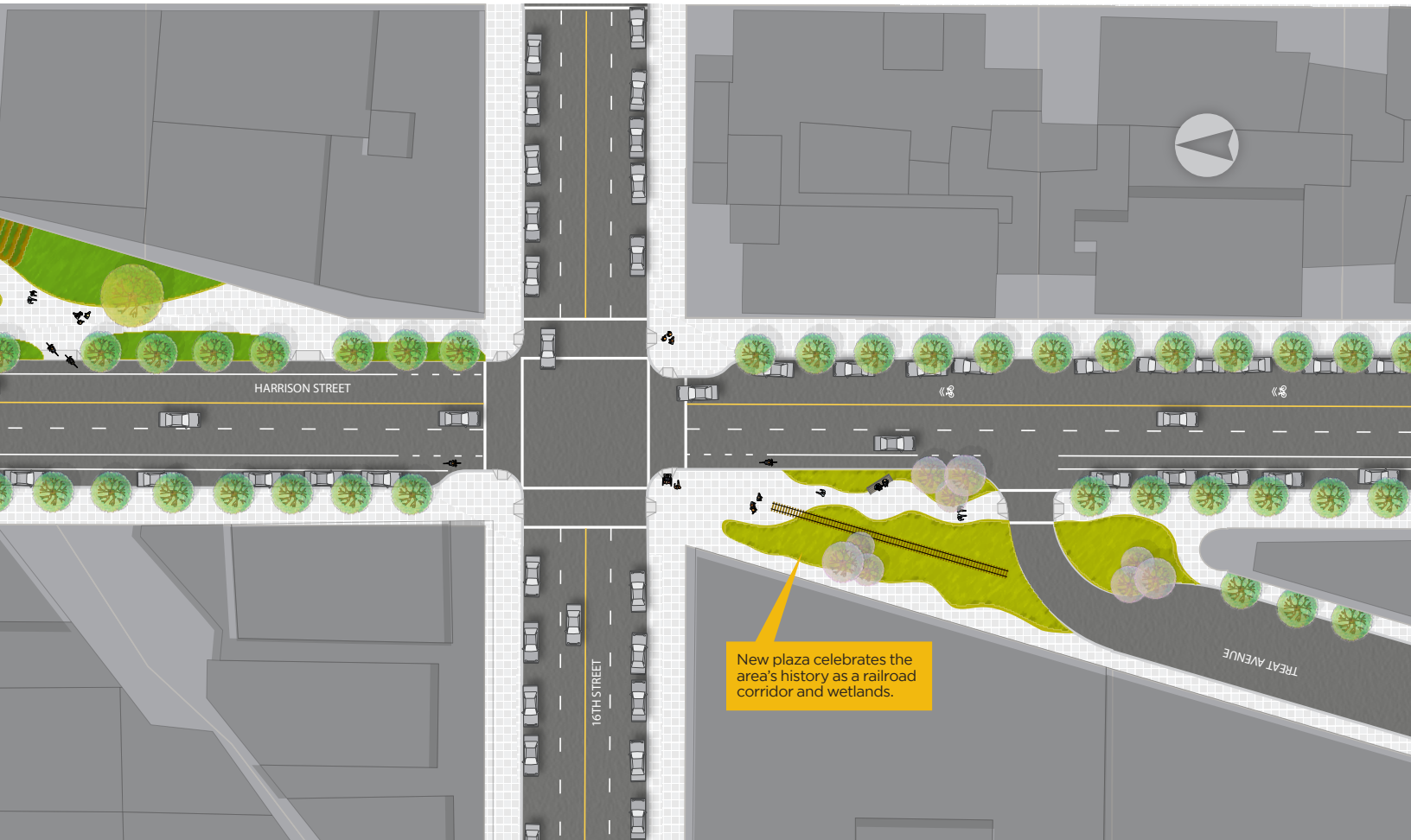
## 16TH/HARRISON/TREAT TRIANGLE

Treat Avenue was historically the railroad r.o.w., which has since been removed. As a result, there is significant roadway space that is little used by vehicles, providing an opportunity to improve the space by expanding the West sidewalk on Harrison Street and narrowing the vehicle entrance to Treat Street. The new plaza could have an industrial aesthetic to reflect the area's character. On the northwest corner of the intersection, Treat Street would be completely closed to cars to create a small park. Because of a lack of pedestrian traffic in this area, the new space would be programmed with uses that bring people to the site, such as community garden plots, and other active park elements.



1. Treat and Harrison Street intersection today - aerial view looking east.
2. Treat Avenue in 1959 with active Southern Pacific railroad tracks.
3. Treat and Harrison Street intersection today.
4. Proposed Concept for a new plaza and community gardens at the intersection of 16th, Harrison, and Treat Streets.





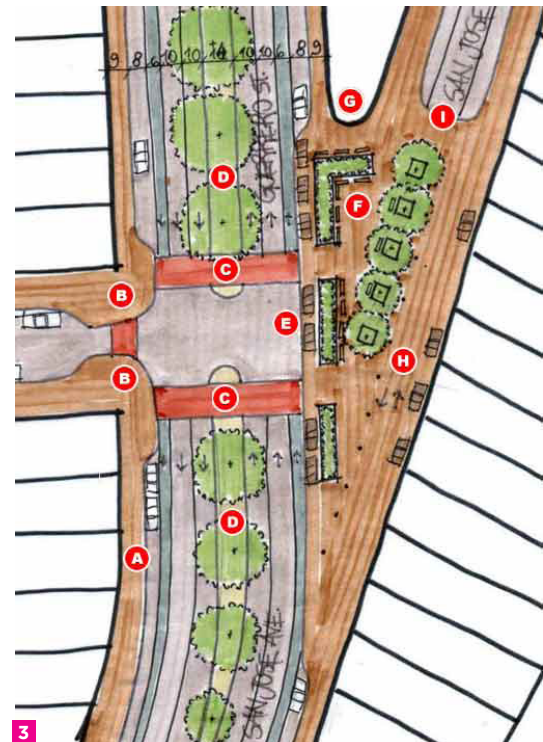
## SAN JOSE/GUERRERO PLAZA

The project in its first phase converts excess pavement space in the San Jose Avenue right-of-way at its intersection with Guerrero Street to a pedestrian plaza. The new plaza creates opportunities for neighborhood gathering and children’s play areas, while offering respite from traffic along the busy Guerrero corridor. *Guerrero Park*, the currently installed temporary plaza designed by Shift Design Studio for the *Pavement to Park* program tests the idea of reclaiming space for pedestrian use by offering opportunities for residents and visitors to sit and enjoy a new whimsical landscape along a busy, high-traffic urban corridor (see Fig. 2 on this page).

During phase II of the project, more permanent streetscape treatments such as low sidewalk plantings and new trees would soften the hardscape of the site; lighting would ensure that the park is a safe destination for all. For its predominantly residential location, the space will need to be monitored and activated by partnering with key adjacent businesses. A secondary but important project would be strengthening pedestrian crossings across Guerrero Street by adding median extensions (“thumbnails”) the existing median on San Jose Avenue and Guerrero Street at 28th Street. Moreover, by limiting access onto San Jose Avenue from Guerrero Street, the project would offer opportunities for traffic calming measures on San Jose Avenue between Guerrero and Duncan Streets, including corner sidewalk bulb-outs, raised crosswalks, and chicanes.



1. View of Guerrero Street at San Jose Avenue intersection.
2. Pavement to Parks: Guerrero Park: a wide right-of-way was turned into a vibrant and green gathering space,
3. Community-based vision for a new San Jose-Guerrero public space (2004.)\*
4. Concept diagram for a new plaza at San Jose/Guerrero intersection.



\*Source: Creating Streets for People in the San Jose/Guerrero Neighborhood, prepared by Project for Public Spaces for the San Jose/Guerrero Coalition to Save Out Streets



4



GUERRERO

SAN JOSE AVENUE

28TH STREET

Add median extensions to existing medians.

New plaza.

Local traffic only.

Retain emergency vehicle access to San Jose Avenue.

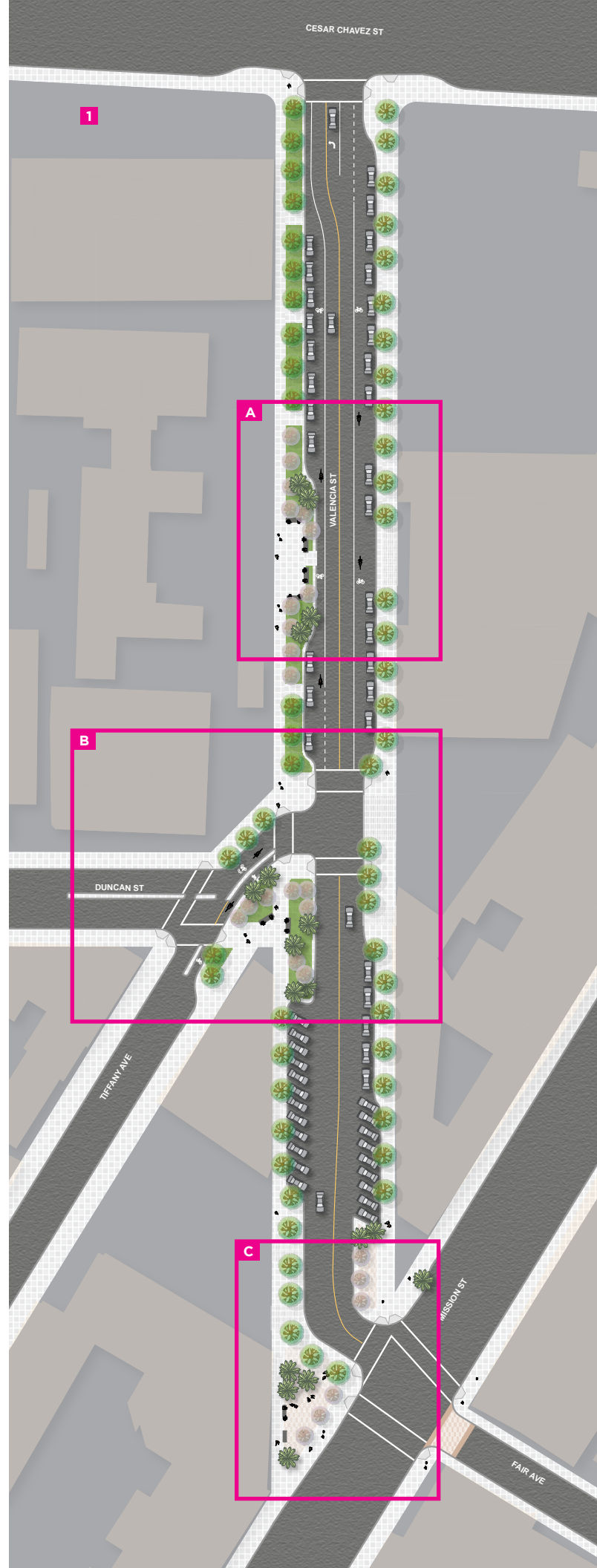
PLAZAS & GATEWAYS

## VALENCIA STREET SOUTH OF CESAR CHAVEZ

This project envisions a sequence of three new public plazas/mini parks on Valencia Street between Cesar Chaves and Mission Streets, connected by widened sidewalks with enhanced landscaping.

The intersection of Mission and Valencia Streets would be tightened and a new pedestrian plaza would occupy the excess right-of-way. The sidewalk bulb-out on the southwest corner of the intersection of Valencia and Tiffany Streets would be enlarged to provide a pocket park, and the intersection would be further tightened with bulb-outs north and east of the intersection. Space currently used for a striped median along Valencia Street between Duncan and Cesar Chavez Streets would be used to widen sidewalks, and a new sidewalk bulb-out at the historic St. Luke's Hospital would form an additional pocket park.

1. Concept design for Valencia Street between Cesar Chaves and Mission Streets.
- A. Concept design for a new pocket park at the historic St. Luke's Hospital.
- B. Concept design for an expanded pocket park at the intersection of Valencia and Tiffany Streets.
- C. Concept design for a new pedestrian plaza at the intersection of Valencia and Mission Streets.

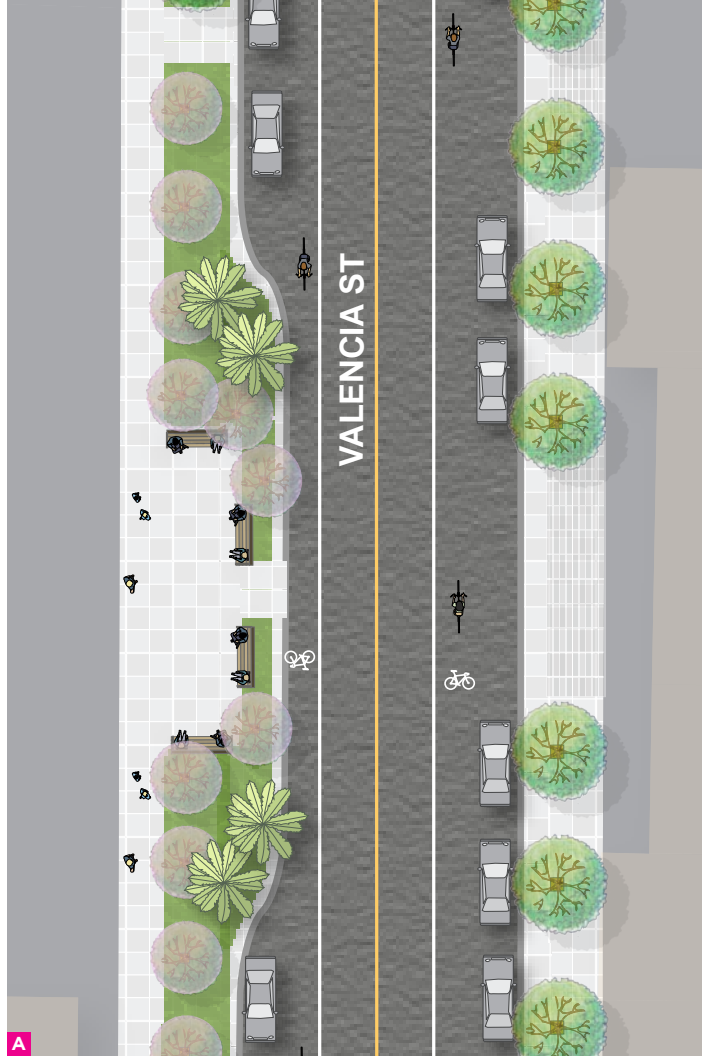




MISSION ST



C



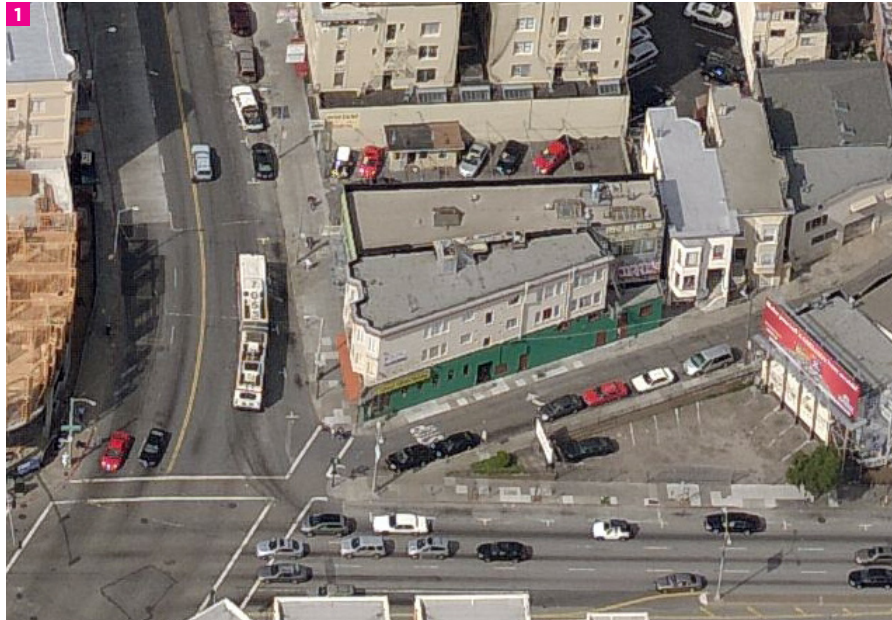
A



B

## CAPP/MISSION PLAZA

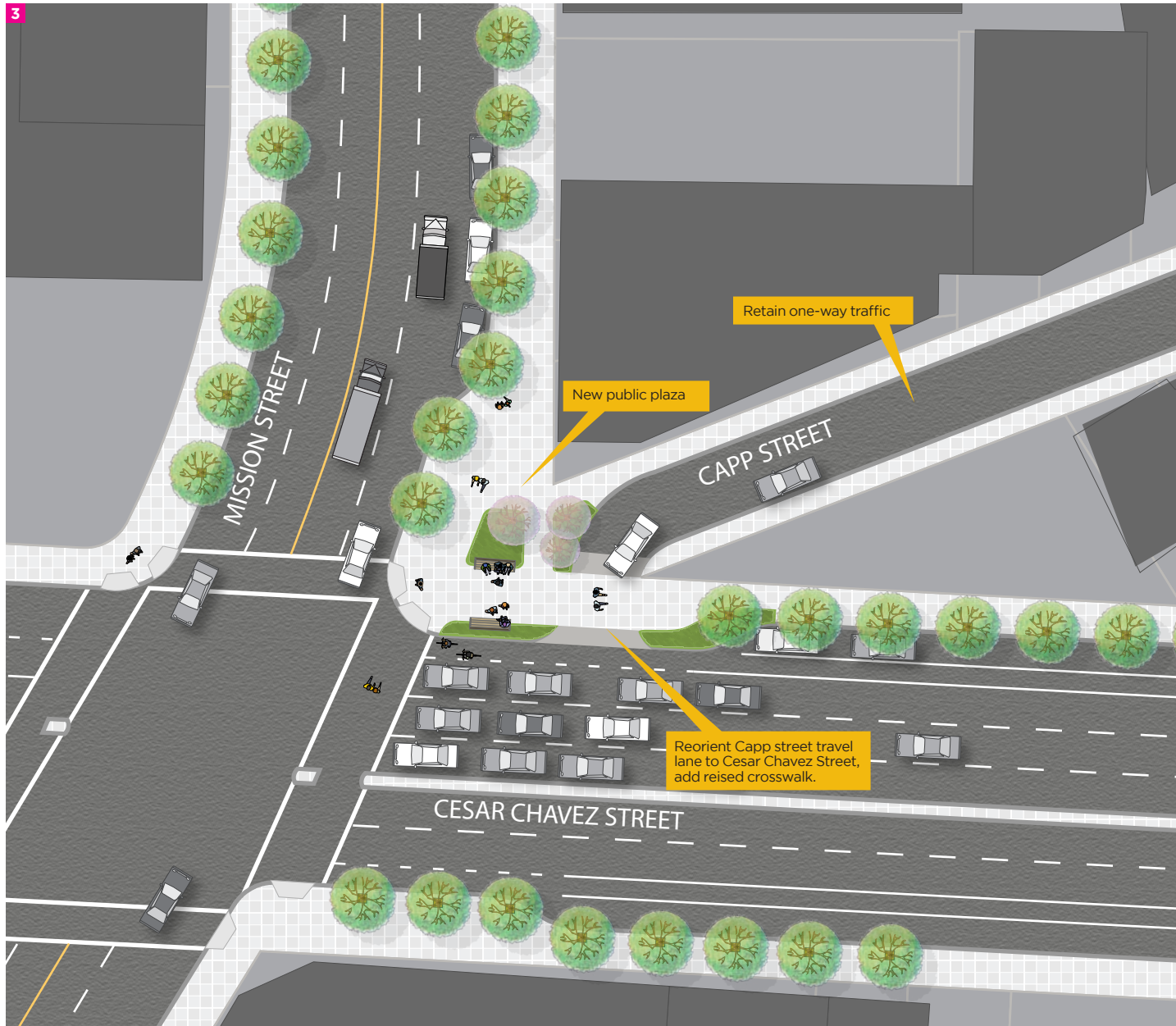
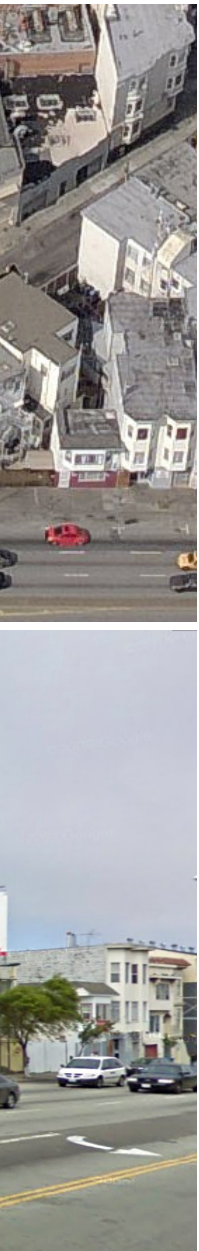
This project would provide a pedestrian plaza at the intersection of Capp and Mission Streets directly north of Cesar Chaves Street, by closing Capp Street to vehicular traffic at the intersection of Capp and Mission streets (emergency vehicle access would be retained). The plaza would include streetscape treatments such as new street trees, plantings, lighting, and site furnishings.



1. Aerial view showing existing conditions of the intersection Capp and Mission Streets.\*
2. Street view showing existing conditions of the intersection Capp and Mission Streets.\*
3. Concept design for a new pedestrian plaza at the intersection of Capp and Mission streets.

\*Source: Google Maps





## 3.2 ALLEYS AND SMALL STREETS

Alleys and small residential streets carry low numbers of vehicles accessing adjacent properties. The Mission District's alleys and small residential streets present an opportunity to create unique, community-oriented spaces that function as outdoor art galleries, local street parks and a way to explore the neighborhood at a slower, more pedestrian pace.

### GOAL:

Create a secondary network of pedestrian priority spaces.

### PROJECT SELECTION CRITERIA:

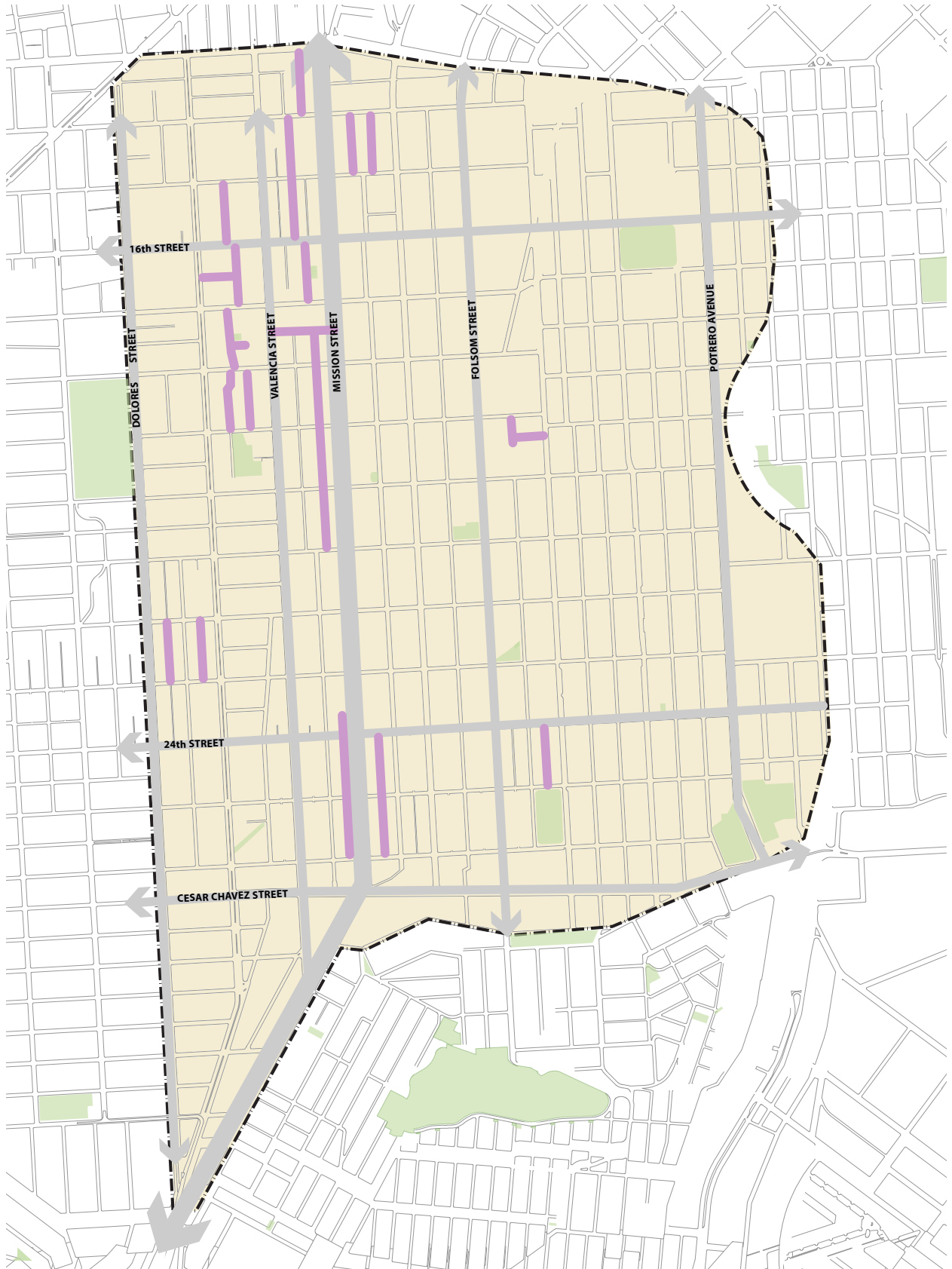
proximity to schools, parks or other community and cultural facilities;  
pedestrian linkages or routes to transit.

### PROJECT LIST:

Hoff Street, Cunningham Place at Valencia Street, Osage Street at 24th street, and other as shown on map.





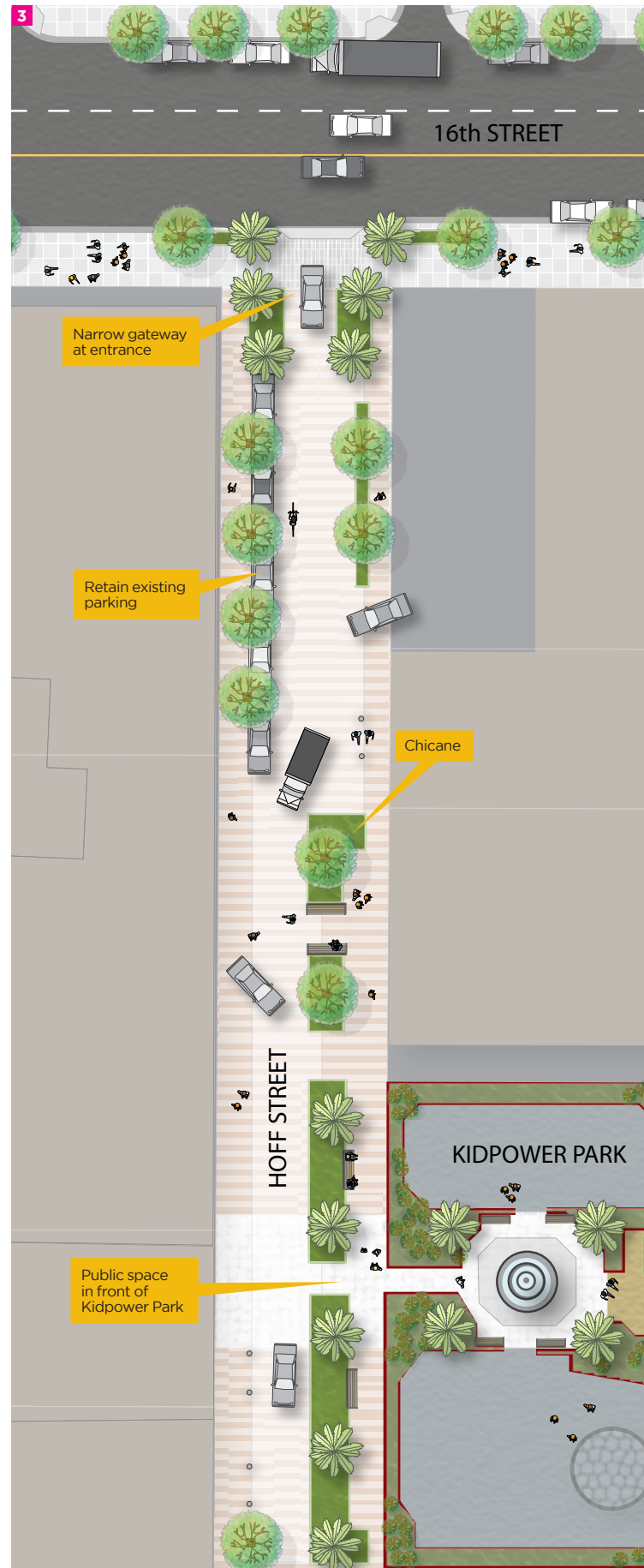


## HOFF STREET SHARED SPACE

The project Hoff Street would be improved as a shared public way - a single-surface street that prioritizes pedestrians and allows occasional vehicles but uses design cues and traffic calming devices to force vehicles to travel slowly. Traffic calming elements would include a raised entrance to the street, narrow gateway, chicane (creating a serpentine path of travel for vehicles), and pockets of open space spilling onto the right-of-way, particularly in front of Kidpower Park. Hoff Street is prioritized for improvement because of its location adjacent to the park, and near the 16th/Mission BART station.



1. View of Hoff Street, looking South.
2. View of Hoff Street looking South with proposed shared public way improvements.
3. Proposed concept for a shared public way on Hoff Street between 16th and 17th Street.

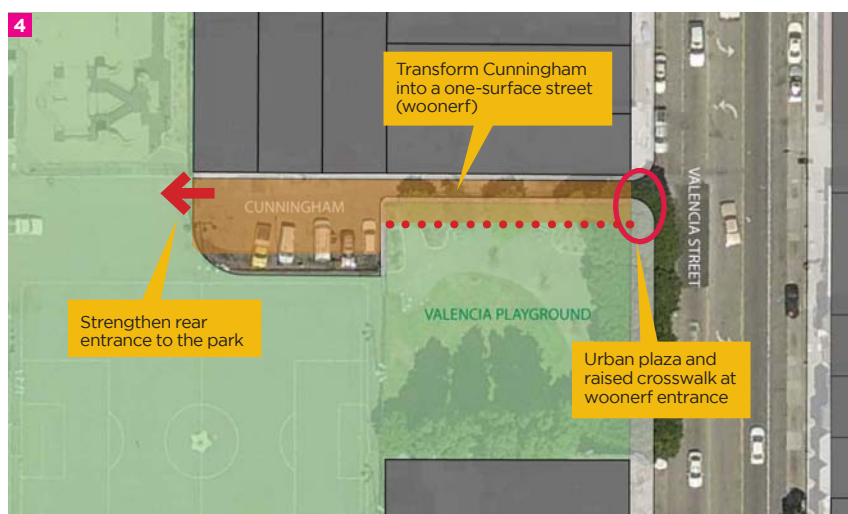




ALLEYS & SMALL STREETS

## CUNNINGHAM ALLEY AT MISSION PLAYGROUND PARK

Cunningham Street is currently used as main access to Mission Playground Park. The alley is bordered by a high fence and leads to an informal parking area before reaching the entrance gate to the central area of the park. A more permeable relationship between the park's edge and the alley would integrate the two and create a safer, more pedestrian friendly environment. The alley also offers the opportunity for creative stormwater management: the use of permeable surfaces or planters to filter stormwater would slow down runoff and decrease pollution.



1. View of Cunningham Street, looking West.
2. Aerial view of Mission Playground, looking West. the Cunningham Street cul-de-sac is the parking area at center.
3. Cunningham Street at Valencia today.
4. Proposed concept for improving permeability between Cunningham alley and Mission Playground Park.



### 3.3 TRAFFIC CALMING

Neighborhood residential streets support the social life of a neighborhood, and should carry relatively low volumes of traffic with low traffic speeds. On many Mission District streets, existing conditions encourage faster moving traffic than is appropriate for a neighborhood street. Traffic calming improvements- including traffic circles, chicanes, and raised crossings at intersections with major streets- would slow traffic while improving conditions for pedestrian and bikes, and by providing usable space for gardens, seating areas, and other desired amenities, allowing residents to take pride and ownership of the streetscape outside their front door.

#### GOAL:

Protect residential areas from traffic, and transform streets into green spaces to gather.

#### PROJECT SELECTION CRITERIA:

Connection to open spaces, Bicycle and pedestrian linkages, opportunities for Traffic calming.

#### PROJECT LIST:

Capp Street (16th to 26th Street), Hampshire Street (20th to 26th Street), 20th Street (Mission to Potrero), 26th Street (Valencia to Potrero).







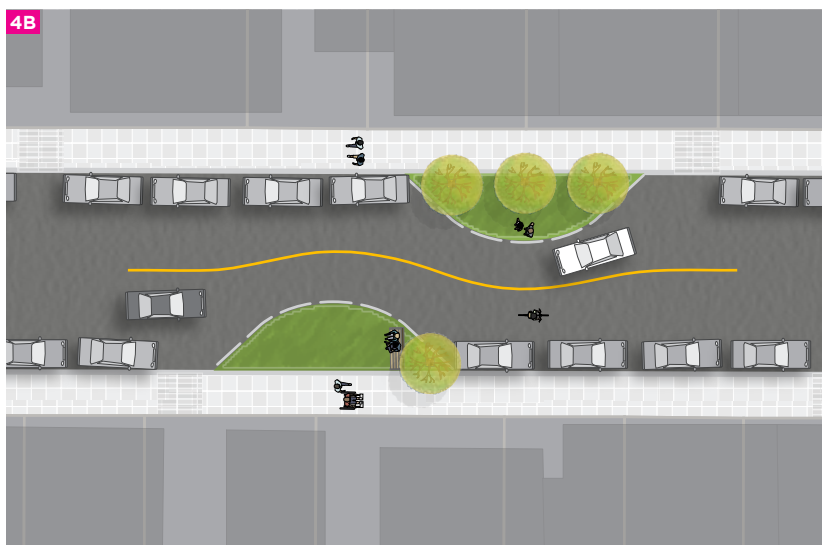
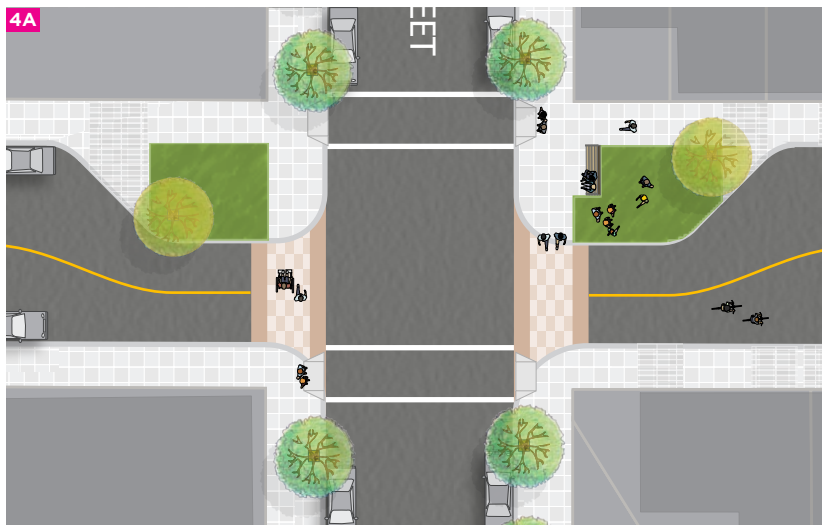
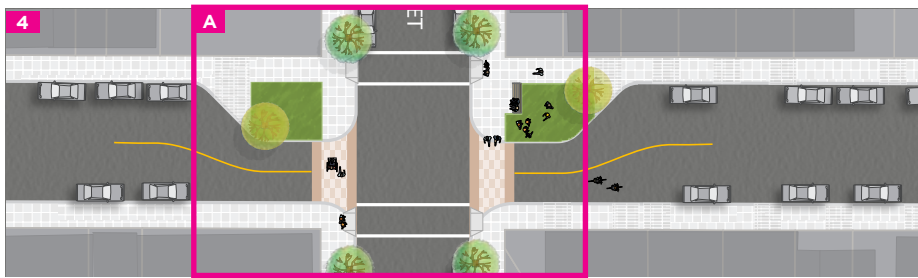
## TRAFFIC CALMING

This page illustrates how traffic calming elements would layout on a typical neighborhood residential street, using Capp Street as an example. Where space allows, traffic circles, corner bulb-outs, and mid-block chicanes would be installed and could function both as traffic calming devices and stormwater management features while offering opportunities for community greening.

On Capp Street, the design proposes midblock chicanes that will function as stormwater management elements and green gardens potentially maintained by the community. By widening the sidewalk the project reallocates ROW to pedestrian use.



1



1. Capp Street Sidewalk Narrowing Project, 1939. As part of the WPA infrastructure projects sidewalks on Capp Street were narrowed 5' to "improve traffic flow".  
*Photo courtesy of San Francisco Public Library Archives.*

2. View of Capp Street today looking South.

3. View of Capp Street looking South with proposed traffic calming improvements.

4. Proposed concept for traffic calming on neighborhood residential streets, using Capp Street as an example. Mid-block chicanes divert traffic flow to slow cars and create opportunities for greening and "informal" sidewalk extensions; traffic circles at selected intersections function both as visual gateways and traffic calming devices.

NOTE 4C: Design Alternative - At intersections where traffic circles are not feasible, median islands on both sides of the intersection can function as gateways and slow down cars

5. Chicane in Portland, OR.

6. Traffic circle in Berkeley, CA.

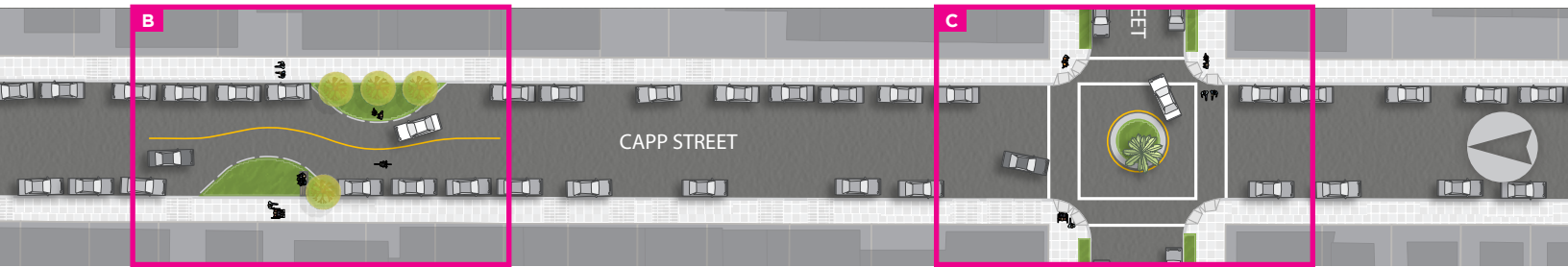




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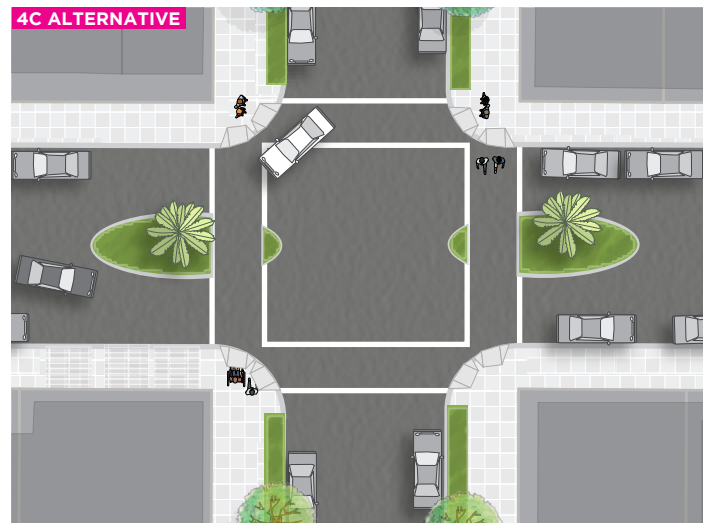


B

C



4C



4C ALTERNATIVE



5



6



## 3.4 THROUGHWAYS

Residential throughways in the Mission have a typical width of 82.5' with an average configuration of 2 lanes in each direction. Residential throughways tend to have fast-moving automobile traffic and, as such, can be unpleasant for pedestrians and residents. For its predominant residential use, streetscape improvements on these streets should focus on buffering the sidewalk and adjacent homes from passing vehicles. Redesigned residential throughways should provide a generous, usable public realm through landscaping, curb extensions, widened sidewalks, or medians.

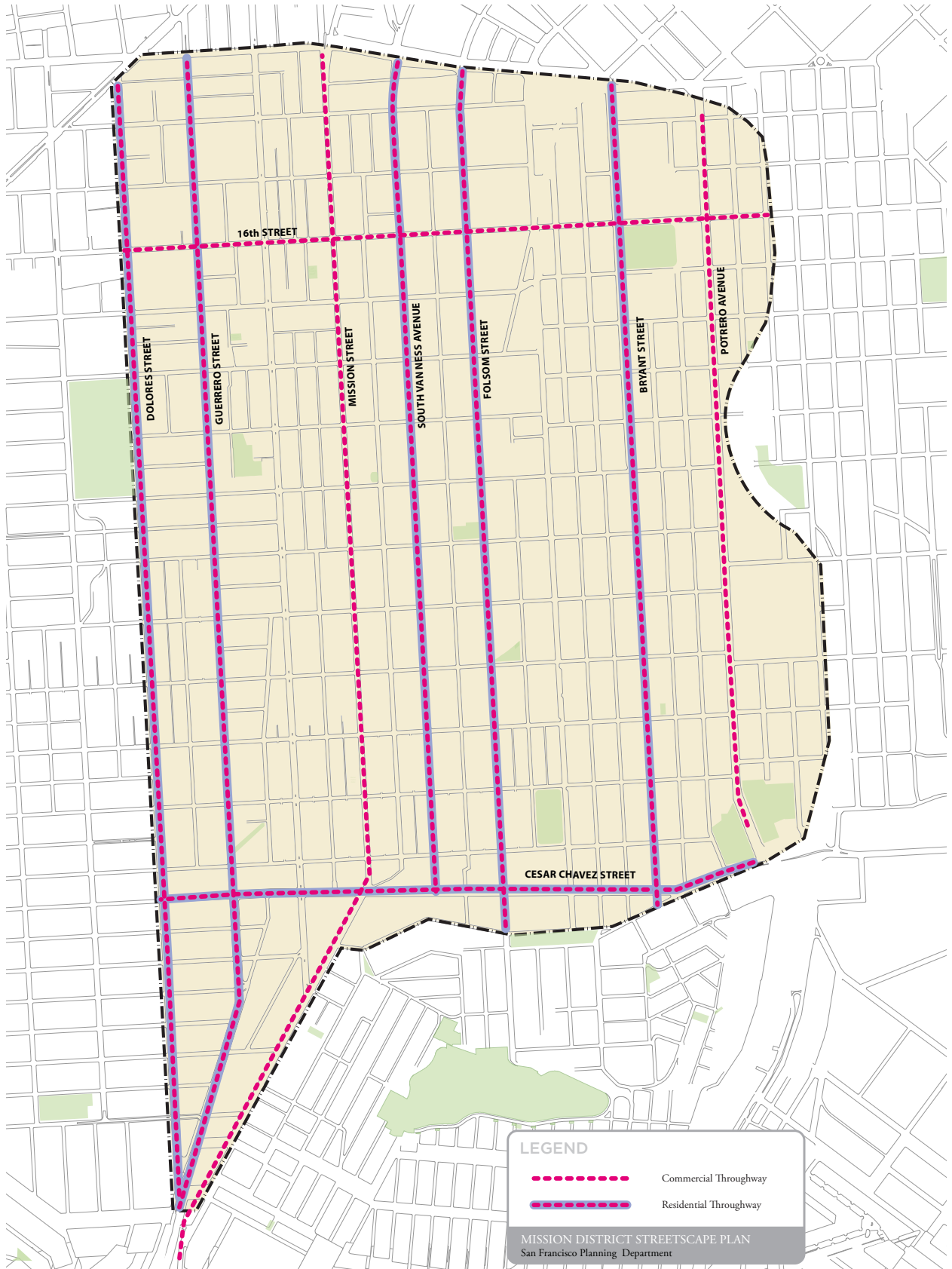
Commercial throughways streets in the Mission District serve as commercial destinations as well as important transit corridors. Because they serve these two important functions, commercial thoroughway streets should have a comfortable pedestrian realm supportive of transit with significant pedestrian amenities and public spaces.

**GOAL:** Protect pedestrians from adverse effects of high speed traffic; create iconic streets; create comfortable transit stops.

**PROJECT SELECTION CRITERIA:** Excess road capacity, Desire to enhance pedestrian safety, Connections to open space, ability to create distinctive district identity

**PROJECT LIST:** Folsom Street Road Diet, Bryant Street Road Diet, Crossing Improvements to Potrero Avenue, Crossing Improvements and Greening to Dolores, Guerrero, San Jose, and South Van Ness streets.

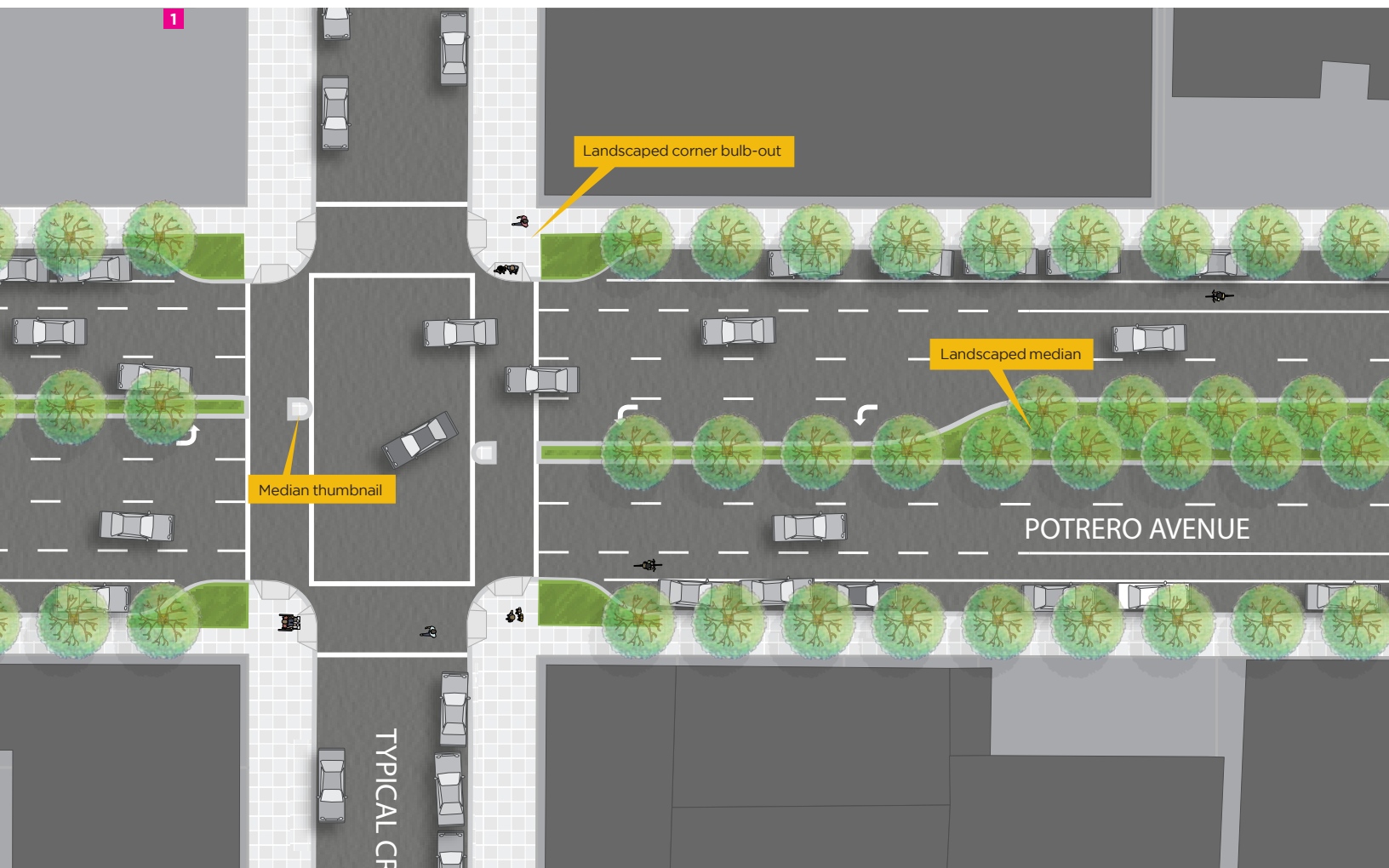




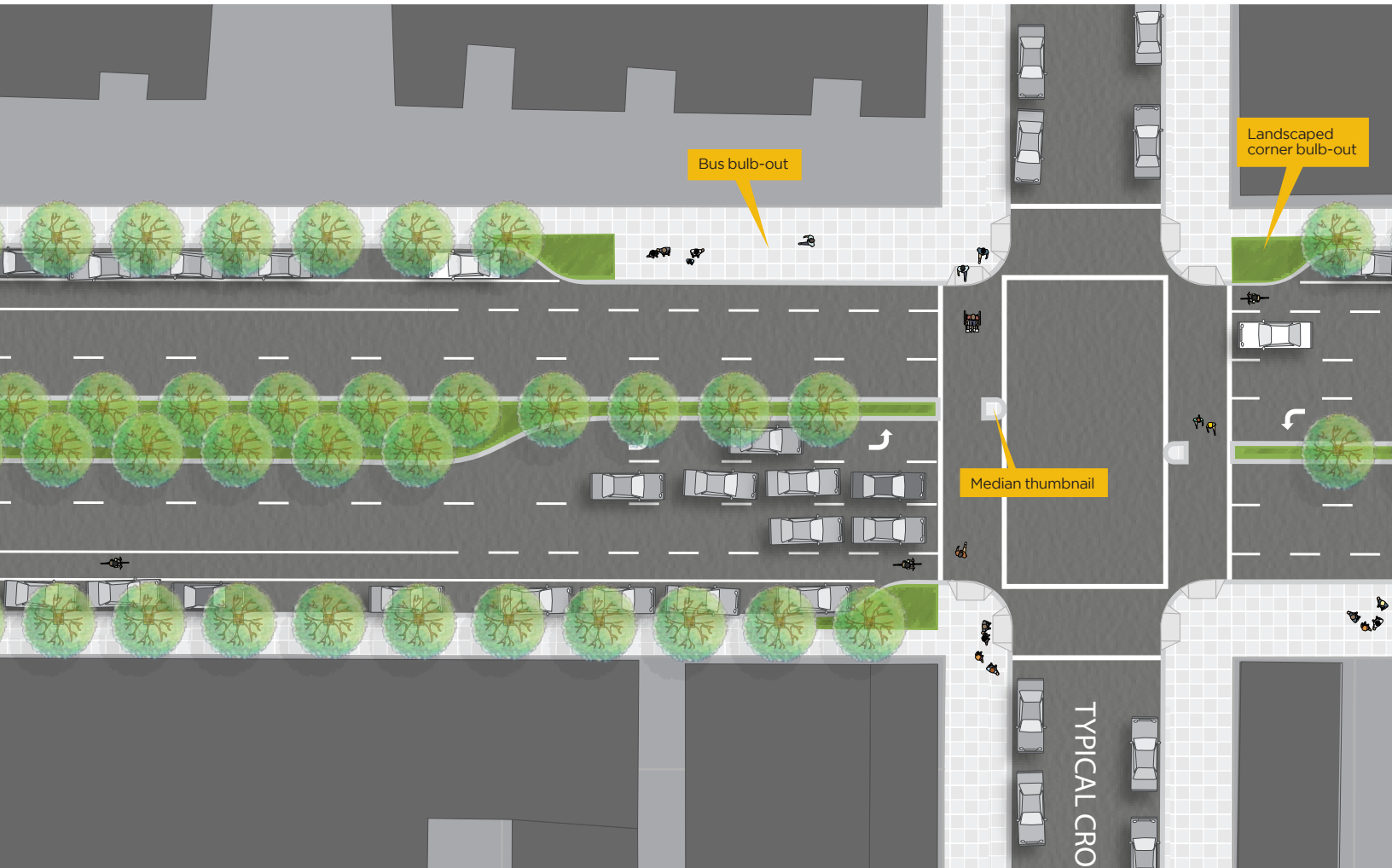
THROUGHWAYS

## THROUGHWAYS MEDIAN IMPROVEMENTS

This project would replace the existing striped medians on thoroughways such as Potrero Avenue with raised planted medians (while retaining existing left turns and turn lanes) and would add median thumbnails to provide mid-crossing pedestrian refuges. It would add corner sidewalk bulb-outs at pedestrian crossings and bus bulb-outs at bus stops. New street trees and sidewalk landscaping would also be provided. Other thoroughways in the Mission District with similar existing conditions are Guerrero Street and Cesar Chavez Street.







THROUGHWAYS

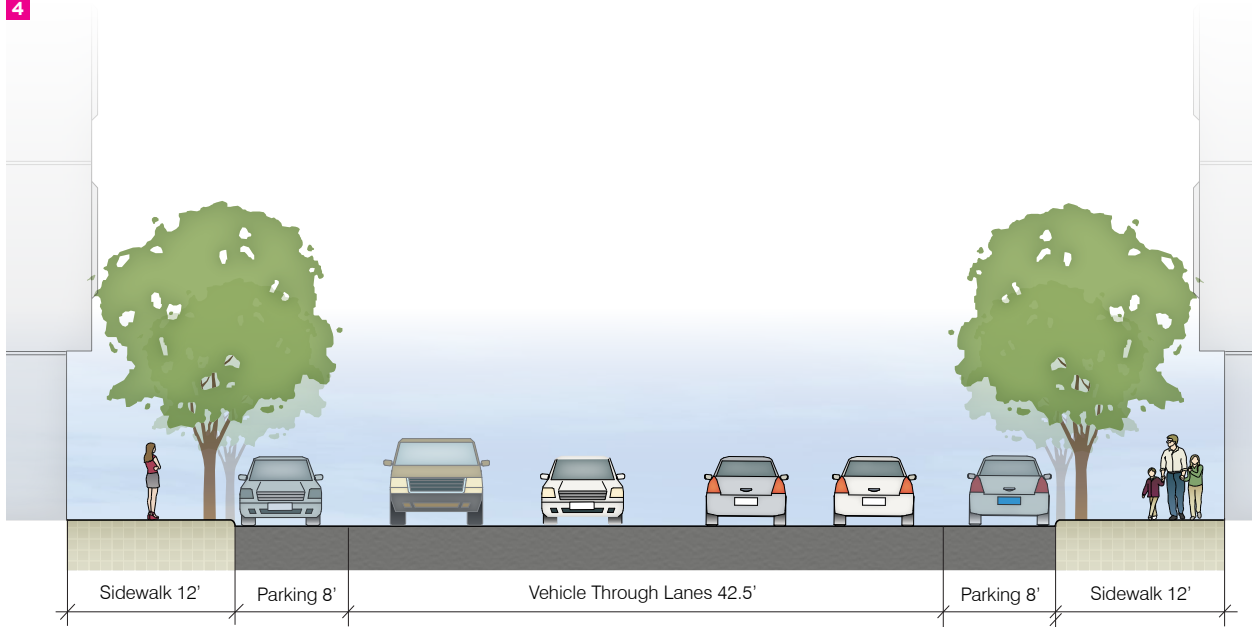
## THROUGHWAYS INTERSECTION IMPROVEMENTS

South Van Ness, San Jose, and Guerrero Streets would be improved by shortening crossings to facilitate pedestrian movements across the corridor. Additionally, the creation of significant corner bulb-outs with greening and stormwater planters will physically and visually narrow the intersections and will mitigate the impacts of fast-moving, high-volume traffic.

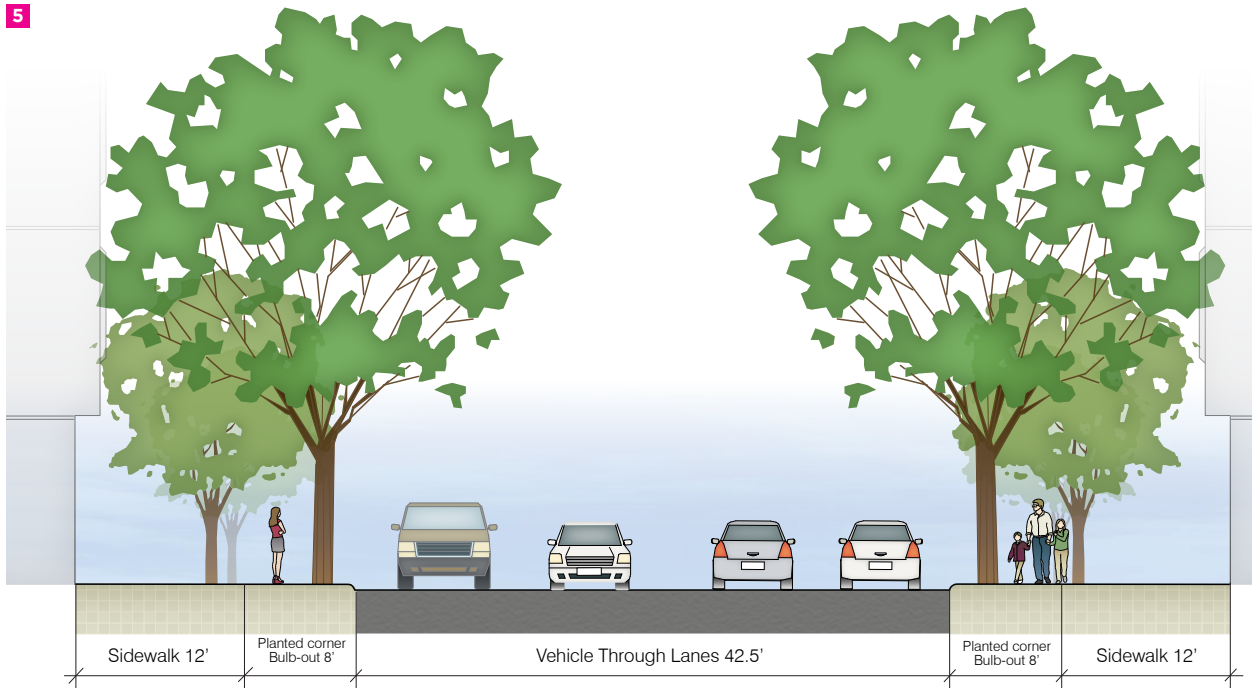


1. South Van Ness Street.
2. Guerrero Street.
3. Folsom Street at 23rd Street.
4. Typical typical existing conditions of throughway streets in the Mission District.
5. Proposed residential throughway profile (applied to San Jose Avenue, Guerrero Street and South Van Ness Street).

4



5





THROUGHWAYS

## DOLORES STREET INTERSECTION IMPROVEMENTS

Dolores Street would be improved by adding bulb-outs, extending the existing medians to the crosswalk, adding ‘thumbnails’ on the outside of the crosswalk to protect pedestrians crossing the street, and adding special paving treatments in the crosswalks. The intersections of Dolores Street with 18th, 19th and 20th Streets, where Dolores Street borders Dolores park, are locations with high pedestrian volumes. They should be prioritized for improvements.

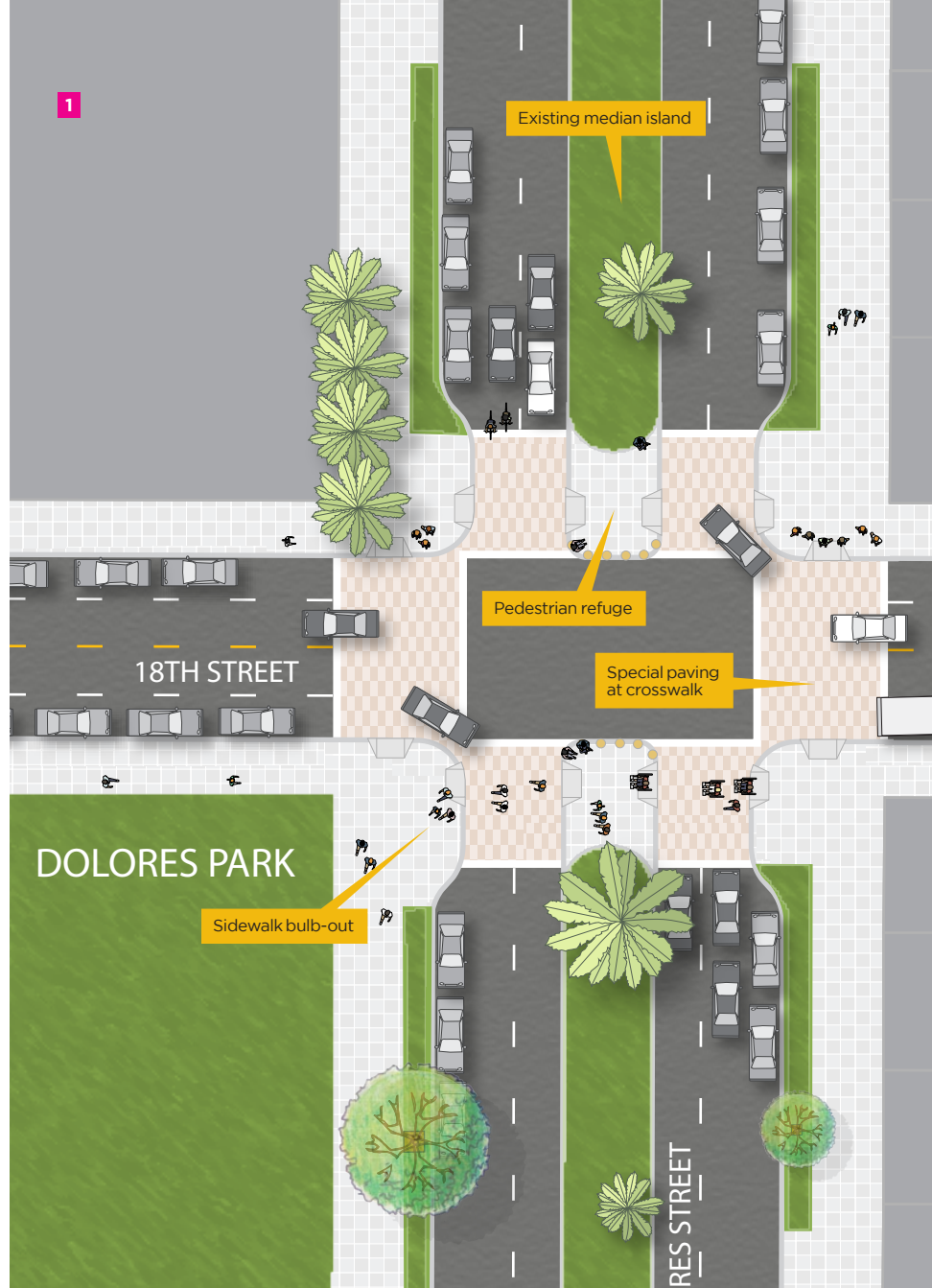
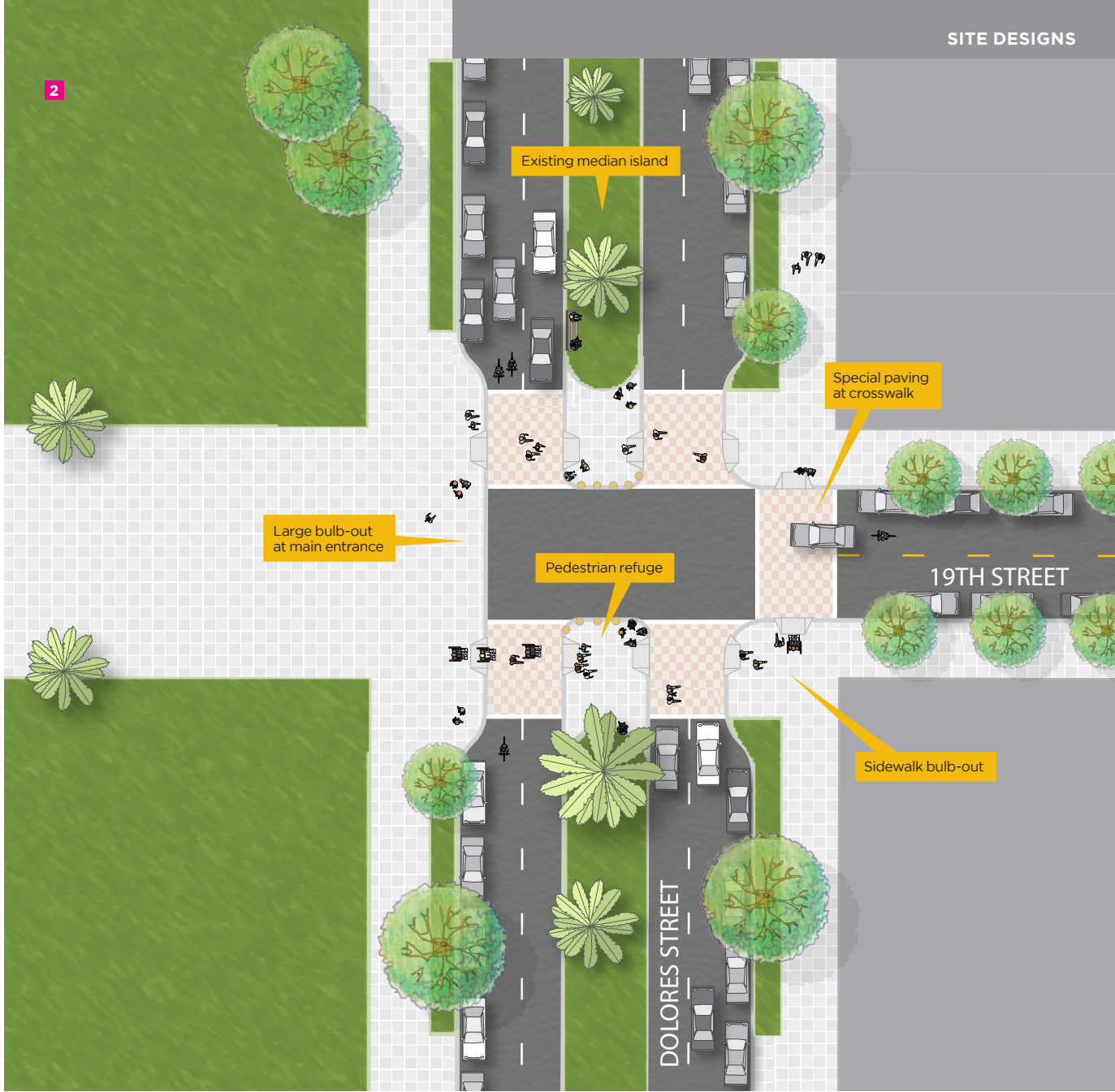


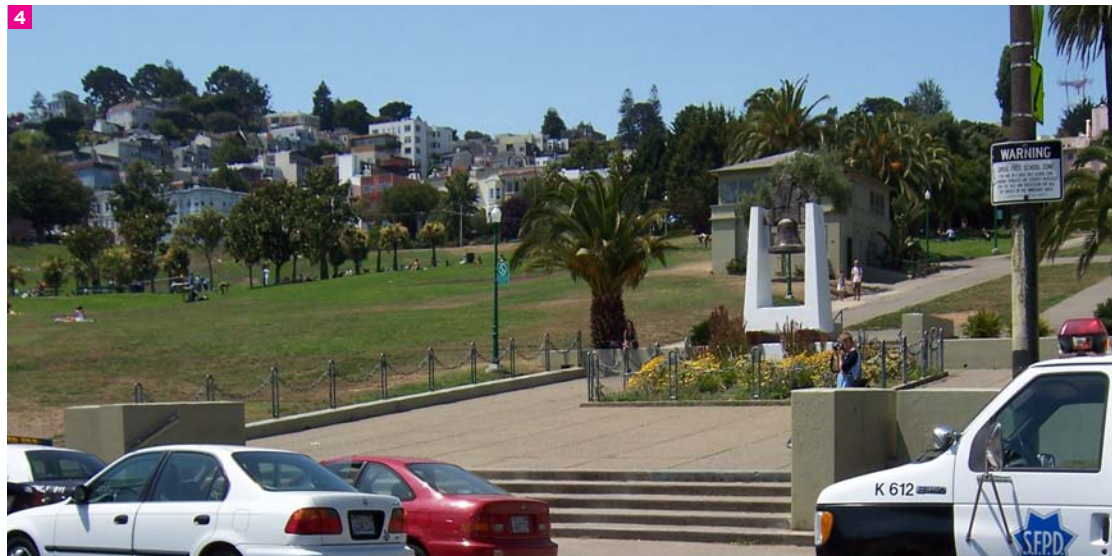
Photo by Kat Angeles

1. Proposed sidewalk bulb-outs, median thumbnails and special crosswalk paving at Dolores Street and 18th Street.
2. Proposed sidewalk bulb-outs, median thumbnails and special crosswalk paving at Dolores Street and 19th Street.
3. Dolores Street at 18th.
4. Dolores Street at 19th Street: parked vehicles obstruct the main entrance to the park.

2



4





THROUGHWAYS

## BRYANT STREET ROAD DIET (23RD TO CESAR CHAVEZ STREET)

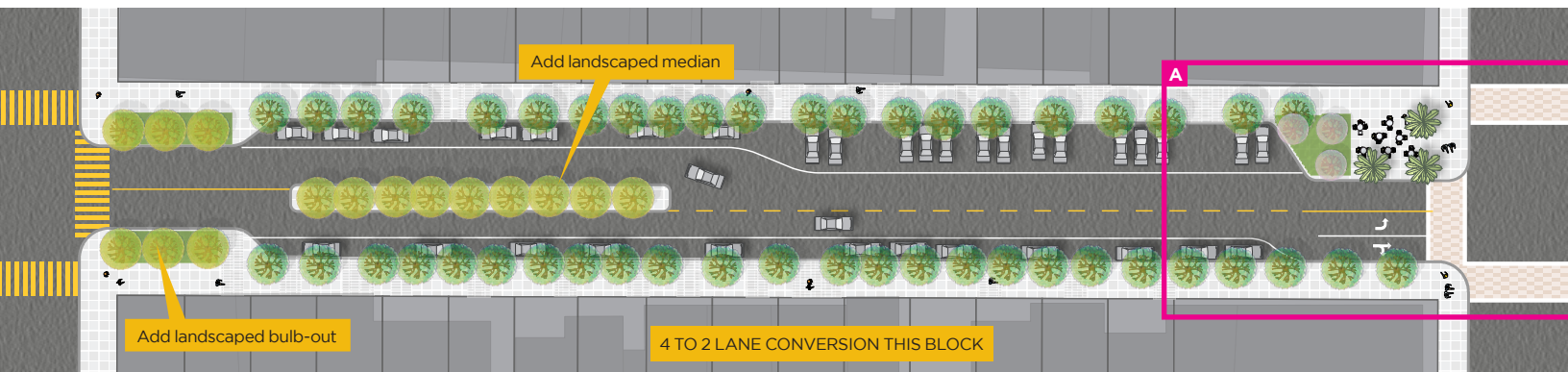
Bryant Street today has far more roadway space than is needed for the amount of traffic that uses the street. This encourages fast-moving traffic and neighborhood cut-throughs, and creates a landscape that is dominated by asphalt.

The Bryant Street improvement project would add greening and calm traffic by removing a lane of traffic in each direction between 23rd and Cesar Chavez Streets, and adding landscaped medians between 26th and Cesar Chavez Streets. The medians would signal to drivers coming off of Cesar Chavez Street from the freeway that they are entering a neighborhood and should slow down. New mid-block perpendicular parking (between 25th and 26th Streets) would introduce a shift in the roadway, calming traffic. The project would decrease cut-through traffic from Cesar Chavez Street and would offer opportunities to increase permeable surfaces to manage stormwater runoff.

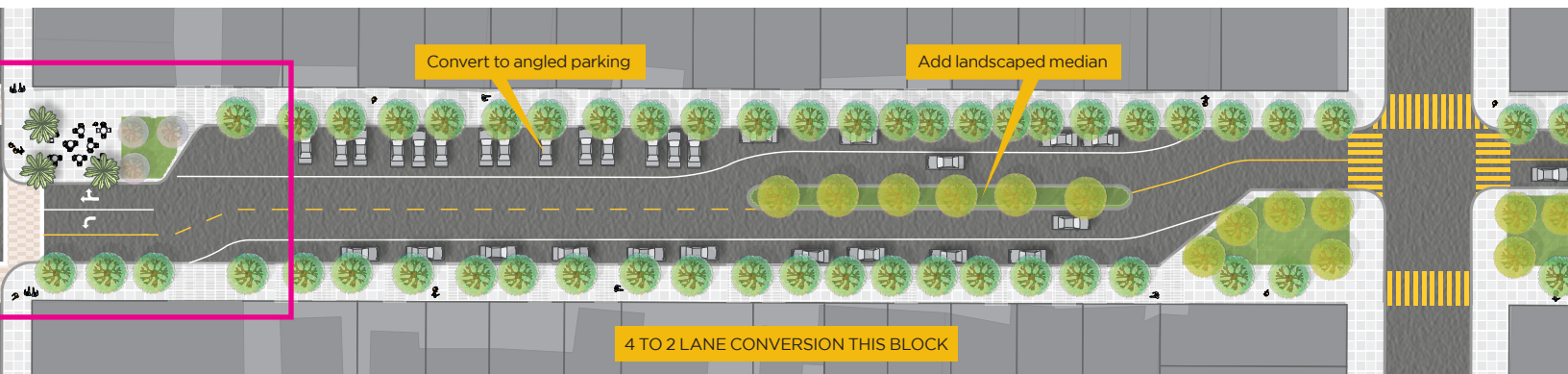
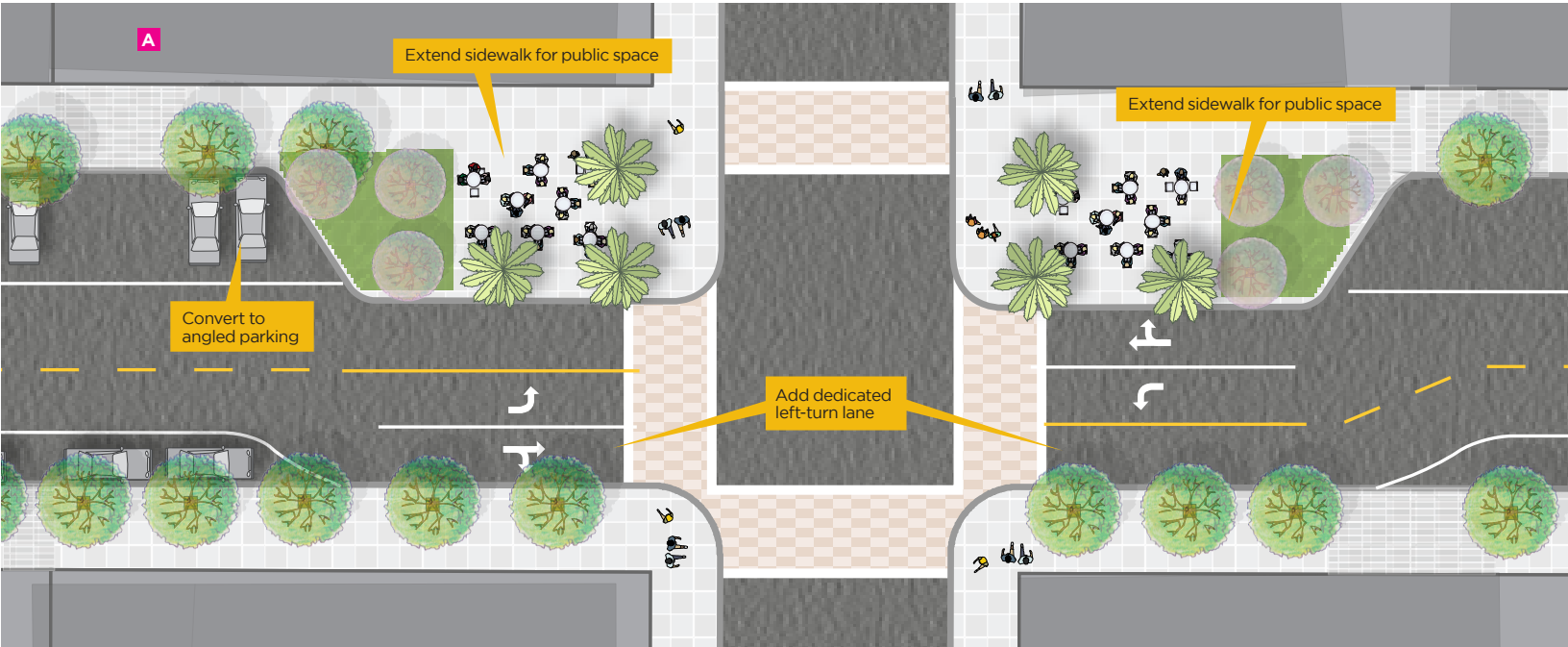
As part of the Mission Streetscape Plan funding, the Planning Department has been able to allocate capital funding to construct the Bryant Street improvements for the first block between Cesar Chavez and 26th Street. Future phases (currently unfunded) would add corner plazas and additional medians and perpendicular parking areas, to create community space and landscaped areas and calm traffic – resulting in similar conditions to those currently found on Bryant Street north of 23rd Street.

1. Bryant Street Road Diet between 23rd and 25th Street.
2. Bryant Street at 26th Street.
3. Cesar Chavez at Bryant. Today Bryant Street has a wide, underused r.o.w.; encouraging fast-moving traffic and creating an uninviting, car-oriented landscape.

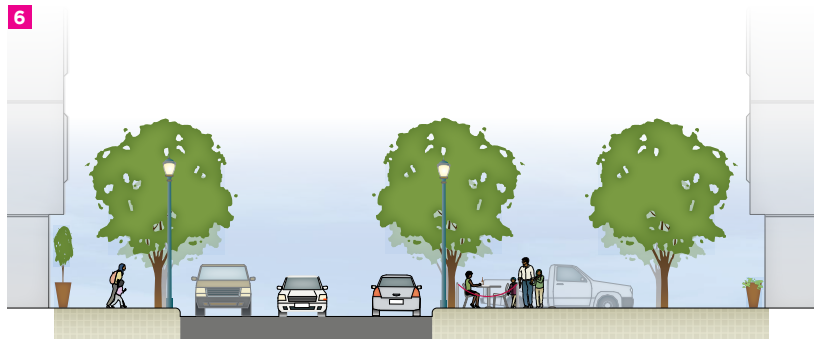
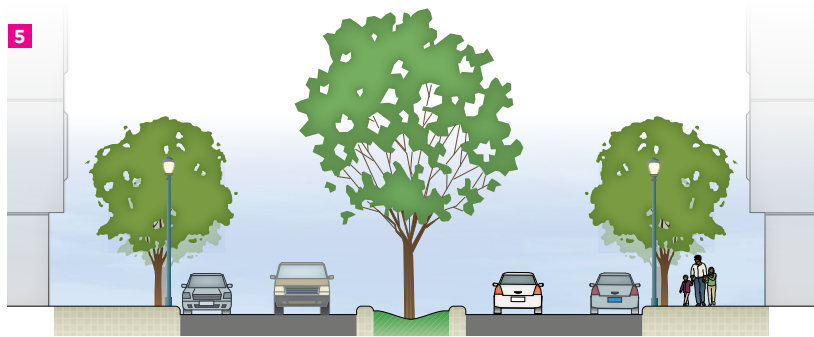
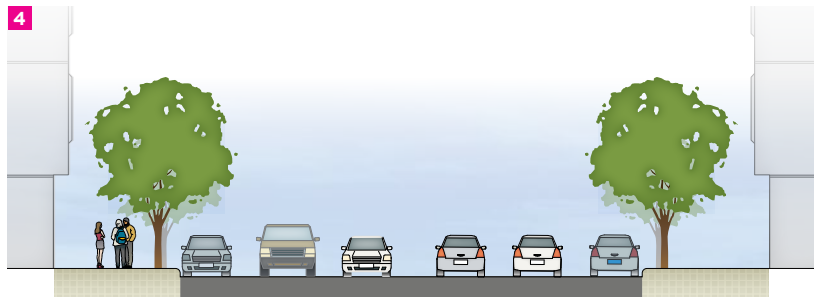
1 Bryant Street Road Diet: Key map, 23rd to 25th Street segment





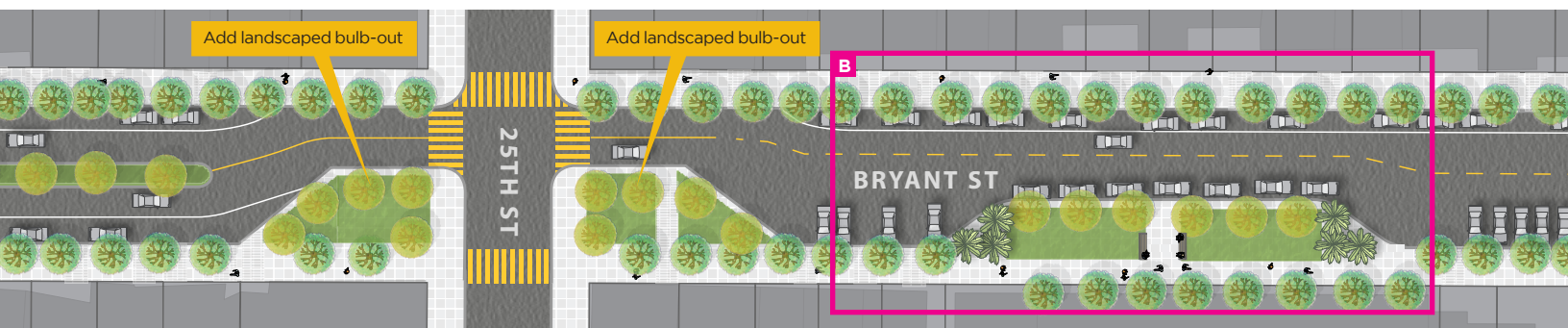


## BRYANT STREET ROAD DIET

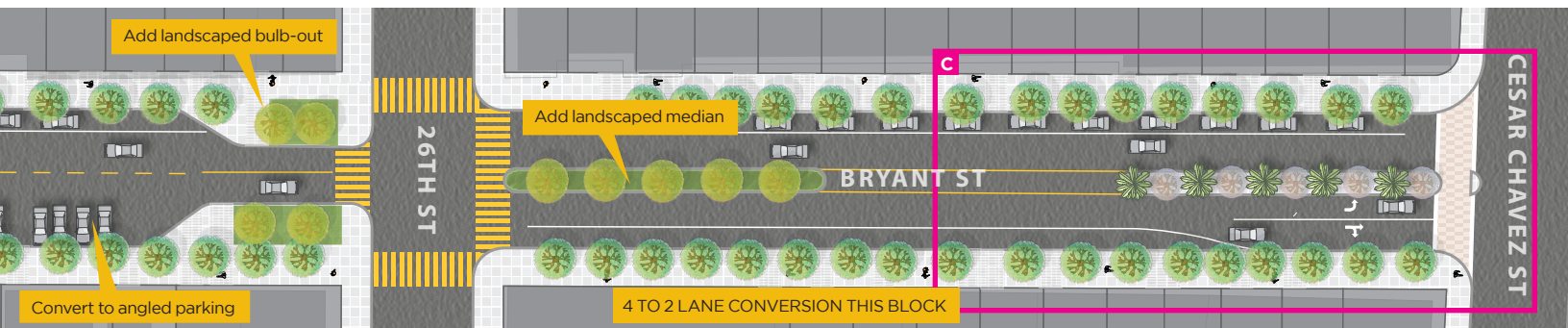
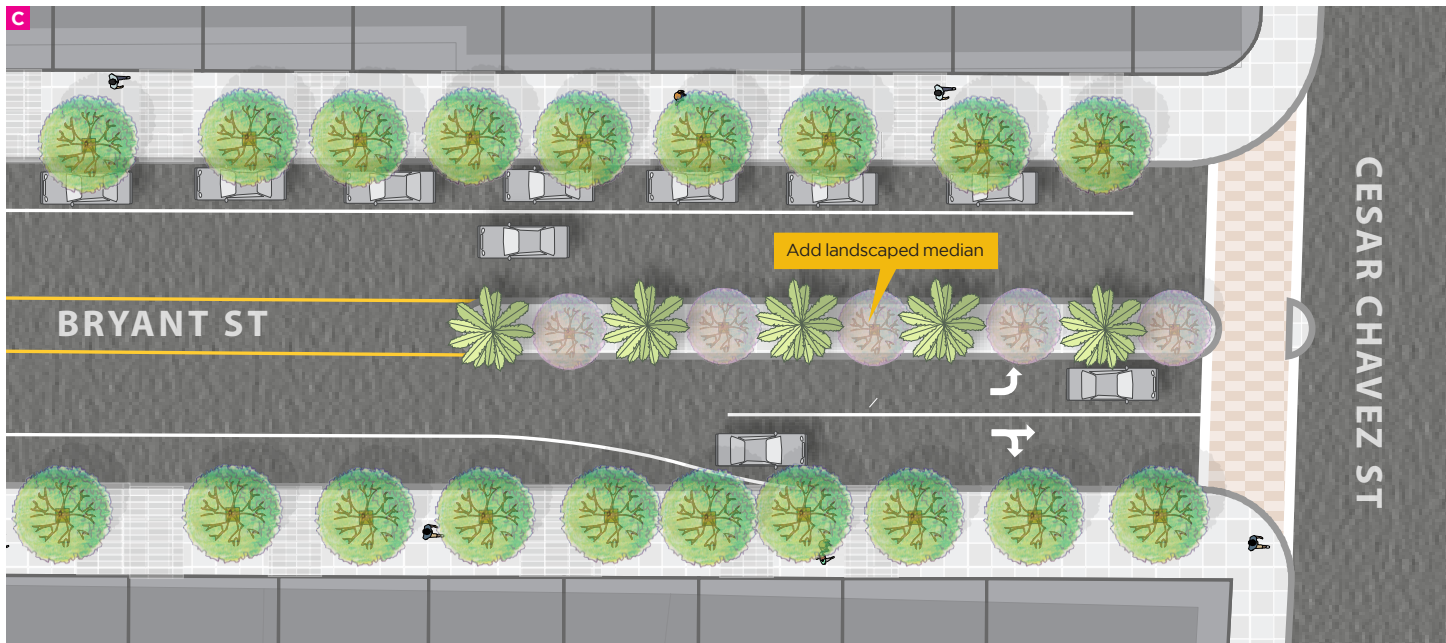
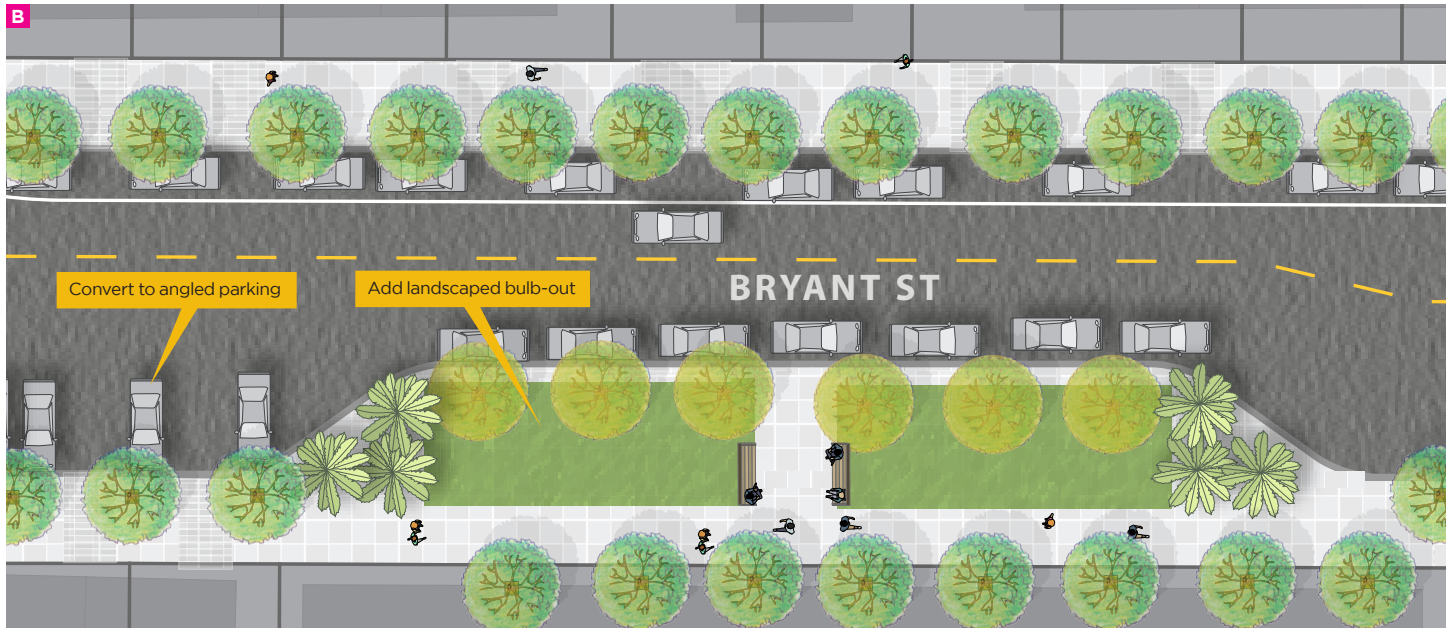


4. Bryant Street: existing street profile.
- 5-6. Bryant Street Road Diet: construction project between Cesar Chavez and 26th Street (funded): proposed new street profiles.
7. Bryant Street Road Diet: construction project between Cesar Chavez and 26th Street (funded): plan view of proposed improvements.

Bryant Street Road Diet: Key map, 25th to Cesar Chavez Street segment









THROUGHWAYS

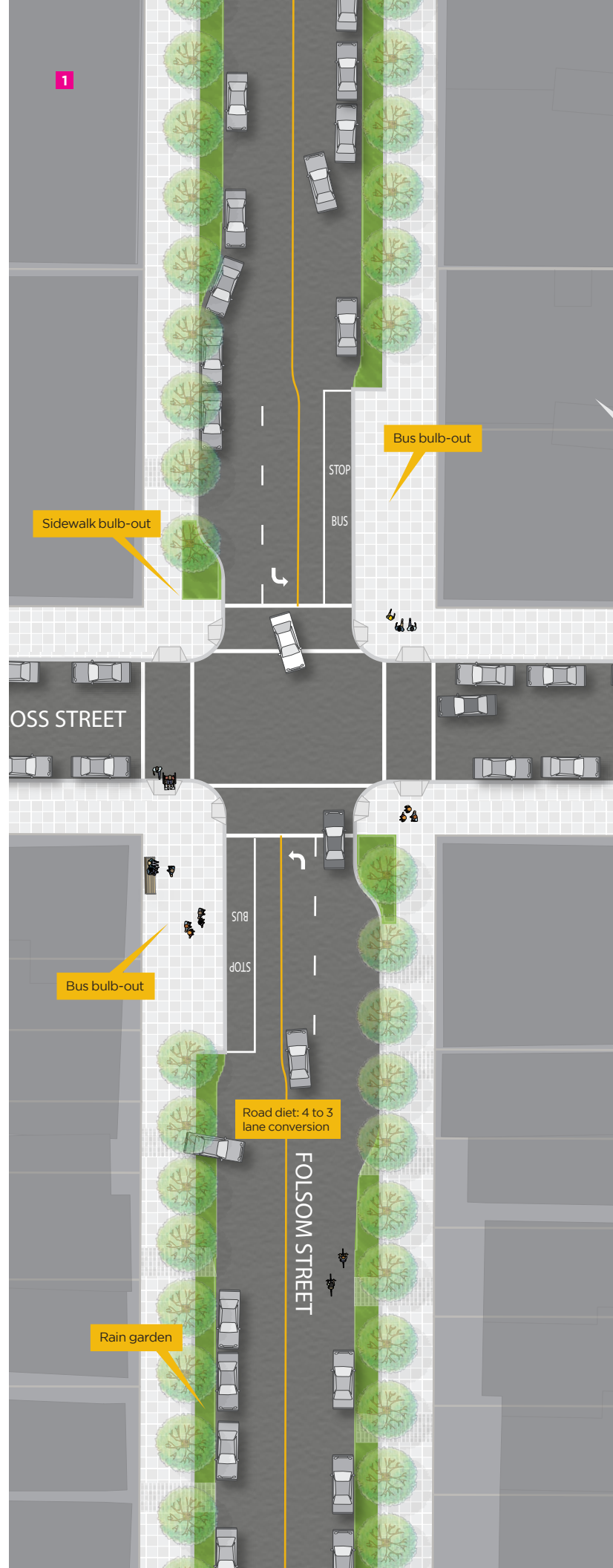
## FOLSOM STREET ROAD DIET

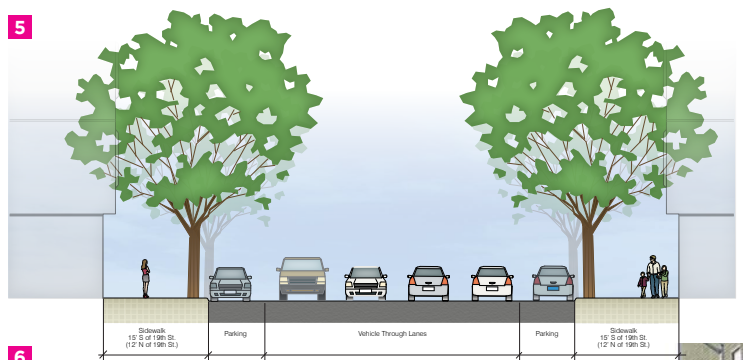
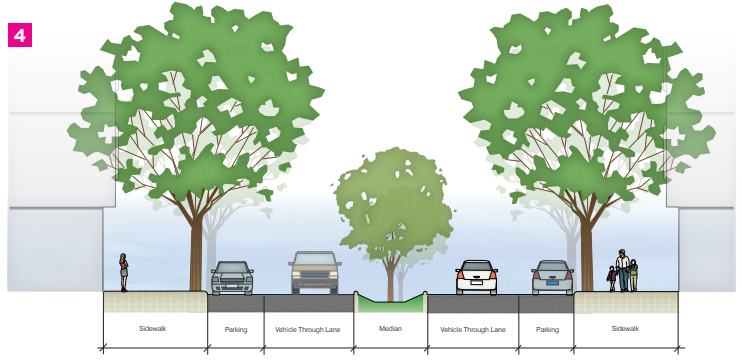
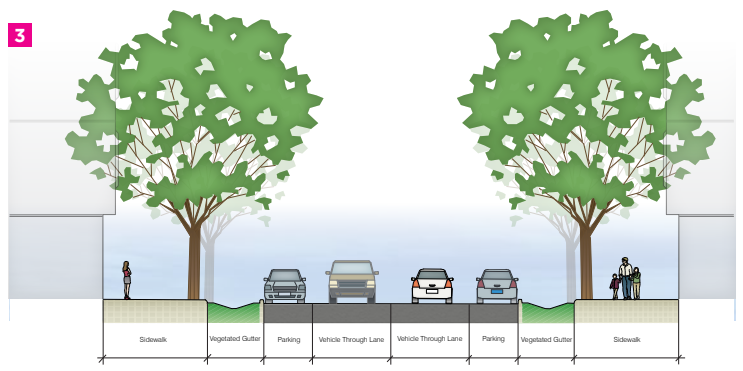
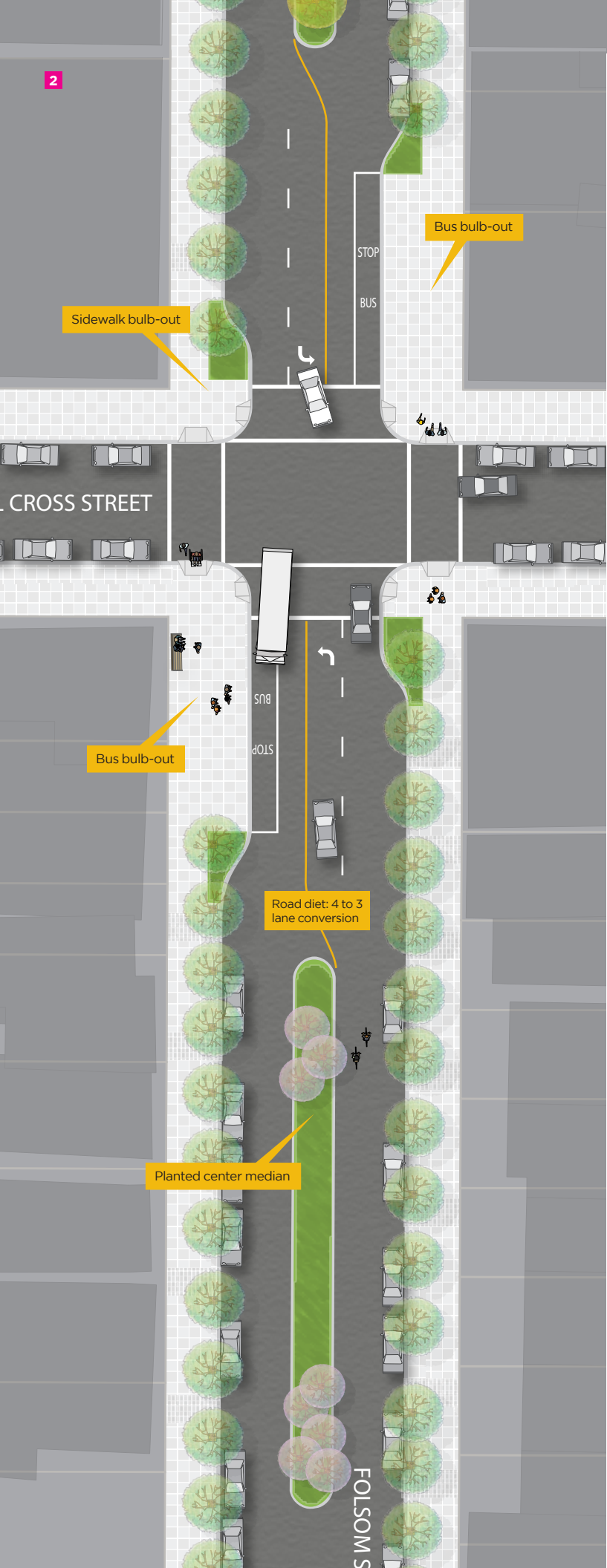
Folsom Street in the Mission District was identified through the Eastern Neighborhoods planning process as a “green axis”, linking major parks and open spaces with a grand boulevard. This proposal introduces a 4-to-3 lane conversion by removing a lane of traffic from Folsom in either direction, adding a center left turn pocket lane, and a right-turn lane/bus through lane at intersections with bus stops to benefit MUNI. The proposal was originally supported by a preliminary traffic study that took into consideration Folsom and South Van Ness at the key intersections of 16th, 20th and 24th street. The study concluded that in a 4-to-3 lane conversion scenario “intersection LOS would remain acceptable at all study intersections” and “diversion of traffic to parallel corridors [i.e. Mission or Bryant Streets] is not anticipated to result in significant LOS impacts.”\*

The excess space from this conversion could be used for a planted center median with trees and stormwater management features, or a ‘green gutter’ to carry excess stormwater runoff.

\* Fehrs & Peers Transportation Consultants, “Intersection Level of Service Analysis of Potential Mission Streetscape Plan Improvements”, pg.2, July 2, 2009.

1. Concept design for a new green gutter configuration on Folsom Street (Option A)
2. Concept design for a new center median configuration on Folsom Street (Option B)
3. Proposed street profile: green gutter.
4. Proposed street profile: center median.
5. Existing street profile.
6. Folsom Street between 16th Street and 20th Streets has fewer trees and a less inviting pedestrian environment.
7. Folsom Street at 20th, between 20th and Bernal Hill, gracious Chinese elm trees create a pleasant green canopy.







## 3.5 MIXED USE STREETS

Mixed-use streets serve a variety of low-intensity industrial uses. The Mission District's mixed-use streets are concentrated in the unique Northeast portion of the neighborhood, where light industrial, housing and retail mix, are often located on the same block. Many of these streets are very wide in order to accommodate loading and unloading of trucks. Nonetheless there are many design strategies for these wide streets (including portions of Alabama, Florida, Hampshire and York Streets) that would create opportunities for stormwater management and planted corner bulbouts to retain excess stormwater runoff; existing perpendicular parking areas would allow for large bulbouts and opportunities for cafe seating where commercial uses are predominant.

**GOAL:** Create a street design that integrates stormwater management with seating areas for both pdr and retail uses.

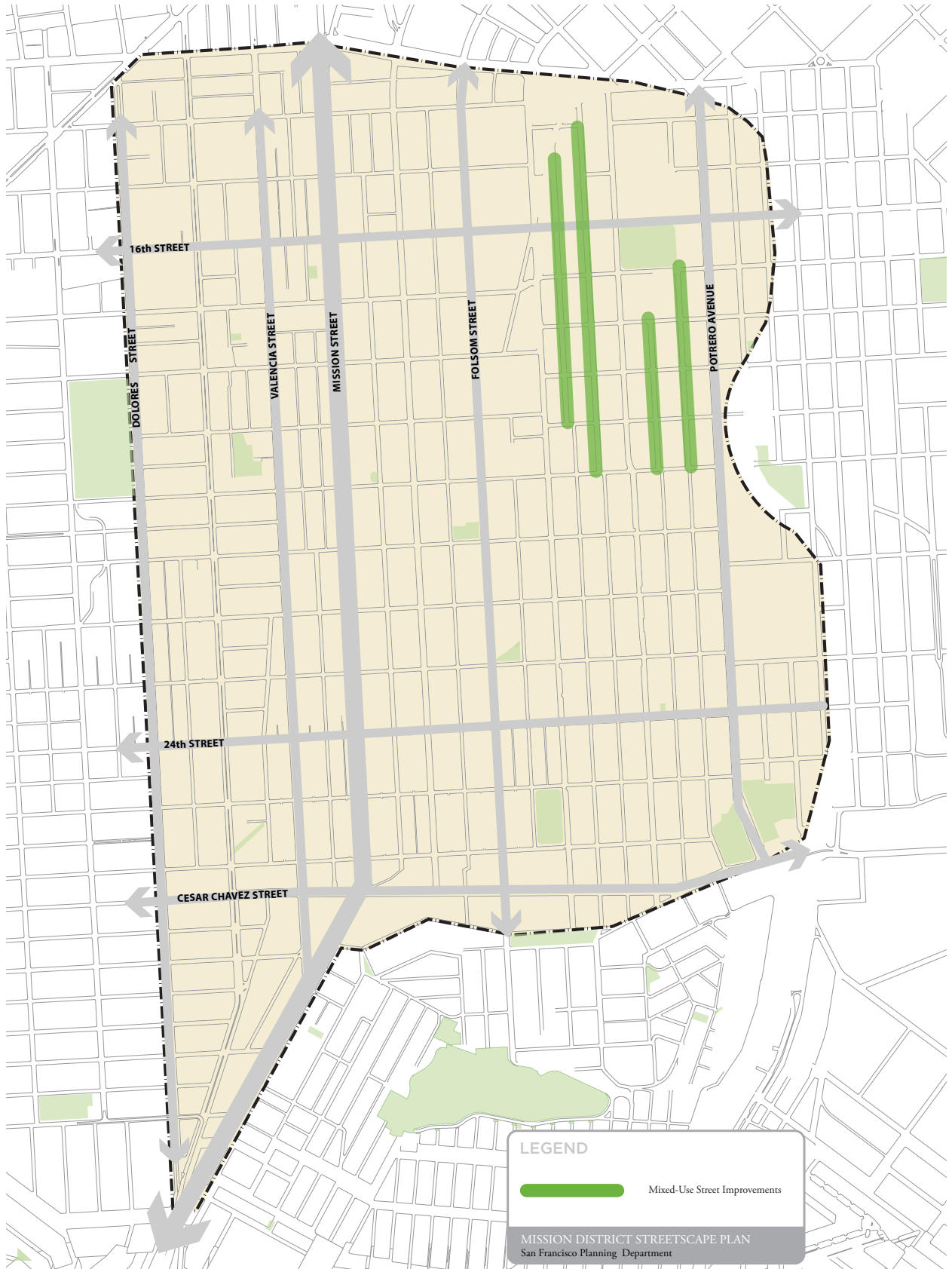
**PROJECT SELECTION CRITERIA:** Sufficient right-of-way width for perpendicular parking; Sufficient right-of-way width for large stormwater management elements.

**PROJECT LIST:** Alabama Street (Treat to 19th Streets); Florida Street (Treat to 20th Streets); Hampshire Street (17th to 20th Streets); York Street (Mariposa To 20th Streets).

Typical mixed-use street in the Northeast Mission.

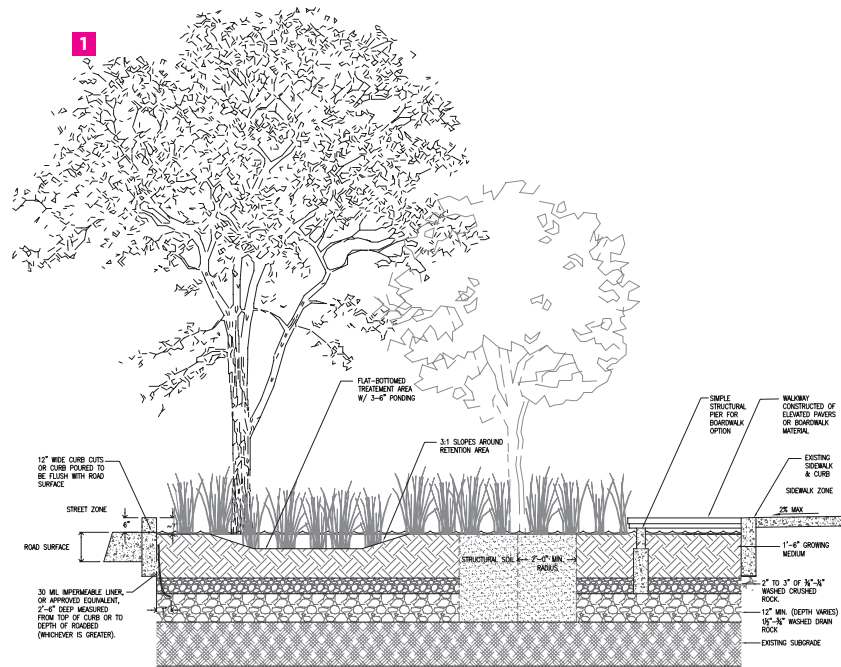






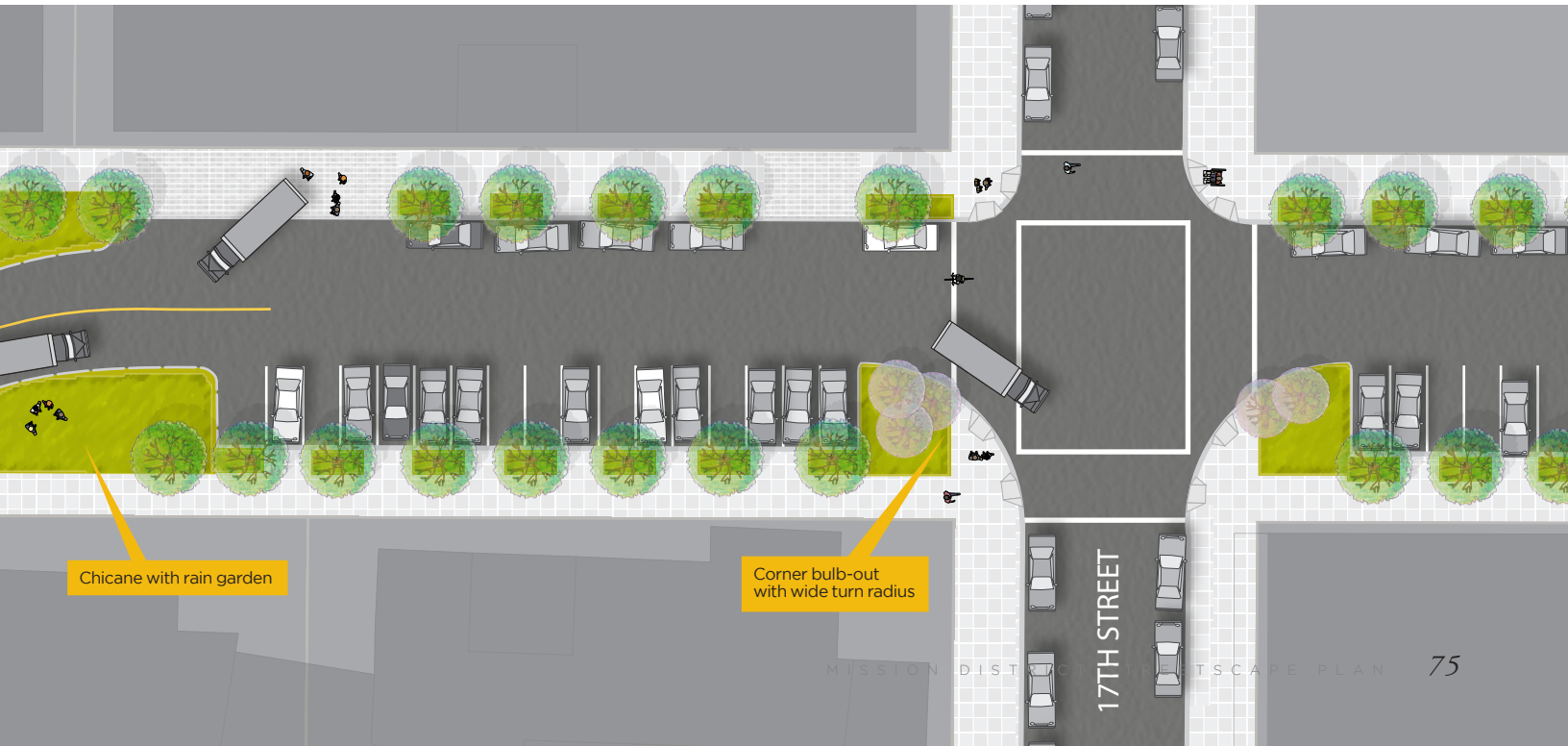
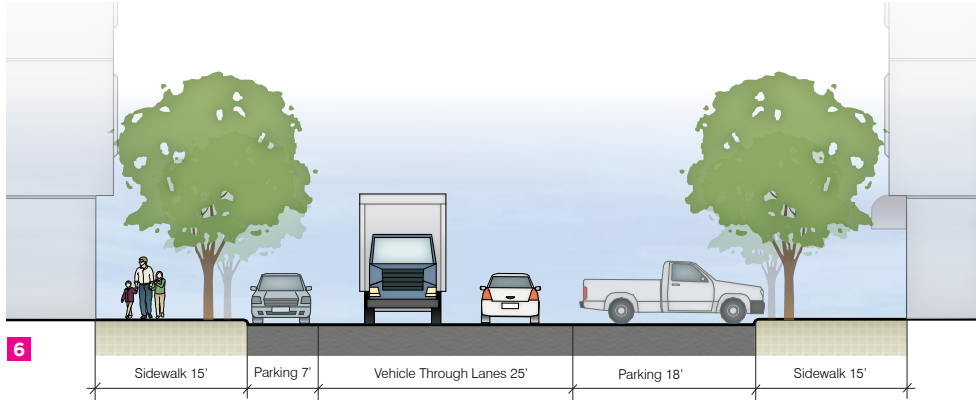
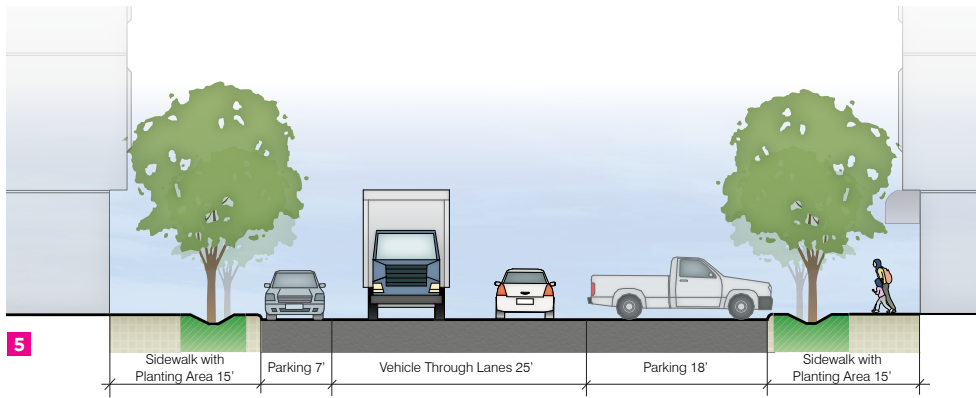
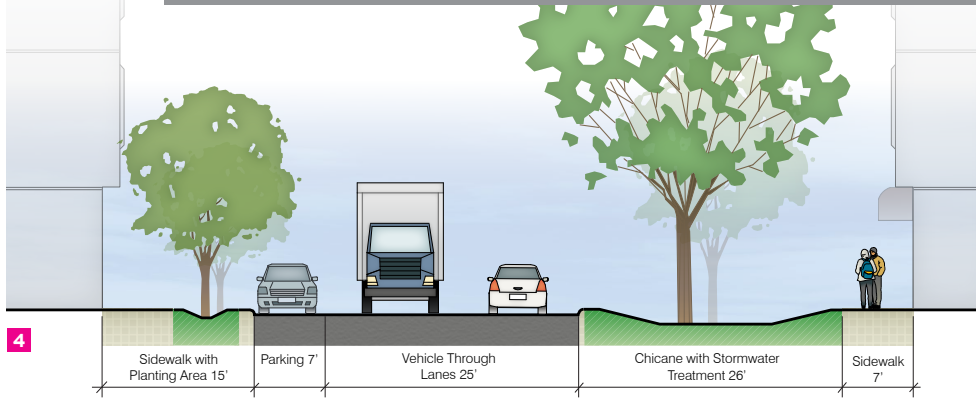
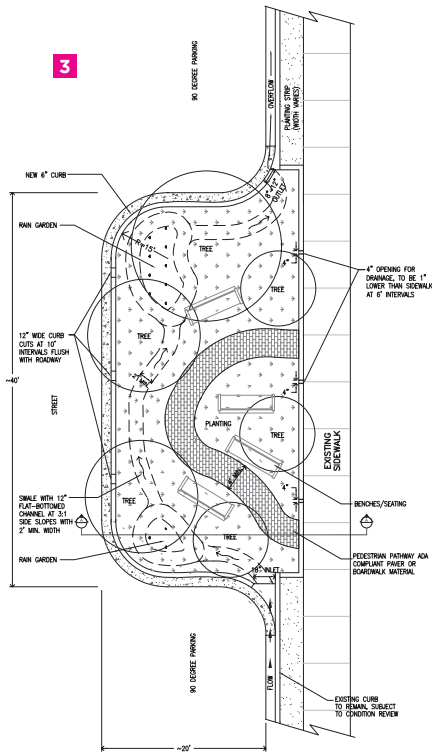
## STORMWATER DESIGNS FOR MIXED-USE STREETS

Alabama, Florida, York and Hampshire Streets have a wide right-of-way and low traffic volumes. Their unique mix of industrial and residential uses makes them perfect sites for a new, creative street design that accommodates stormwater management features while addressing increasing pedestrian needs. Mid-block landscaped chicanes, corner sidewalk bulb-outs, perpendicular parking on alternating sides of the street, and street tree planting. These improvements would not affect roadway capacity and would accommodate truck movements and access.



1. Mixed Use Biocell - Section View. Concept diagram showing configuration of proposed rain garden.
2. Proposed concept for new stormwater retention areas on Alabama Street (typical of other streets as well.)
3. Mixed Use Biocell - Plan View. Concept diagram showing configuration of proposed rain garden.
4. Alabama Street: proposed profile at mid-block chicane.
5. Alabama Street: proposed profile at perpendicular parking.
6. Alabama Street: existing profile.







## 3.6 PUBLIC LIFE

New designs supporting public life are most needed in streets with a high volume of pedestrian activity throughout the day as local residents run errands, socialize, eat out or shop locally. Usually categorized as neighborhood commercial streets, they have a high concentration of pedestrian activity and businesses, and must accommodate both generous pedestrian space and loading zones.

**GOAL:**  
Support liveliness and pedestrian activities by enhancing the sidewalks and the adjacent spaces in the R.O.W.

**PROJECT SELECTION CRITERIA:**  
Fine-grained, commercial character of street, shopping/strolling destination, not a major thoroughway.

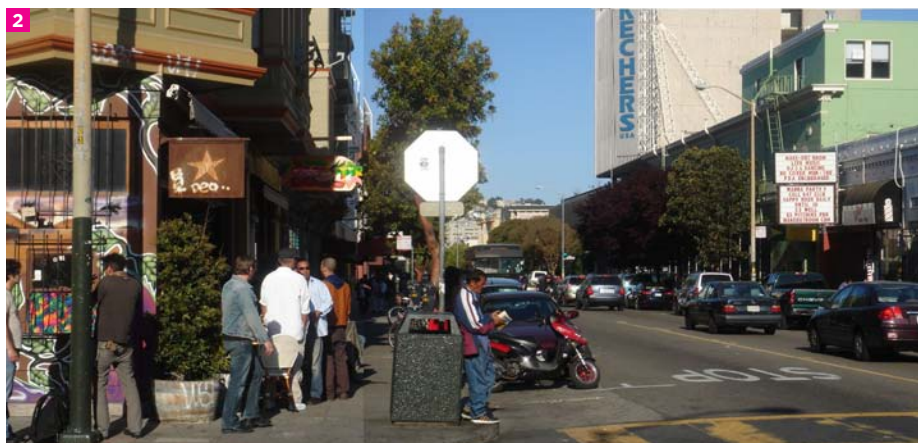
**PROJECT LOCATIONS:**  
Valencia Street between 15th and Cesar Chavez Street; 17th, 18th, 19th, 20th, 21st, 22nd and 23rd Streets Between Valencia and Capp Street.



## PUBLIC LIFE

## FLEXIBLE PARKING

The introduction of a flexible use of on-street parking spaces mostly in neighborhood commercial streets could encourage local businesses to spill onto the public space of the sidewalk while accommodating temporary or permanent planting, bicycle parking, sidewalk extensions or cafe' seating.



1. Parking Day in San Francisco (2009)
2. Bartlett at 22nd Street: overcrowded sidewalks and high pedestrian flow make the site a good candidate for sidewalk enhancements.
3. Bartlett at 22nd Street: Parklet installation in the Pavement to Parks program. The site installation has a square footage equal to three parking spots. Design by ReBar Group (May 2010).
4. 18th Street at Guerrero; successful businesses along 18th street (between Guerrero and Dolores streets) have become a major culinary destination in the neighborhood: high pedestrian and bicycle volumes at this location make it a perfect candidate for a flexible parking lane treatment.





## MISSION COMMUNITY MARKET

A quick, creative and interesting way to activate under-utilized streets is programming them for temporary uses. Concepts for an outdoor market in the Mission promote the idea of food as a tool of economic development and of public space regeneration.

The new **Mission Community Market** activates the empty block of Bartlett Street between 21st and 22nd streets transforming it into a lively new public space in the heart of the neighborhood. The market would host traditional produce stands, small entrepreneurs on a rotational basis and would create an area for mobile vendors to congregate, promoting and supporting the current *street food* phenomenon. A particular focus on local art and youth activities would create a gathering place that celebrates the cultural heritage of the neighborhood and brings people together.

1. Bartlett and 22nd street: the uninterrupted curb line on both sides of the street makes it the perfect site for an outdoor market. Its central location - between Mission and Valencia street is between two strong commercial corridors, two identities of the same neighborhood. Several potential anchors could support the project: adjacent to the site are numerous commercial and institutional uses.
2. The weekly Mission Community Market started on July 22nd, 20010 and it is run entirely by the local community. The market hosts organic produce vendors, local crafts and prepared foods, music and youth activities. The project has been conceived as a model of food as catalyst for public space regeneration (in this context Bartlett Street improvements will be promoted through the market's effort).







3



4



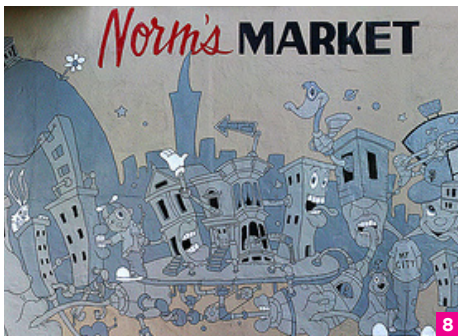
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- 3. Jamaican food cart in New York City.
- 4. Food cart in Thailand.
- 5. Food cart on Mission Street.
- 6. Sunday Streets 2009, Mission neighborhood.
- 7. Music at the Noe Valley Farmer's Market.
- 8. Mural in the Mission. Art by Sirron Norris. (photo on Flickr.com)
- 9. Concept diagram showing site and long term vision for the Mission Community Market- Bartlett Street between 21st and 22nd street; 22nd street between Valencia and Mission.
- 10. Bartlett and 22nd Street intersection long-term vision: where the two streets intersect, a new temporary community space could host live music, art, play areas and public seating.



## 4

# CHAPTER FOUR IMPLEMENTATION STRATEGIES

- 4.1 Funding Street Improvements
- 4.2 Prioritizing Improvements
- 4.3 Maintenance and Community Stewardship
- 4.4 Implementation at a Glance



The Mission Streetscape Plan provides a vision for the improvement of the Mission District's public realm. The plan proposes a series of improvements to increase space for pedestrians, bicyclists, and public life, calm traffic, and enhance the district's greening and ecology.

But it's not enough to create this vision and designs – to achieve and sustain a truly great public realm in the Mission District requires the community and the City to work together to fund, build, and maintain these street improvements. Only through the collective actions of neighborhood residents, local merchants, community organizations, and City officials will this vision be fully realized.

## 4.1 FUNDING STREET IMPROVEMENTS

The Mission Streetscape Plan proposes 28 site-specific street improvement projects, and identifies 18 alleys for improvement, for 46 projects in total. Typical full street improvements can cost \$1 to 2 million to construct. The cost to build all of these projects in total would measure in the tens or even hundreds of millions of dollars.

Hence, this plan is a long-term vision: there are not enough funding currently identified to construct all of these improvements in the near-term. However, there are a number of potential funding sources and strategies, both public and private, that could be leveraged over time to help pay for these improvements. Here are some ways projects could be funded:

- Federal and state transportation funding;
- Proposition K local transportation sales tax dollars;
- Coordination of streetscape improvements with major transportation and utility infrastructure work;
- Eastern Neighborhoods development impact fees;
- In-kind developer contributions;
- Community-led improvements.

### Federal and state transportation funding

As with street improvement projects across the city, projects identified in the plan can compete for existing funding sources, such as the Safe Routes to School, Safe Routes to Transit, or Transportation for Livable Communities funding programs. Being included in this plan, having community-vetted concept designs developed through a public process, and being within the adopted Eastern Neighborhoods plan areas could increase the likelihood of these projects being funded under competi-

tive funding sources. In fact, several of the projects identified in this plan have already been put forward for competitive grants (see sidebar: Specific Projects Moving Forward).

### Proposition K local transportation sales tax dollars

Similar to federal and state sources, Prop K funding could be used towards making many of the improvements in this plan. Prop K could also be used to provide local matching funds for federal and state funding.

### Coordination of streetscape improvements with major transportation and utility infrastructure work

The projects included here could piggy-back on pre-planned major utility or transportation work, helping to realize cost efficiencies and resulting in more complete street improvements. For example, the City is working to implement the Folsom Street road diet and other streetscape enhancements in conjunction with scheduled street resurfacing.

### Eastern Neighborhoods development impact fees

Within the Eastern Neighborhoods, including the Mission District, new development projects are required to pay fees to help pay for the infrastructure required by new residents and businesses. Of the revenue collected, 48% is required to go to streetscape and transportation projects. For the first five years (2009 to 2014), revenues are expected to be \$11.7 million, as shown in Table 5.2.<sup>1</sup>

Per the Eastern Neighborhoods Infrastructure Prioritization Memorandum of Understanding, these fees must first be used toward identified priority projects, including Townsend Street pedestrian

<sup>1</sup> Source: *Interagency Plan Implementation Committee Annual Progress Report*, March 25, 2010

Table 4.1

## SPECIFIC PROJECTS AND COST ESTIMATES

STREET TYPE	#	LOCATION	DESCRIPTION	EST. COST/UNIT	UNIT
NEIGHBORHOOD COMMERCIAL: Public Life	1	24th St (Valencia to Potrero)	Raised crosswalks at minor intersections	\$50,000	Raised crosswalk
	2	Valencia St at Cunningham Alley	Raised crosswalk	\$50,000	Raised crosswalk
	2	Valencia St (Market to 15th, 19th to Cesar Chavez)	Finish DPW streetscape project	\$1,500,000	Block
	3	Valencia St (15th to Cesar Chavez)	Convert parking lane to public space	\$20,000	3 parking spaces
	4	17th through 23rd Sts (Valencia to Capp)	Convert parking lane to public space	\$20,000	3 parking spaces
	5	Bartlett St (21st to 22nd)	Outdoor weekly market	\$10,000	market
PLAZAS AND GATEWAYS	6	24th St/Mission BART Plaza	Plaza improvements per 24th St BART community plan	\$3,000,000	plaza
	7	Dolores/San Jose intersection	Plaza using excess right-of-way; sidewalk and median options	\$2,000,000	plaza
	8	Harrison/16th/Treat intersection	Plaza using excess right-of-way; Pedestrian and open space use on Treat St between 15th and 16th Sts.	\$2,000,000	plaza
	9	Valencia Street from Cesar Chavez to Mission	Plaza using excess right-of-way at Valencia and Mission Sts; streetscape improvements/sidewalk widening on Valencia St.	\$1,000,000	plaza
	10	San Jose/Guerrero intersection	Plaza using excess right-of-way	\$2,000,000	plaza
	11	Mission/Capp Intersection	Plaza using excess right-of-way	\$1,000,000	plaza
ALLEYS	12	Hoff Alley (16th to 17th Sts)	Pedestrian-priority alley/shared public way	\$1,000,000	block
	13	Priority alleys	Pedestrian-priority alley/shared public way	\$1,000,000	block
NEIGHBORHOOD RESIDENTIAL: Traffic Calming	14	20th St (Mission to Potrero)	Traffic calming improvements	\$483,000	corridor
	15	26th St (Valencia to Potrero)	Traffic calming improvements	\$563,500	corridor
	16	Capp St (16th to 26th)	Traffic calming improvements	\$1,227,100	corridor
	17	Hampshire (20th to 26th)	Traffic calming improvements	\$705,600	corridor
THROUGHWAYS: Road Diets and Intersection Improvements	18	Bryant St (23rd to Cesar Chavez)	Road diet and streetscape improvements	\$1,000,000	block
	19	Folsom St (17th to 26th)	Road diet, transit, and streetscape improvements	\$1,000,000	block
	20	Dolores St (14th to San Jose)	Pedestrian improvements; landscaping	\$220,000	block
	21	Guerrero St (Duboce to San Jose)	Pedestrian improvements; landscaping	\$206,000	block
	22	San Jose Ave (Guerrero to Dolores)	Pedestrian improvements; landscaping	\$206,000	block
	23	South Van Ness (14th to 26th)	Pedestrian improvements; landscaping	\$200,000	block
	24	Potrero Ave (16th to 25th)	Pedestrian, transit, and streetscape improvements	\$1,000,000	block
MIXED USE	25	Hampshire St (17th to 20th)	Stormwater and public space improvements	\$500,000	block
	26	York St (Mariposa to 20th)	Stormwater and public space improvements	\$500,000	block
	27	Florida St (Treat to 20th)	Stormwater and public space improvements	\$500,000	block
	28	Alabama St (Treat to 19th)	Stormwater and public space improvements	\$500,000	block

Shown in Mission Area Plan (Eastern Neighborhoods)

\* All projects may be considered for Eastern Neighborhoods development fees.

\*\* Costs are general order of magnitude, unless otherwise specified.



UNIT COUNT	ESTIMATED TOTAL COST	SOURCE OF COST ESTIMATE	STATUS	AGENCY
10	\$500,000	DPW cost estimate for 24th St raised crosswalks: 24th St/Mission BART plaza TLC application	Applied for regional TLC grant; grant award pending	DPW, MTA
1	\$50,000	DPW cost estimate for 24th St raised crosswalks: 24th St/Mission BART plaza TLC application		DPW, Rec/Park
11	\$16,500,000	DPW Valencia St cost for built portion (15th to 19th Sts)		DPW
varies	\$20,000	P2P parklet estimate	City developing permit for flexible parking lane use	Merchants, DPW, MTA, Planning
varies	\$20,000	P2P parklet estimate	P2P demonstration project built at 22nd and Bartlett Sts/ City developing permit for flexible parking lane use	Merchants, DPW, MTA, Planning
1	\$10,000	Mission Community Market Collaborative estimate to get market up and running	First weekly market to occur July 2010	MCMC
1	\$3,000,000	BART cost estimate: 24th St/Mission BART plaza TLC application	Applied for regional TLC grant; grant award pending	BART, DPW, SFMTA
1	\$2,000,000			DPW, SFMTA
1	\$2,000,000			DPW, SFMTA
1	\$1,000,000		Planning Department in discussions with CPMC/St. Luke's Hospital re: conditions of approval	DPW, CPMC, Planning
1	\$2,000,000	DPW cost estimate for San Jose/Guerrero street improvements: 2006 TLC application	P2P trial plaza constructed; Planning Department in discussions with CPMC/St. Luke's Hospital re: conditions of approval	DPW, SFMTA, Planning
1	\$1,000,000			DPW, SFMTA
1	\$1,000,000			DPW
18	\$18,000,000			DPW
1	\$483,000			SFMTA, DPW
1	\$563,500			SFMTA, DPW
1	\$1,227,100			SFMTA, DPW
1	\$705,600			SFMTA, DPW
4	\$4,000,000		Phase I funded through Mission Streetscape Plan: design work underway.	DPW, SFMTA, Planning
10	\$10,000,000		Applied for County TLC grant; grant award pending. Coordinating with DPW repaving; design work underway	DPW, SFMTA, Planning
17	\$3,740,000			SFMTA, DPW
16	\$3,296,000			SFMTA, DPW
4	\$824,000			SFMTA, DPW
13	\$2,600,000			SFMTA, DPW
10	\$10,000,000			DPW, SFMTA
5	\$2,500,000			SFPUC, DPW, MTA
4	\$2,000,000			SFPUC, DPW, MTA
7	\$3,500,000			SFPUC, DPW, MTA
6	\$3,000,000			SFPUC, DPW, MTA
	<b>\$95,539,200</b>			

**Table 4.2**  
**EASTERN NEIGHBORHOODS**  
**PROJECTED IMPACT FEE REVENUE, 5 YEARS**

Open Space	\$9,717,098
Transportation	\$11,767,794
Community Facilities	\$1,975,622
Administration	\$1,234,764
<b>TOTAL</b>	<b>\$24,695,278</b>

improvements, Victoria Manolo Draves Park pedestrian improvements, Folsom Street (South of Market) streetscape improvements, 16th Street streetscape improvements, as well as open space and affordable housing projects. These projects collectively total approximately \$30 million<sup>2</sup> (though they may be funded through other means as well). Hence, Eastern Neighborhoods development impact fees are not likely to be available to pay for projects identified in this plan in the near-term; in the long-term, however, such funds may be available for projects in this plan.

### In-kind developer contributions

Some projects might also be constructed by new development projects, which may be required to make improvements to the public right-of-way directly adjacent to their property. For example, the City is working with the St. Luke’s redevelopment to determine appropriate streetscape improvements adjacent to their property – including Valencia Street south of Cesar Chavez, as shown elsewhere in this plan.

<sup>2</sup> Source: *Eastern Neighborhoods Infrastructure Prioritization Memorandum of Understanding*, January 27, 2009

**Table 4.3**  
**EASTERN NEIGHBORHOODS PRIORITY PROJECTS**  
**COST ESTIMATE**

Townsend Street	TBD
Folsom Street (SoMa)	\$11,000,000
16th Street streetscape	\$8,500,000
16th Street transit	\$12,000,000
<b>TOTAL</b>	<b>\$31,500,000</b>

### Community-led improvements

Individual community members and neighborhood groups may also make important contributions to improving the streetscape environment in their neighborhood. A number of grants, permits, and programs exist to help neighborhoods enhance the livability of their streets, such as the Community Challenge Grant program and the Sidewalk Landscape Permit. Collectively, community-led streetscape improvements can add up to significant improvements to neighborhood livability.

The Eastern Neighborhoods Finance Working Group has explored additional potential sources to fund streetscape (and other) improvements, such as Infrastructure Financing Districts and Communities Facilities Districts. These financing strategies would apply to the Eastern Neighborhoods as a whole.

## 4.2 PRIORITIZING IMPROVEMENTS



Given funding realities, not all the projects envisioned in this plan can be built in the near-term. Hence, the City must prioritize these projects for limited capital dollars. This document does not assert which proposed street improvements should be prioritized for available funding. Rather, this prioritization would happen through the City's overall capital planning and the Eastern Neighborhoods implementation process.

The City is currently developing citywide criteria for prioritizing street improvement improvements, with the goal of creating more complete streetscape improvements and realizing cost efficiencies. Priority criteria may include location on the transit or bicycle

network, identification in a community plan, and others. Through this process, the City would identify projects that have synergies with other projects, such as future utility or re-paving work, and build upon these projects. The Eastern Neighborhoods Citizen's Advisory Committee (EN CAC) is another forum to help prioritize projects and make determinations about the use of development fees.

Project priorities may also be evaluated for specific funding sources—that is, a project may be especially competitive for a particular funding source. The City will pursue opportunities to fund projects that may be specifically funded by a particular source as they arise.



## SPECIFIC PROJECTS MOVING FORWARD

As this document goes to print, a number of specific projects are already moving forward towards construction – funding has been identified or applied for. The City is already actively pursuing these projects and beginning to transform the Mission District’s public realm. A summary of projects moving forward follows:

### Mission Community Market

The Planning Department convened a group of local merchants, residents, and advocates to organize a weekly market on Bartlett Street between 21st and 22nd Streets as described in this plan, forming the Mission Community Market Collaborative (MCMC). The MCMC has been raising funds, conducting outreach, promoting the market, and acquiring necessary City permits to make the market happen. A block party fundraiser for the market was held on June 19, 2010. The weekly market opened on July 22, 2010.

### 22nd and Bartlett ‘Parklet’

Through the Planning Department’s Pavement to Parks program, the City has built a public space at the corner of 22nd and Bartlett Streets. This space creates modular platforms using the parking lane adjacent to the sidewalk, with seating, plantings, bike racks, and other amenities. The design was developed free of charge to the City by ReBar Group. This new public space opened in April 2010, and is already actively used.

### San Jose and Guerrero temporary plaza

Also through the Pavement to Parks program, the City built a temporary plaza at the intersection of San Jose and Guerrero Streets. This plaza used an underutilized section of the roadway, closing the stub of 28th Street, to create a new park-like public space with plantings, seating, and other amenities. The design was developed free of charge to the City by Jane Martin of Shift Design Studio. The plaza opened in September 2009; it is a temporary trial plaza – the City will continue to look for funds to create a permanent plaza at this location per the designs shown in this plan.

### Folsom Street road diet

The Department of Public Works will be re-paving portions of Folsom Street in 2010 and 2011. In conjunction with this work, the City has been moving forward to approve the road diet (4-to-3 lane conversion) as shown in this plan, so that Folsom Street will have the new roadway striping at the time of repaving. In addition, the City has received approximately \$1 million in grant funds through the Transportation for Livable Communities (TLC) program to augment the re-paving with features called for in this plan, such as bulb-outs, bus bulbs, and greening. The City will continue to look for funds to build future phases as envisioned in this plan.

### Bryant Street road diet

The City has approximately \$100,000 to construct improvements to Bryant Street between 26th and Cesar Chavez Streets as envisioned in this plan, including medians and landscaping. In addition, the City is working to approve road diet re-striping for Bryant Street between 23rd and 26th Streets. The City will continue to look for funds to build future phases as envisioned in this plan.

### 24th and Mission BART plaza improvement

The City has received approximately \$2.2 million in grant funds through the Metropolitan Transportation Commission’s TLC program to build improvements to the 24th and Mission BART station, including plaza improvements, new bus bulbs on Mission Street, and raised crosswalks at alleys crossing 24th Street, per this plan and BART’s Plaza 24 Community Plan.

## 4.3 MAINTENANCE & COMMUNITY STEWARDSHIP



This plan describes a vision for the Mission District's public realm that is pedestrian-oriented, active, and green – a place where people enjoy lingering in the Mission's public spaces, such that the Mission's streets exhibit a high level of care and ownership. This implies not only making improvements but sustaining the quality and care of those improvements over the long term.

Care and maintenance of streetscape features is a shared responsibility between community members and the City. Technically, property owners are responsible for the maintenance and repair of street trees (except on selected streets) and sidewalks adjacent to their property. The City is responsible for roadway maintenance, traffic signals, street lights, and the like.

However, it is incumbent to consider streetscape maintenance as a shared responsibility that benefits all parties by creating cared-for, active public spaces. There are multiple ways that communities and organizations can work synergistically with the public sector to sustain long-term streetscape improvement and care.

In commercial areas, community benefit districts and merchant's associations may agree to tax themselves or otherwise raise funds to improve and maintain streetscape elements.

There are numerous City resources to improve and maintain streetscapes available for residents as well, including:

- DPW Sidewalk Landscape Permit
- Community Challenge Grants
- SFPUC Watershed Stewardship Grants

These City programs and others provide resources or permits to allow residents to create street improvements, and require that these improvements be maintained. In addition, organizations such as Friends of the Urban Forest, PlantSE, and the San Jose/Guerrero Coalition to Save Our Streets offer technical assistance, resources, and advice in making neighborhood streetscape improvements.



**Current Projects**  
0 - 1 YEAR

**Short-Term Projects**  
1 - 5 YEARS

**Medium-Term Projects**  
5 - 10 YEARS

**Long-Term Projects**  
10+ YEARS

**NEIGHBORHOOD COMMERCIAL**  
Public Life

**PLAZAS & GATEWAYS**

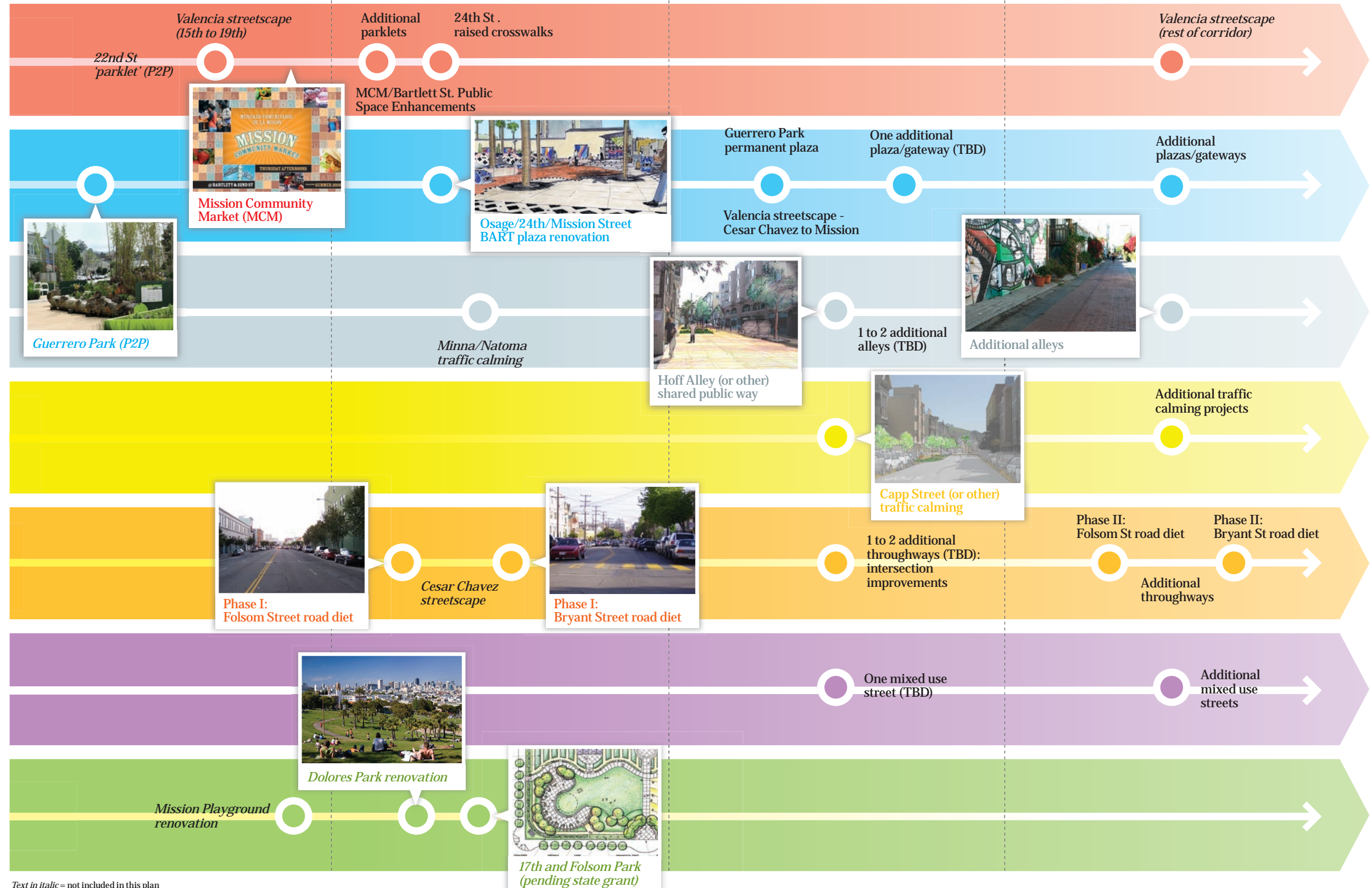
**ALLEYS**

**NEIGHBORHOOD RESIDENTIAL**  
Traffic Calming

**THROUGHWAYS**  
Road Diets and Intersection Improvements

**MIXED USE**

**PARKS & OPEN SPACE**



*Text in italic = not included in this plan*