

MISSION PUBLIC LIFE PLAN

The Mission Public Life Plan celebrates the identity of Mission Street from Van Ness Avenue to Randall Street. The plan re-imagines Mission Street as a vital transit corridor with art, commerce and new public spaces for people to enjoy. The outcome of the plan will

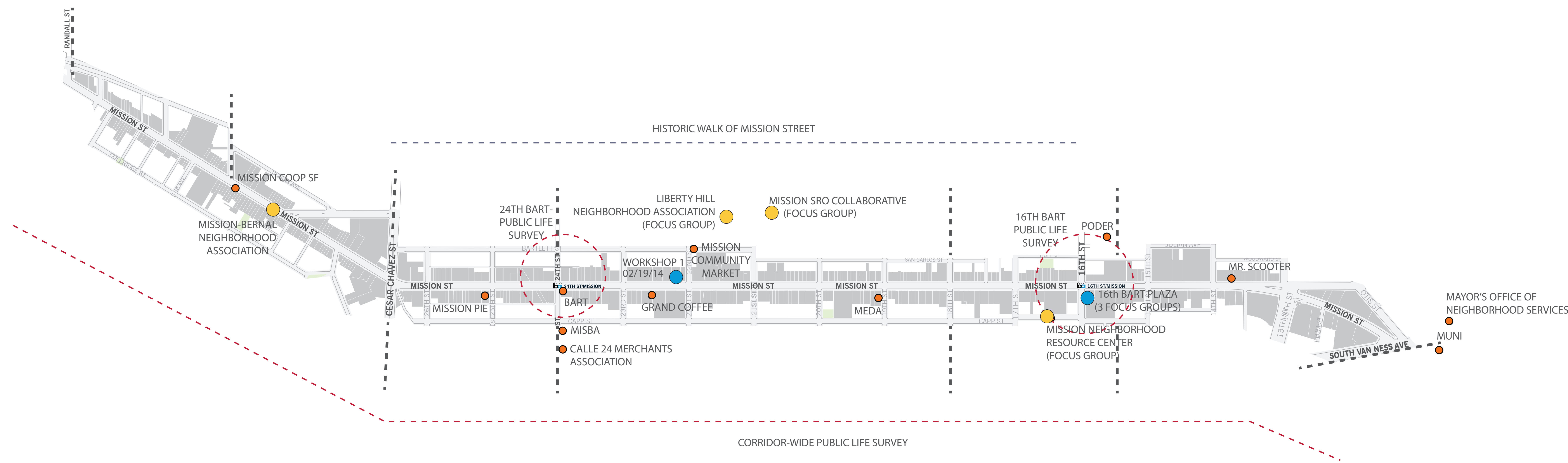
be a framework including actions and ideas expressing the evolving identity of Mission Street through new public art, opportunities for local business, and public spaces.

HOW WE RESEARCHED MISSION STREET (JANUARY–JULY 2014)

The Mission Public Life Plan team at the Planning Department started reaching out to the Mission Street community in August 2013. We started with one-on-one interviews with stakeholders on Mission Street, followed by focus groups, the first public workshop on February 19, 2014. We also had a presence at the Mission Community Market, and organized a few focused workshops on specific topics. Our team also conducted two Public Life Surveys, where many volunteers observed and documented pedestrian activities on the sidewalk-weekday and weekend.

Through this extensive learning process, our team gained a better understanding of what Mission Street means to the local community and to its visitors. Based on this understanding, we are planning to draw a picture together to imagine how Mission will likely evolve in the years ahead.

WORKSHOP 2: EXPLORING THE URBAN STREETScape



AN EVOLVING STREETSCAPE SYSTEM

UNIFY

Elements that define the street as one place.

Mission Street is known as a vital corridor in the city and also as a destination for the Latino community. Its importance as a corridor is similar to Market Street for its transit character and strong identity. This identity can be expressed with elements repeating throughout the corridor.



Below is the list of unifying elements that our team put together:

- PERMANENT SEATING
- MOVABLE SEATING
- SIDEWALK PAVING
- LIGHTING
- TREE GRATES
- BIKE RACKS

SIGNIFY

Elements that highlight unique places on the street.

Mission Street is home to special architectural features: buildings, murals, terrazzo paving, old theaters, historic signs. Each of these contributed to build the cultural landscape of Mission Street over time. Some of these *signifying* elements could help emphasize the special places of Mission Street: they could tell the story of this iconic street by showing us the remnants in the architecture, sidewalks and street art. Below are the *unifying* elements that our team put together:

- HISTORIC SIGNAGE
- SPECIAL SIDEWALK PAVING
- STREET ART

COMPLETE

Elements that address the needs of the street.

Mission Street is a utilitarian street where a variety of businesses and services live. The street's infrastructure, however, often falls behind the demand of its users. Improvements to these elements where needed can help us fill the existing gaps. Listed below are the elements that can help us fill these gaps in the streetscape:

- URBAN FOREST
- TRANSIT AMENITIES
- ART INSTALLATIONS

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SAN FRANCISCO
PLANNING DEPARTMENT

IN COLLABORATION WITH
SFPD SFMTA SAN FRANCISCO
DEPARTMENT OF PUBLIC WORKS AND STREET DEVELOPMENT

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<http://missionpublic.sfplanning.org>