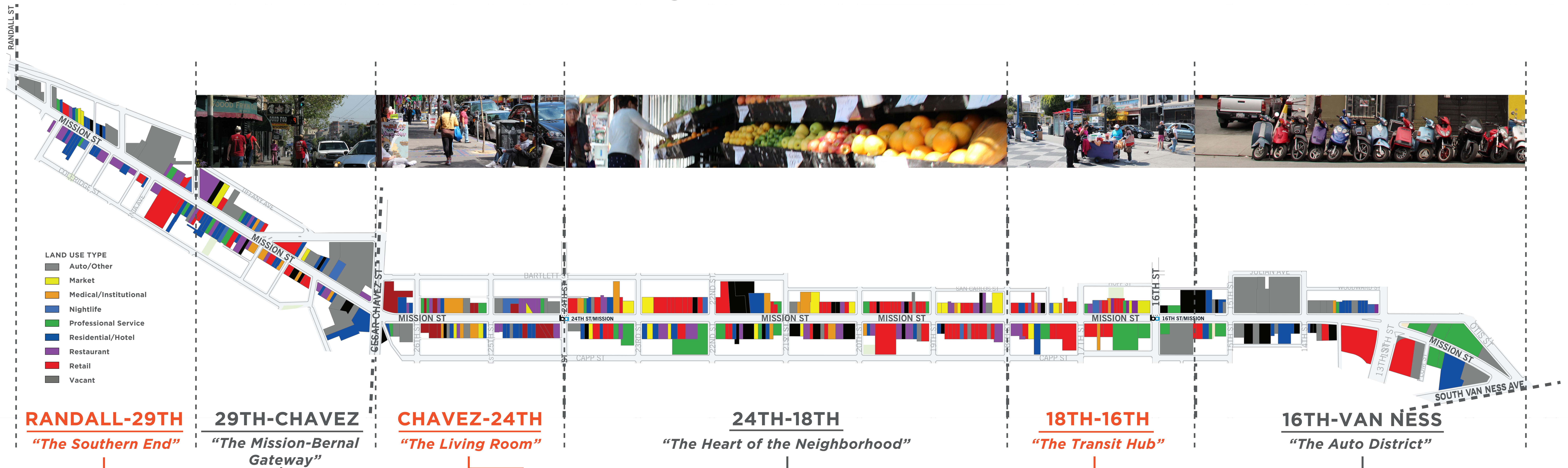


# MISSION STREET SEGMENTS

## A Walk Along Mission Street



Mission Street on this stretch prioritizes cars over pedestrians. The intersection of Mission and Randall, the southern end of our project area, is very unsafe for pedestrians due to the complex road geometry. This stretch of the corridor transitions from a neighborhood commercial corridor on the north to a predominantly residential character on the south.

The businesses serving the neighborhood include mostly restaurants, retail, auto services and a large supermarket.

The average lot grain is relatively large (6,000 sq. ft.): wide lots like Safeway and Big Lots as well as two gas stations interrupt the tight neighborhood feel immediately north of Virginia Street, creating a landscape dominated by blank walls and cars.

Mission Street on this stretch becomes a neighborhood-serving street. The commercial character of the street has been strengthened by the *Invest in Neighborhood Initiative*, promoted by the Mayor’s Office of Economic Development (OEWD). This section of the corridor was identified as priority corridor for the program: as a result, a new merchant association, the *Mission-Bernal Merchant Association* has been formed by active business owners.

The average lot grain along this stretch is large ( 7,000 sq.ft.) mostly due to the very wide lot of *Mission Link Career Center* as well as several parking lots along the segment. These wide storefronts and blank walls create a rather unpleasant pedestrian environment. Some positive elements of this stretch are popular restaurants in the area between 29th and Valencia and the upcoming *Valencia Green Gateway Plaza* (Mission and Valencia) a new public space funded by the Public Utilities Commission that will be installed in March 2015. The plaza will become a great opportunity to combine transit, art and new community events and it could become a center for the Mission Street area South of Chavez.

Mission Street on this stretch has a neighborhood commercial feel- we are approaching here the historic Mission Street core. Retail is neighborhood-serving and varied: historic businesses such as the hardware store and the Italian pastry shop Dianda’s mix with new but equally beloved retail such as *Mission Pie*, a café, bakery and gathering place. The *Mission Cultural Center*, another key neighborhood institution, provides opportunities to celebrate the neighborhood’s cultural heritage.

The 24th Street BART station serves as a major gateway to the neighborhood and as a link to the rest of the city. The *McDonald’s* restaurant across the street from the BART plaza, was recently renovated, and is a tremendous asset to the residents: seniors and families are found here socializing, playing cards, reading the news and having a break from the day’s activities. The sidewalks on this stretch are very well maintained. Pedestrian volumes are particularly high in the 25th block stretch: benches on the sidewalk with floral landscaping (unique to the 25th and 26th blocks of Mission Street) provide a very pleasant seating and socializing opportunity, transforming this block in an “open-air living room”.

This is the “historic Mission Street”, the iconic theatre corridor that in the 1920’s and 1930’s was a booming entertainment district. It is also the heart of the neighborhood, its cultural heart and its commercial Main Street. Traces of this glamorous past are found in the elegant historic signage and elaborate decorations in the paving of the vestibules and cornices of the commercial storefronts. Several theatres are found in this stretch: *El Capitan*, the *Tower*, the *Grand* and the iconic *New Mission Theatre* currently under restoration.

The average lot grain on this stretch is small (5,500 square feet) creating a dense storefront corridor attracting a significant volume of foot traffic. Most retail businesses serve as a destination for local and citywide residents as well as visitors from other places.

Mission Street along this stretch has also undergone a significant transformation in the past few years, compared to other segments of the corridor. The 21st block in particular is under construction for a large development project including 125 new residential units, retail, and the restored *New Mission* multi-theatre complex. This stretch of Mission Street remains also active and vibrant during the evening with a high concentration of restaurants.

The average lot grain in this stretch is very small (5,000 sq. ft.): similarly to the stretch south of 18th, the tight urban fabric creates a dense storefront condition that attracts a significant volume of foot traffic. The 18th street corner, nicknamed “the fancy block” in community interviews, has attracted new restaurants and business in the last few years and is the bookend of a new informal *gourmet district* along 18th street that extends all the way to Dolores Park.

The 16th Street BART station on the other end of the stretch serves as a gateway to the neighborhood and the rest of the city. The 16th Street BART plaza is also a place for commuting, gathering, and living. The northeast plaza more specifically provides an outdoor living room for residents living in the residential hotels mostly between the 16th and 18th blocks, and for homeless individuals who spend the day sitting on the benches.

Mission street on this stretch becomes less pedestrian oriented. The lot grain is significantly larger than the other segments (about 11,000 sq. ft.). The freeway over-pass on 13th street imposes automobiles on the street, where intersections prioritize movements of cars over pedestrians. The main business type in this segment is auto service, followed by professional services. There are several vacant lots along the stretch- they make up a significant portion of street frontage and they include an abandoned School District property between 15th and 16th on the west side, an abandoned building between 14th and 15th on the east side, and a vacant lot on the north-east corner of 14th and Mission. The imposing presence of the San Francisco Armory building -with its thick, blank walls- creates a harsh, unpleasant edge to the block of 14th Street. These businesses or lack thereof do not attract foot traffic within this segment and in most cases create an empty and uncomfortable environment, especially at night. This is also a segment that often times serves as a living room for SRO residents or homeless individuals especially in front of the above mentioned vacant lots. The lack of maintenance in this stretch augments the feeling of grittiness and disrepair.

**MISSION**  
PUBLIC LIFE PLAN

SAN FRANCISCO  
PLANNING DEPARTMENT

IN COLLABORATION WITH



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