



MERCADO PLAZA

A NEW PUBLIC SPACE FOR THE MISSION DISTRICT



MAY 29, 2013 | THE WOMEN'S BUILDING



TONIGHT'S AGENDA

Presentation

- Project Background
- Project site
- Design of new public space
- Operations & Maintenance of new public space

Discussion stations: tell us what you think

- Design configuration
- Design elements
- Street graphic preview
- Parking data
- Timeline

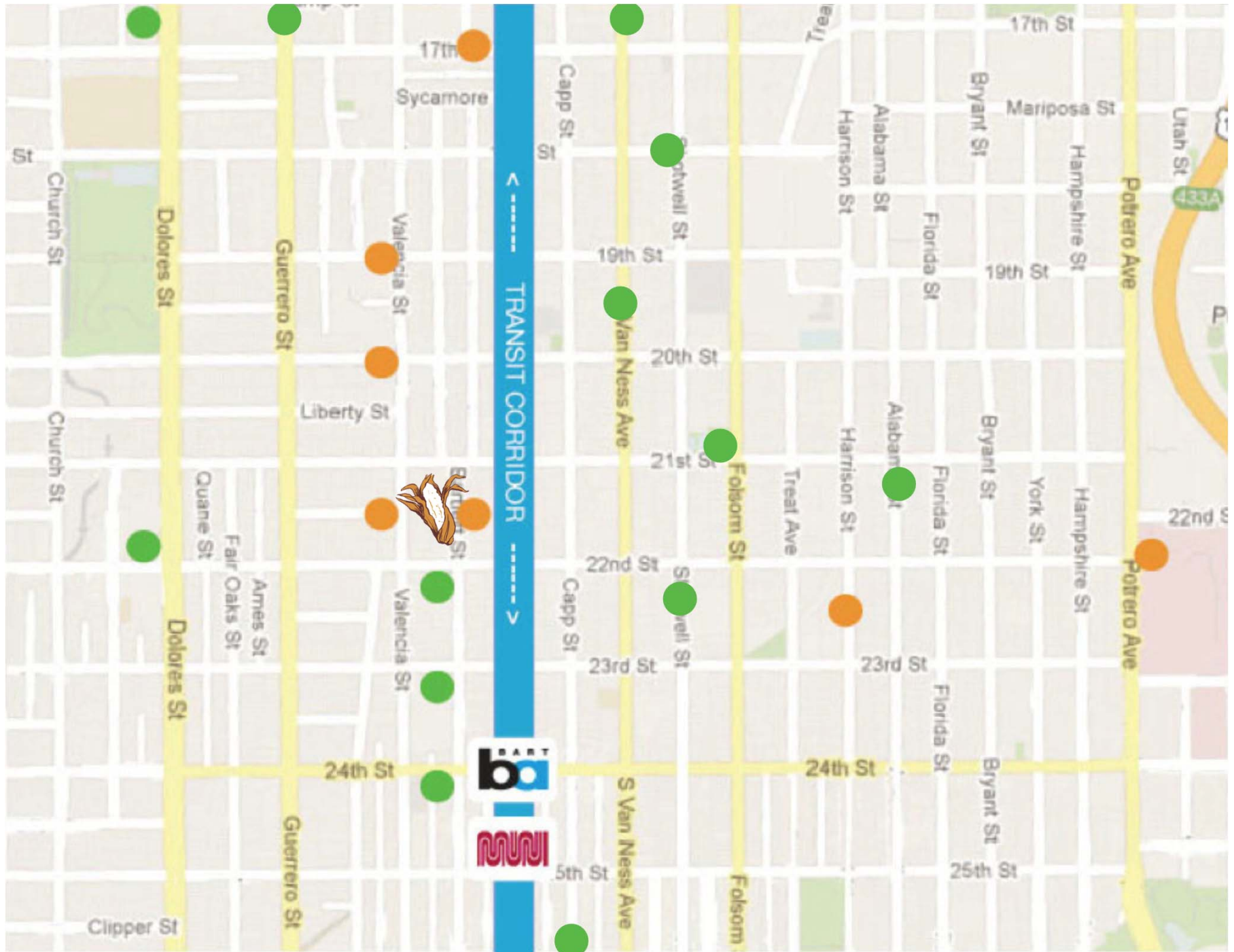
Project Planning Timeline



- Strong desire for public improvements on Bartlett
- Create a community based organization to promote public health, safety and economic development – Mission Community Market

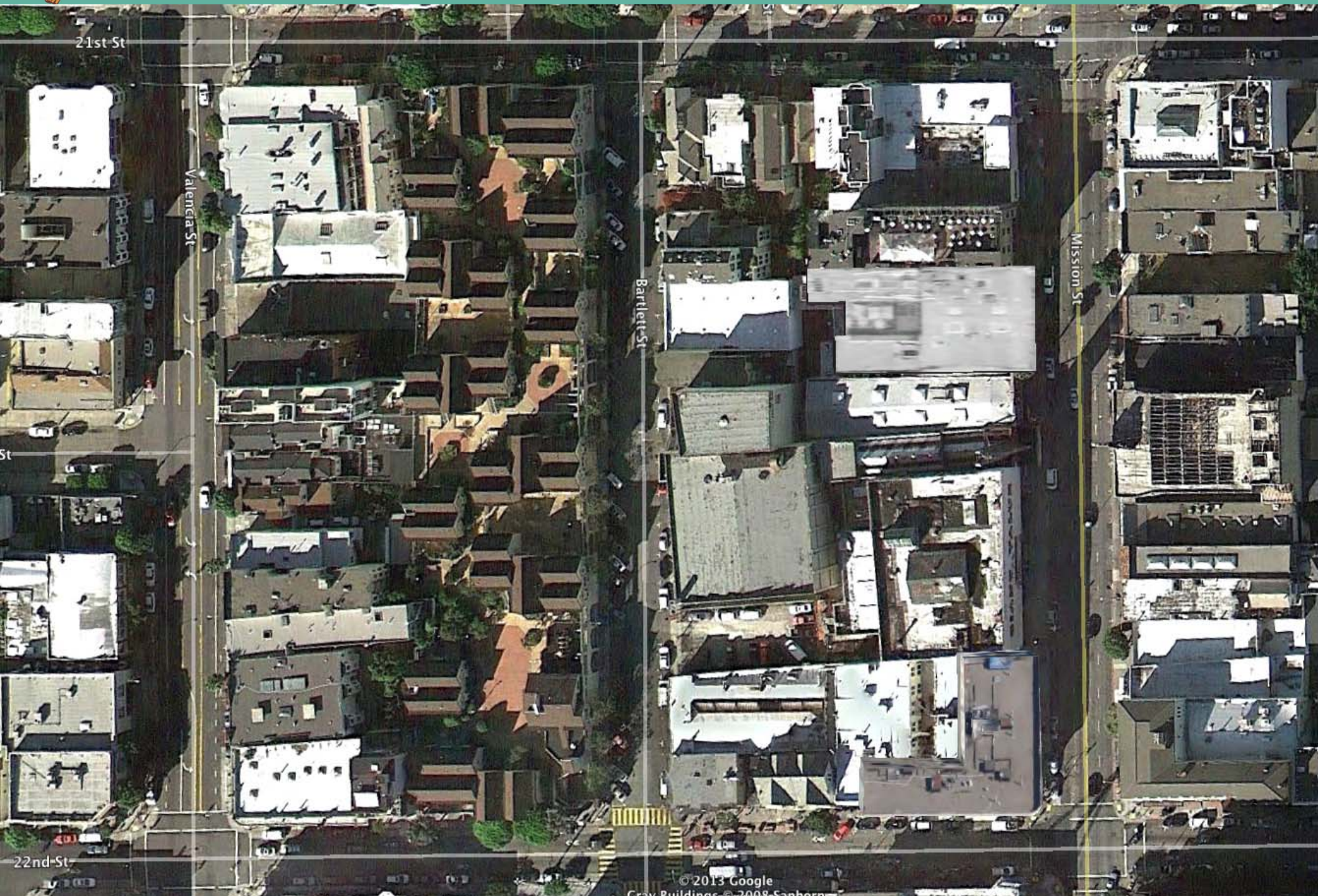


Neighborhood Context





Neighborhood Context





Bartlett Street: Existing Conditions, Daytime











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P

E

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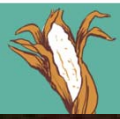
15253
SBR
XFLOR

Q2K
SBR
VS

graffiti tags on the green fence

JR





Bartlett Street: Existing Conditions, Night





Handwritten graffiti in orange and teal colors on the black metal fence.

KEEP CALM
AND CARRY ON

RECYCLE

2000

Handwritten graffiti in white on the sidewalk.

Handwritten graffiti in red on the sidewalk.



Mercado Plaza Community Outreach





Developing a Community Vision

2008-2010
Mission District
Streetscape Plan Process

2010
MCM Established

2011
SF Arts
Commission and
private funds for
3 cultural murals

May 2012:
\$50,000 Community
Challenge Grant for
pedestrian safety and flexible
public space



OUTREACH SUMMARY

- 2 Community Meetings at CCSF
 - 3 outreach sessions at Thursday market
 - 2 outreach sessions at Sunday Streets
 - Numerous meetings with immediate neighbors & businesses
-
- Strong community support
 - Support from Supervisor Campos
 - Support from MTA, DPW
 - Support from Miracle Mile BID

Miércoles, 16 de Mayo de 7-9pm- City College, Sala 454

MERCADO PLAZA

AYÚDENOS MEJORAR EL ESPACIO PÚBLICO Y LA CALLE BARTLETT

REDISEÑO DE LA CALLE BARTLETT

Miércoles, 16 de Mayo, 7-9pm

CCSF Campus de la Misión, Sala 454

*Comente sobre las primeras ideas y
proponga las suyas personales!*

El Mercado Comunitario de la Misión, Rebar Group, CARECEN, y PODER, junto con algunos vecinos están comenzando a imaginar alternativas de cómo la Calle Bartlett pueda servir mejor a nuestro vecindario.

Actualmente tenemos la oportunidad de re-diseñar la calle Bartlett y traer fondos para invertirlos en la calle, en coordinación con la propuesta de desarrollo en Giant Value.

Ahora nosotros necesitamos su aportación y su opinión sobre como mejorar la Calle Bartlett. Asista por 10 minutos o una hora. Díganos que piensa de las primeras ideas, conceptos y futuras posibilidades para la Calle Bartlett.

Únanse a sus vecinos:

Miércoles, 16 de Mayo de 7:00-9:00 pm

City College de SF, Bartlett y 22nd, Sala 454

RSVP mcm@missioncommunitymarket.org



Conceptual Rendering
of ideas for Bartlett St



vea la posibilidades at www.missioncommunitymarket.org



MERCADO PLAZA

UN NUEVO ESPACIO PÚBLICO Y MERCADO COMUNITARIO PARA LA MISIÓN

A new public space and market

¡Dinos lo que piensas!
Marcar su favorito con una pegatina
Añadir un comentario con una nota adhesiva

Tell us what you think!
Mark your favorite with a sticker
Add a comment with a sticky note

¿Cuáles son tus tres prioridades principales para MERCADO PLAZA?
What are your top three priorities for MERCADO PLAZA?

2

3

BITE PARK!
FEED THE BEASTS

NO CARS
CAFE SEATING

LIGHTING

PLAYGROUND

PEDESTRIAN
SAFE ROUTES
PUBLIC JOBBING

SAFE ROUTES
TO COLLEGE
FROM HOME
AND LIBRARY

Reduce gang
traffic along
Faculty Parkway
by creating
barrier with
other outdoor
venues

SAFE ROUTES
TO COLLEGE
FROM HOME
AND LIBRARY

SAFE ROUTES
TO COLLEGE
FROM HOME
AND LIBRARY

Need to have SAFE
handy carter space
for kids to be able
to run around on
scraper + wigg
No playground needed
just open kid space

Lighting Timeout
is important
to promote
safety + make people
prouder of getting
place

the park is
great
the water is
great
the food is
great
the people are
great
the atmosphere is
great

LIGHTING
eye level
SAFETY
PLAYING
tree

What are your top three priorities for MERCADO PLAZA?

There is an
opening up
for students to
study / relax, not
just for
work parties

**Don't eliminate
parking!**

**PLAYGROUND
FOR ADULTS**
Adults
need parking +
chance
space

**NOB ON
ROADS +
BEAUTIFUL
LIGHTING, BUT
NOT "YE OLDE
WINE-BOTS"**

collaboration
with city
& lots of
input from the
city w/ permitting

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Control - temporary
concept / design
lower budget
Bullitt (low 2nd
to CC) - simple
panels, easy, play

**urban islands
that narrow
the street +
encourage a
pedestrian**

with
- everyone
that help the
area with benefits

**Pedestrian zones
Bike Parking**

LIGHTS

**Trees!
Trees!
Trees!**

**REWOOD
TREES
+
PETM-BLASSÉ**

**more trees
→
greenery in
space
with
benefits**

for priorities
① Pedestrian control
② Merchants who
offer to temporarily
close streets
③ Pedestrian
Access

BENCHES

**PEDESTRIAN
NO CARS!**

**SAFE
pedestrian routes,
day care,
grocery stores,
public facilities
pedestrian routes
pedestrian routes**

**YES CARS
NO PARKING**

**Less traffic
more walking
parking
play**

**How far down
(from 2nd) can
we begin "chicken"
+ to maximize
+ a controlled area
+ all that?**

**Less traffic
more walking
parking
play**

**Please remember
this is a
pedestrian block
particularly
side of street.**

**Less traffic
more walking
parking
play**

**pedestrian zones +
table seating
+ how many of
these integrated
outdoor seating
used?**

**Redirection
for families
+ quiet zone
also**



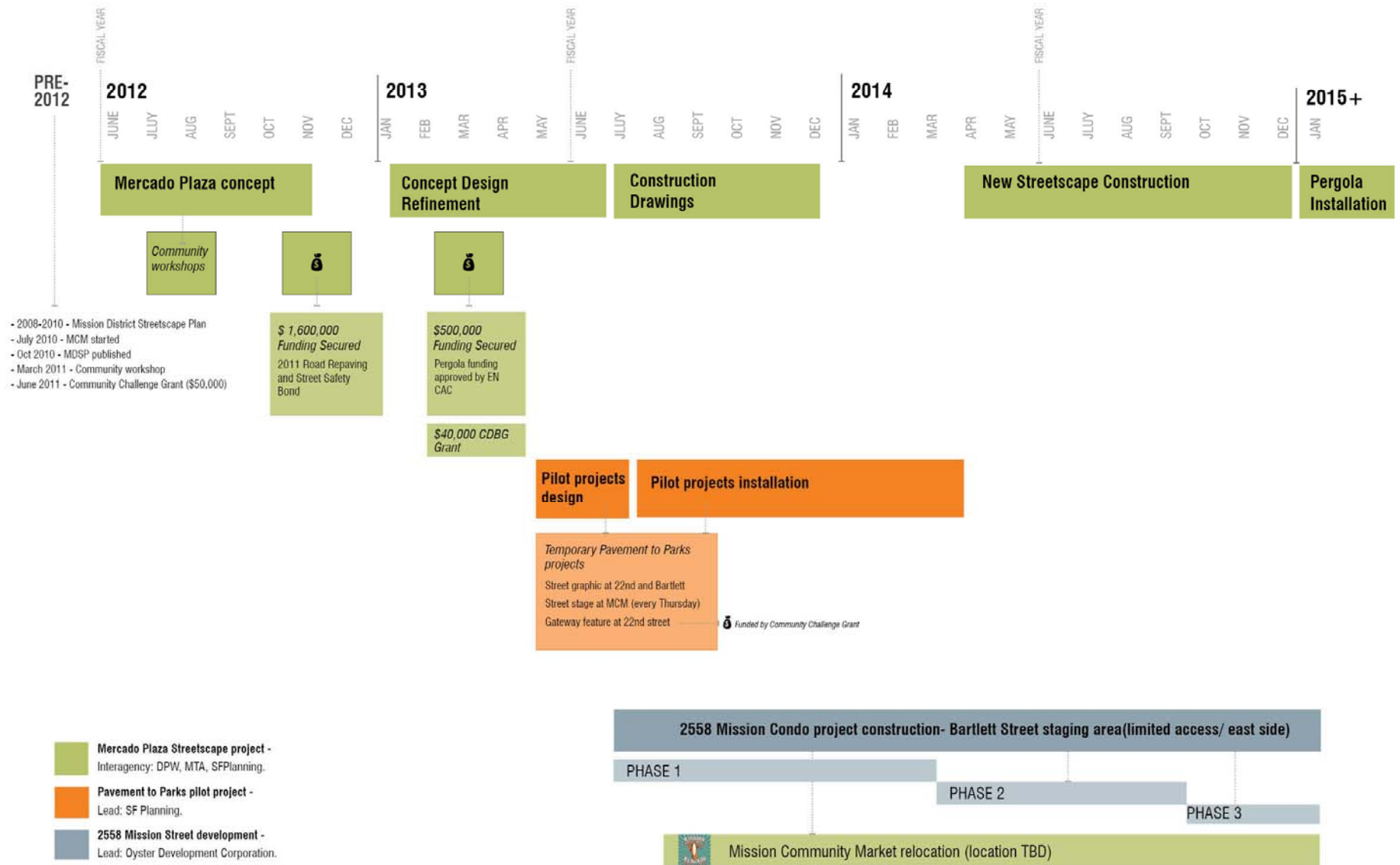


KEY OUTCOMES FROM PUBLIC INPUT

- Increase public safety, activation, lighting
- Create shared public way, slow traffic
- Create community serving event space
- Support entrepreneurs
- Create vibrant place to host public art, family activity, outdoor dining, visual and performance festivals and daily community gathering



CURRENT PROJECT TIMELINE





DESIGN FEATURES OF PLAZA CONCEPT

Street Improvements

- Lighting for pedestrian safety
- Added trees
- Improved surfaces
- Narrower roadway and potential bulbout to slow traffic
- Create a multifunctional street: for community events and marketplace

Canopy / Pergola structure

- Lighting feature: support nighttime events, increase public safety
- Wind and sun protection
- Greenspace, quickly
- Event frame: support banners, posters, festival elements
- Vendor canopies: support new entrepreneurs, expand market, host events in variety of weather conditions
- Utility connections for events, marketplace

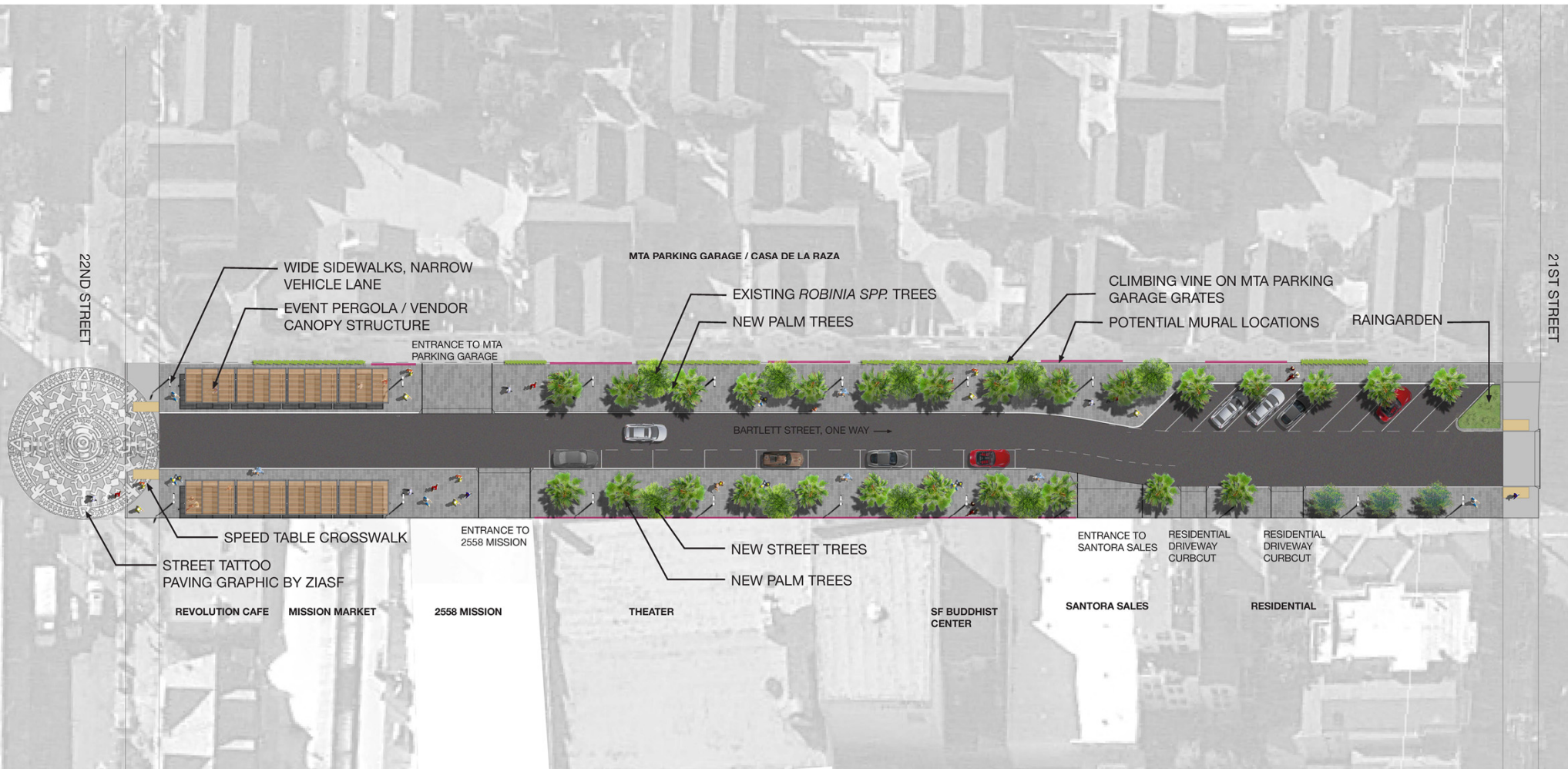
Public Amenities

- Moveable seating, stored off-site
- Bike parking
- Landscape, greenery



CONCEPT DESIGN: REGULAR DAY

SITE PLAN





CONCEPT DESIGN: REGULAR DAY

VIEW DOWN BARTLETT STREET- LOOKING NORTH





CONCEPT DESIGN: EVENT DAY

SITE PLAN





CONCEPT DESIGN: EVENT DAY

VIEW DOWN BARTLETT STREET- LOOKING NORTH





CONCEPT DESIGN: EVENT EVENING

VIEW DOWN BARTLETT STREET- LOOKING NORTH





CONCEPT DESIGN: ELEMENTS

STREET FURNITURE

LIGHTING



PEDESTRIAN LIGHTING:
OPTION 1



PEDESTRIAN LIGHTING:
OPTION 2

BIKE RACKS



PERGOLAS *by REBAR*



SEATING



STREET GRAPHIC



STREET STAGE *by ROSS HANSEN AND JOHN MATTHEW FRANCIS*





CONCEPT DESIGN: ELEMENTS

TREES AND GREENING

TREE OPTIONS



QUEEN PALM: OPTION 1



WASHINGTONIA PALM: OPTION 2

VINE OPTIONS



SCARLET TRUMPET VINE: OPTION 1



GIANT BURMESE HONEYSUCKLE: OPTION 2

STORMWATER MANAGEMENT



FLOW-THROUGH PLANTER FOR STORMWATER MANAGEMENT



GREEN CORNER BULBOUT



CONCEPT DESIGN: PARKING STRATEGY

PARKING

AT A GLANCE

EXISTING CONFIGURATION:

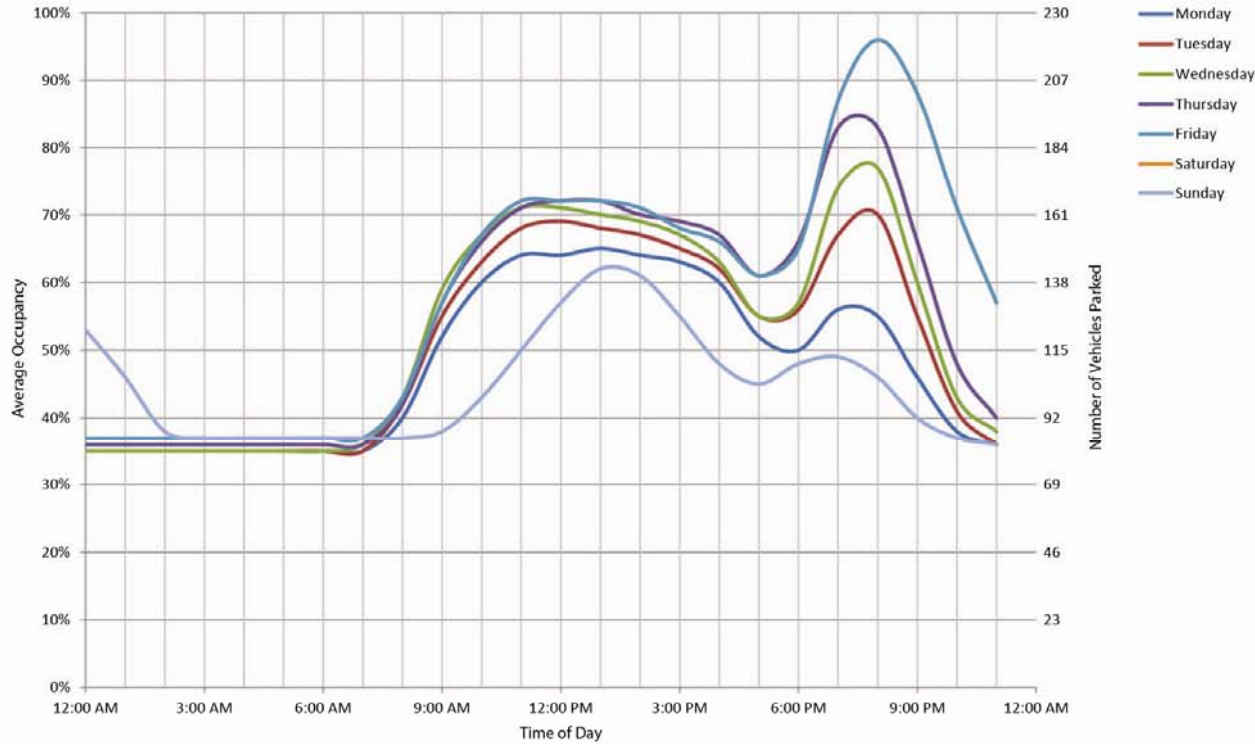
PARKING: 41 SPOTS

LOADING: 4 SPOTS

PROPOSED CONFIGURATION:

PARKING: 13 SPOTS

LOADING: 8 SPOTS



MISSION- BARTLETT GARAGE AVERAGE OCCUPANCY BY DAY OF WEEK- Source MTA



AVERAGE METERED PARKING SPACE OCCUPANCY MEASURED DURING METERED PARKING HOURS Source MTA



PROGRAMMING: PILOT PROJECTS



Mercado Plaza creates opportunities for local art, participatory design and stewardship.

- Gateway Feature with local artist (funded: Community Challenge Grant)
- Street Graphic- with local artists *Zia SF* (funded: *Pavement to Parks* program)
- Street Stage- with local artists (funded: *Pavement to Parks* program)
- Mural gallery by *Precita Eyes* and local youth

Committed partners:

ZIA SF



Mission Cultural Center for Latino Arts

A Unique Cultural Experience since 1977

Interested Partner:





PROGRAMMING: FESTIVAL STREET (LONG TERM)



Committed partners:

Mission Cultural Center for Latino Arts
A Unique Cultural Experience since 1977



Mercado Plaza fills the need with a flexible design for diverse events:

- Mission Cultural Center for Latino Arts: Youth/Arts Activities (monthly)
- Edison Academy: After-School Craft Sales (monthly)
- Abada Capoeira: Monthly dance event
- Rock the Bike: Annual Event
- Mission Community Block Party: Annual Event

Previous and Potential Events:

- Verizon: Quinceniera Annual Event
- Carnaval Performance/Spring Festival
- MCCLA anniversary
- Buena Vista, Sanchez Elementary, Marsh Theater



PROGRAMMING: FOOD ACCESS AND HEALTH



Committed partners:



Mercado Plaza creates accessible space for culturally-competent outreach and food access

- Urban Sprouts: Outreach 2 times per week to more than 3,200 annually.
- CARECEN / Urban Sprouts: Cooking demonstrations, meal planning, CalFresh signups for eligible families 2 times per week
- UCSF/SFGH: Food access and fresh food incentive study for WIC/CalFresh families
- Mercado Match incentive for at least 180 households annually
- Community Health Zone: physical space and infrastructure for health kiosk & play street
- Quarterly health fairs with partners, schools and local sponsors (e.g. Walgreens)



PROGRAMMING: SMALL BUSINESS INCUBATION



Mercado Plaza creates local business incubator and sales opportunities

- 35 new businesses: access to market, low barrier to entry, technical assistance.
- 68 additional sales opportunities per year
- Urban Sprouts/PODER: 100 youth sales opportunities per year
- Mission Market: Kitchen access

Committed partners:



Interested partners:

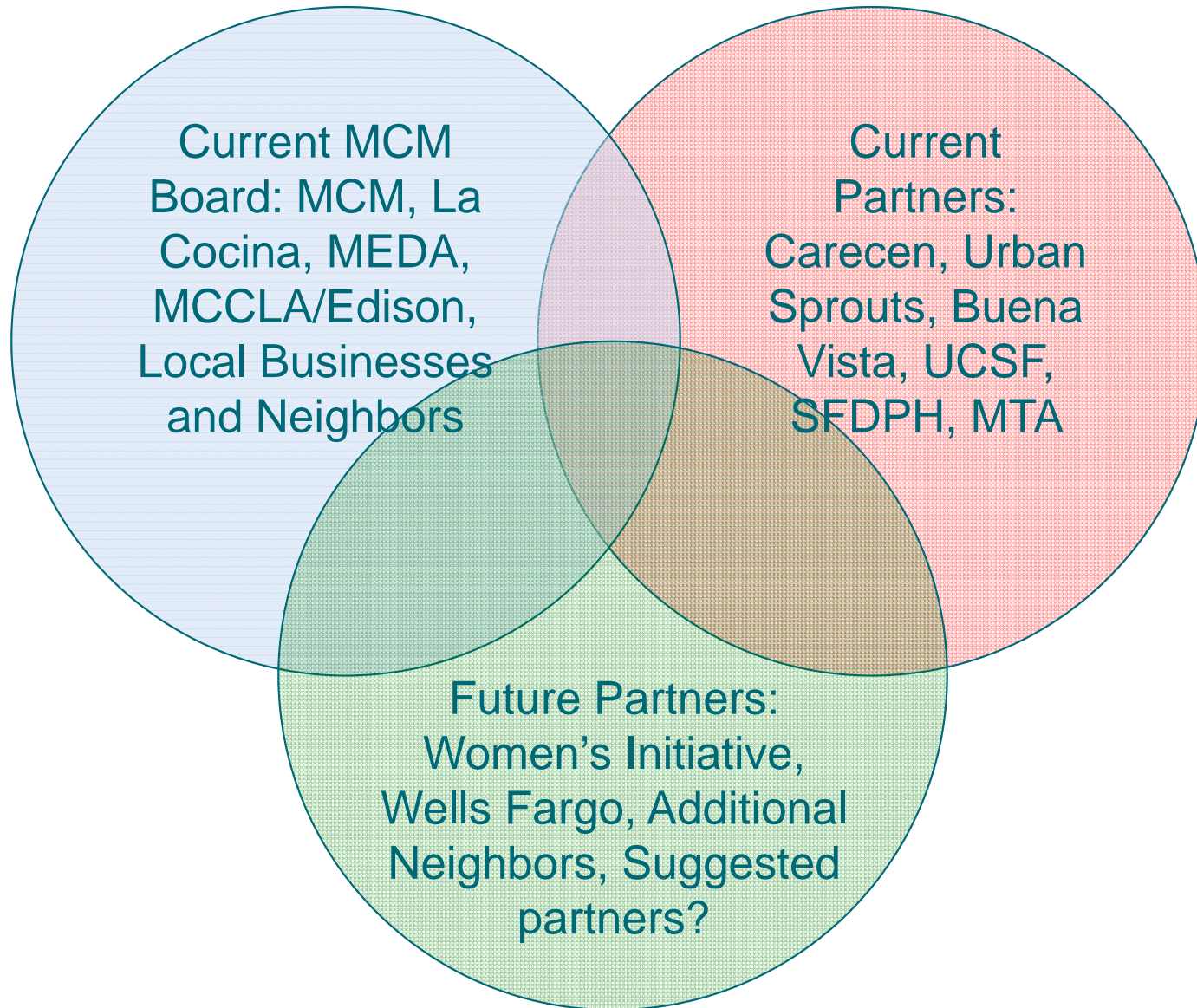


Mercado Plaza creates local jobs for youth

- SF Conservation Corps: Part-time job and training
- MCM/New Door: 4-8 part-time jobs, training opportunities annually. Opportunities for advancement.
- Urban Sprouts/PODER: Youth enterprise and sales training



ON-GOING STEWARDSHIP





ONGOING STEWARDSHIP / O&M



Sources of Funding/Stewardship

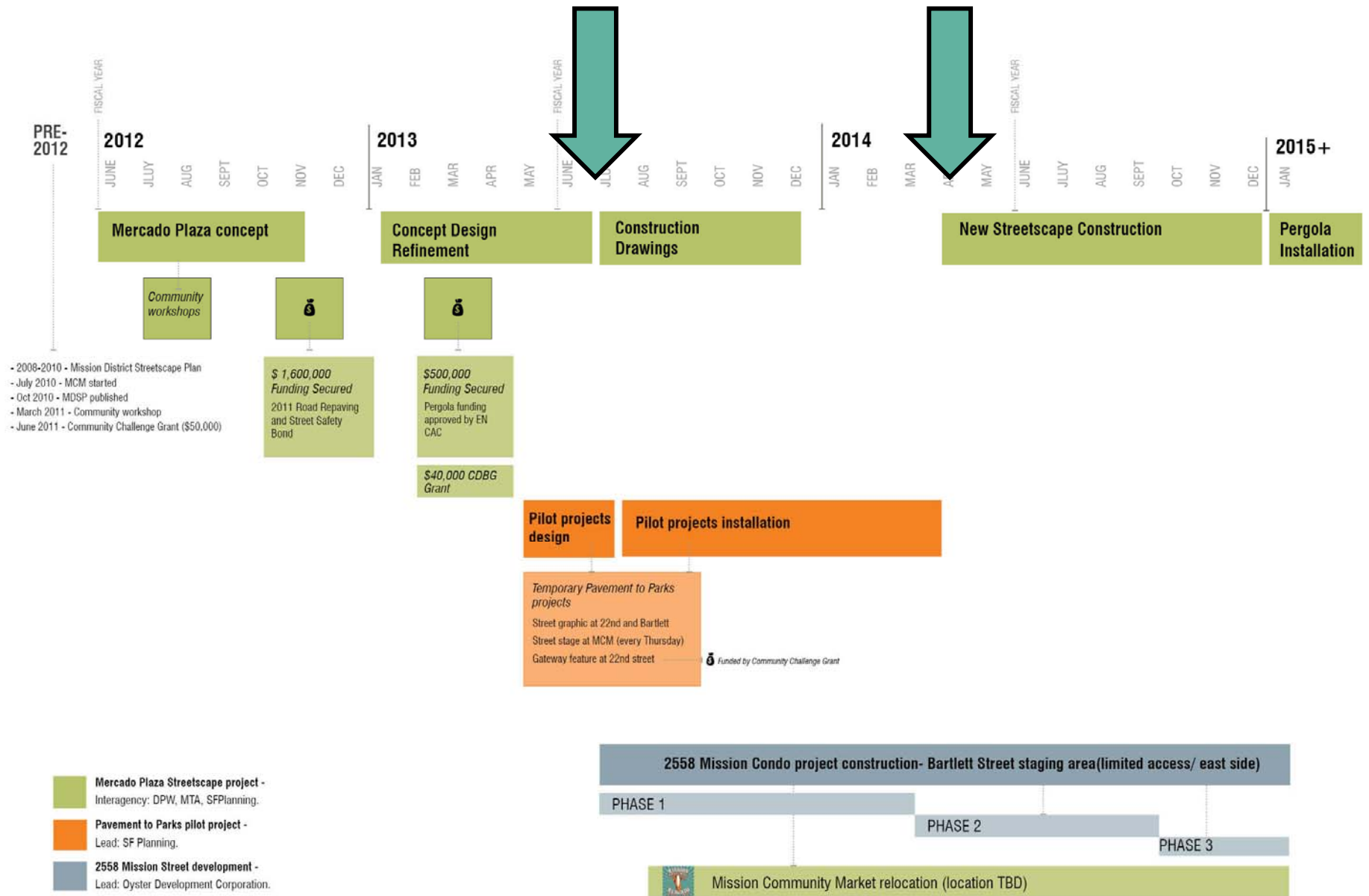
- Market Revenues
- Special events
- Possible expansion of Business Improvement District
- DPW basic maintenance
- Property Owners

Potential Synergies

- Local jobs
- Green training partnerships with CCSF and local schools
- Foster local stewardship of murals, plants, booths



NEXT STEPS





MERCADO PLAZA

A NEW PUBLIC SPACE FOR THE MISSION DISTRICT



PROJECT CONTACT:
Ilaria Salvadori- 415.575.9086

- PLEASE REVIEW BOARDS AROUND ROOM
- TALK TO PLANNERS
- TAKE YELLOW NOTES TO GIVE YOUR INPUT