

Public Realm Strategies

- I. Create a public realm plan that fully addresses lighting, street furniture, banners, art.
 - a. Consider major sidewalk and street reconfiguration.
 - i. Closing Ocean from Persia to Mission; making it only passable for buses?
 - ii. Pedestrian connection from Mission to Alemany through the funeral home site
 - iii. ?
 - iv.
 - b. Budget for planning
 - c. Budget for implementation
 - d. Impact Fees for implementation/Developers implement
- II. Form a Community Benefits District to maintain streetscape
- III. Develop anti-litter and anti-dumping campaign
 - a. Messaging
 - b. Enforcement
 - c. Fines
 - d. Solve Issue of trash cans
- IV. Green the Corridor
 - a. CBD or Green Benefits District to maintain
 - b. Encourage small-scale through planter boxes, street trees,
 - c. Larger scale bioswales/green infrastructure, green walls
- V. Use Public Art to communicate neighborhood identity; creating a sense of cohesion and creating a pleasing and inviting place to be. Art can also designate the different “nodes” within the corridor.
 - a. Murals

- i. Pow Wow Event
 - ii. Walls
 - iii. Sidewalk Murals
 - b. Distinctive Entry Signs
 - c. Street Banners
 - d. Statues/Durable public art
 - e. Activate vacant storefronts w/art
 - f. Historic signs as art; designate
 - g. Wayfinding through art
- VI. Focus on one node to implement catalytic interventions to showcase potential
 - a. Fund 18 month pilot
 - b. Trees, flowerboxes; tables & chairs; safety cameras, lighting, public art, enforcement, façade enhancements.
 - c. Measure before and after impacts on businesses.
- VII. Fully realize the Persia Triangle
- VIII. Expand Opportunities for storefront program
 - a. Loan fund for property purchase
 - b. Require façade improvements to include sidewalk lighting
 - c. Require greening of some level