

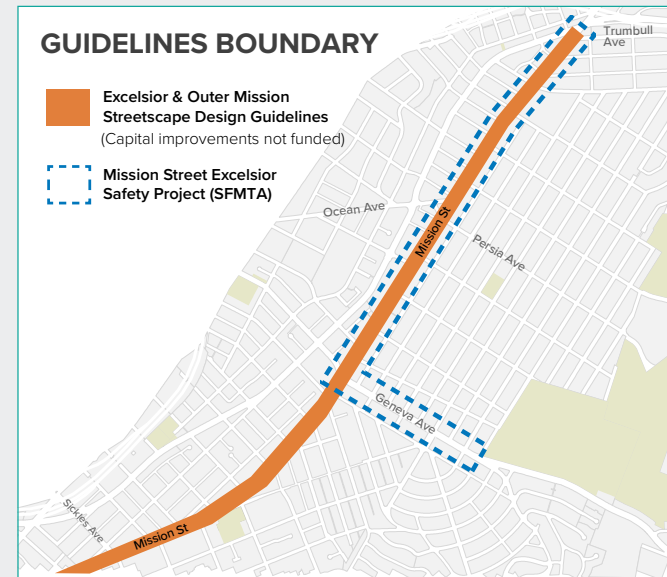
PROJECT OVERVIEW

WHAT?

The **Excelsior & Outer Mission Streetscape Design Guidelines** are an inter-agency effort to improve the **safety**, **visual quality**, and **community character** of the Mission Street corridor and surrounding area.

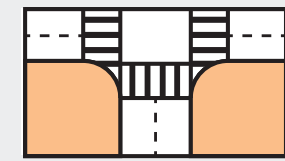
The Streetscape Design Guidelines will build on the **SFMTA's Mission Street Excelsior Safety Project**, and will reflect the community vision developed through the Excelsior & Outer Mission Neighborhood Strategy.

WHERE?

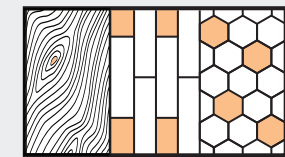


HOW?

The Guidelines will define **street typologies** and a **palette of streetscape materials**, which will serve as a tool for City and the community to implement ongoing and future streetscape projects



STREET TYPOLOGIES

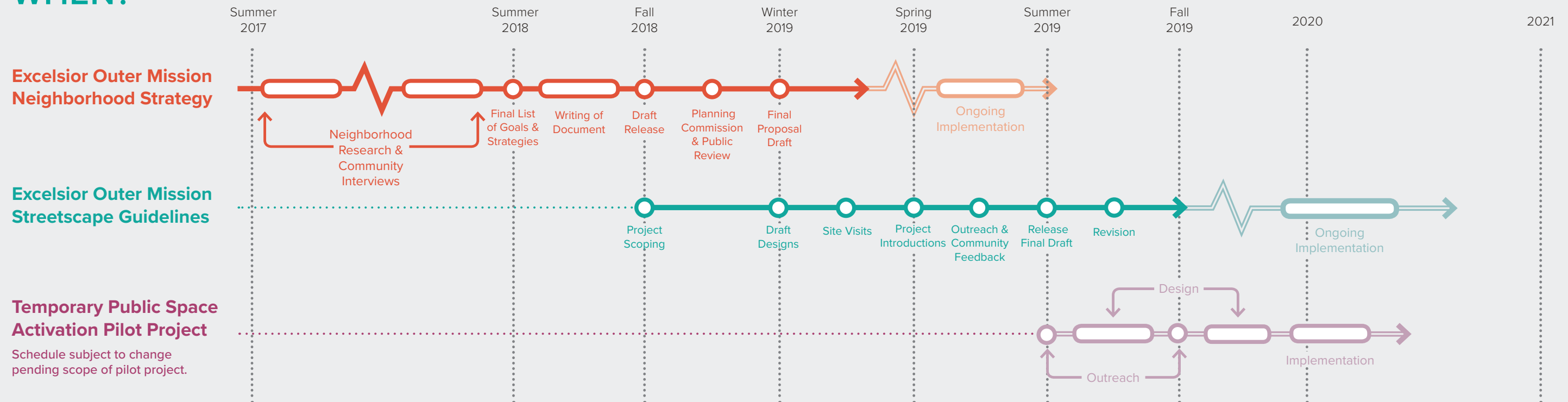


PALLETE OF MATERIALS

The **street typologies** will identify four specific types of intersections along the Mission corridor and propose treatments for street furniture, sidewalk pavers, trees, and seating elements.

The **palette of materials** will focus on defining specific styles, materials, and colors for greening, lighting, furnishing, and community identity elements.

WHEN?



IN CONTEXT

COMMUNITY VISION: WHAT WE HEARD

The following goals were developed through the **Excelsior & Outer Mission (EOM) Neighborhood Strategy**, and reflect input received through community outreach and the focused conversations from the Strategy’s Working Group sessions.

NEIGHBORHOOD STRATEGY

THEMES

GOALS

Public Realm

PUB 1

Clean, green, and maintain the public realm

PUB 2

Reinforce a sense of place, celebrate multicultural community character along Mission Street corridor

PUB 3

Build a coherent network of vibrant public spaces integrated and connected to surroundings

Mobility

MOB 1

Walking in and around the mission neighborhood commercial district (NCD) is safe, convenient, inviting, and enjoyable

MOB 2

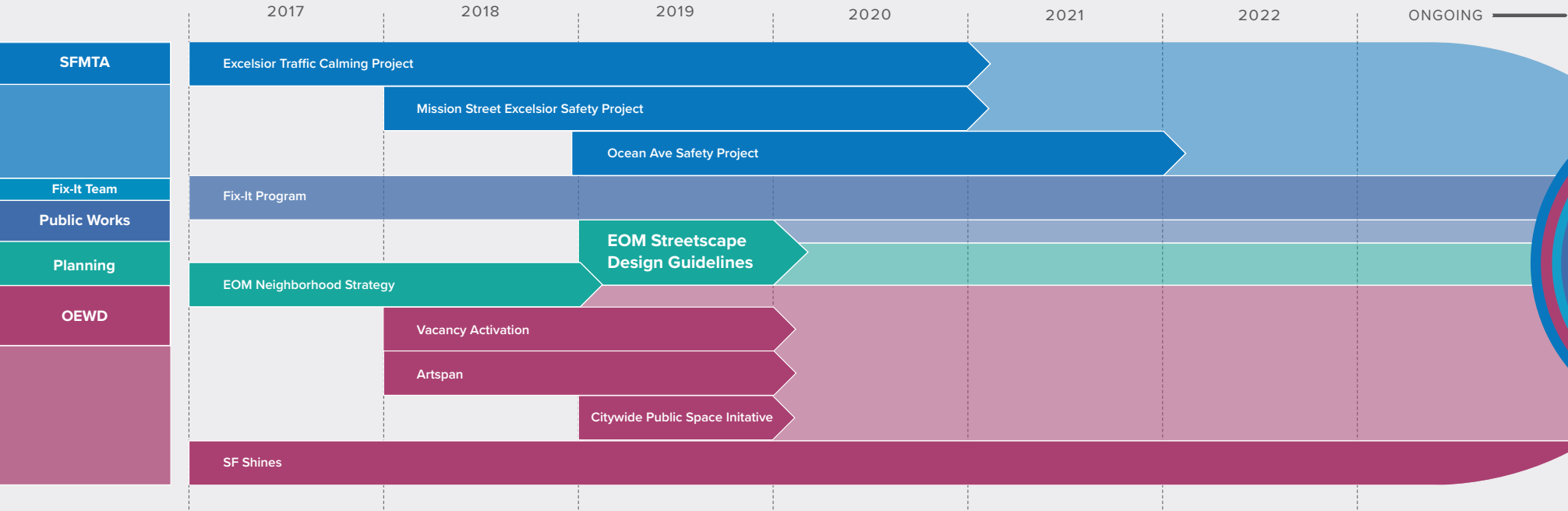
Promote complete streets that balance the diverse needs of users of the public right-of-way

You can read the complete EOM Neighborhood Strategy document by visiting the link at the bottom of this board.

ONGOING CITY PROJECTS AND PROGRAMS

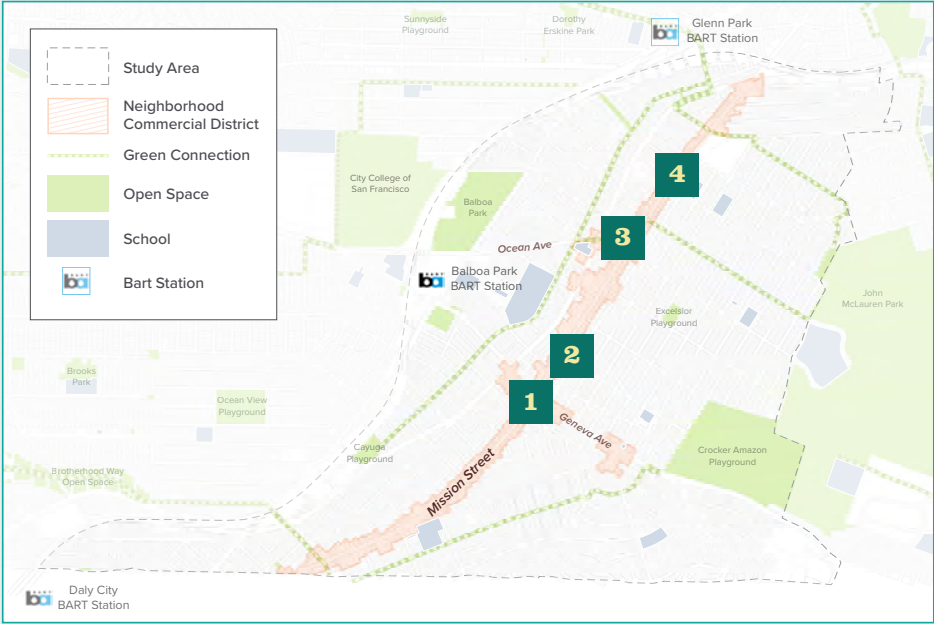
In partnership with residents and community organizations, these are some of the City’s projects and programs targeted at improving the Excelsior and Outer Mission public realm.

For a full list of projects and programs, please see the EOM Neighborhood Strategy document, available at the link shown on the bottom of this board. These programs have been developed in partnership with the community, and most of them are possible through partnerships with neighborhood community organizations like Excelsior Action Group, Youth Art Exchange, PODER, and many more.



PUBLIC REALM

EXISTING CONDITIONS



Highlighted examples of recent street activation projects

1

Geneva & Mission Gateway
The corner plaza at Geneva Ave and Mission Street serves as a landmark and a gateway for the Excelsior Outer Mission Neighborhood. The “Ever Upward” sculpture, implemented by community members, local artists, and Excelsior Action Group, has become an iconic sight on the corridor.

2

Kenney Alley
A multi-phased revitalization and beautification effort transformed the Kenney Alley Stairs, from a once neglected passage connecting Mission St to London St that is located beside a car lot, into an example of vibrancy in the public realm. This was a grassroots project conceived and implemented by local residents who organized the Friends of Kenney Alley and collaborated with Excelsior Action Group.

3

Persia Triangle
The “Heart of the Excelsior”, located on the corner of Ocean Ave and Mission St, was a formerly underutilized space that was transformed into a community hub via a partnership with the Excelsior Action Group and other community and government entities.
2013 Demonstration Project → 2014 Phase I Installation → 2016 Phase II Installation

4

Excelsior Branch Library
The only government facility along the corridor. Public seating and planters were installed to provide a space to gather. There’s an opportunity to expand on outdoor seating areas and enhance the library’s connection to the public realm.

CHALLENGES & OPPORTUNITIES

Identified through the Excelsior & Outer Mission Neighborhood Strategy outreach efforts.

	Place	Comfort	Delight	Safety
Challenges				
	Few public open spaces along the commercial corridor or in other parts of the neighborhood	Around bus shelters, wider sidewalk would benefit both bus passengers and passers-by	Inactive facades and storefronts	Trees and plantings in poor condition or dead
Opportunities				
	Support temporary activation (e.g. Sunday Streets)	Community revitalization projects (e.g. Kenney Alley)	Pedestrian and transit bulb-outs	Public amenities
	Improve facades, signage and murals	Clean, replant, and maintain trees and plantings	Lighting, active storefronts, and clear walkways	Traffic calming (e.g. signaled crossings, bulb-outs, etc.)

POTENTIAL STREETScape ELEMENTS

The photos below show precedents from around San Francisco for the four major categories of streetscape elements that will be identified in the Excelsior & Outer Mission Neighborhood Strategy.

GREENING



LIGHTING



STREETScape FURNISHINGS



COMMUNITY IDENTITY

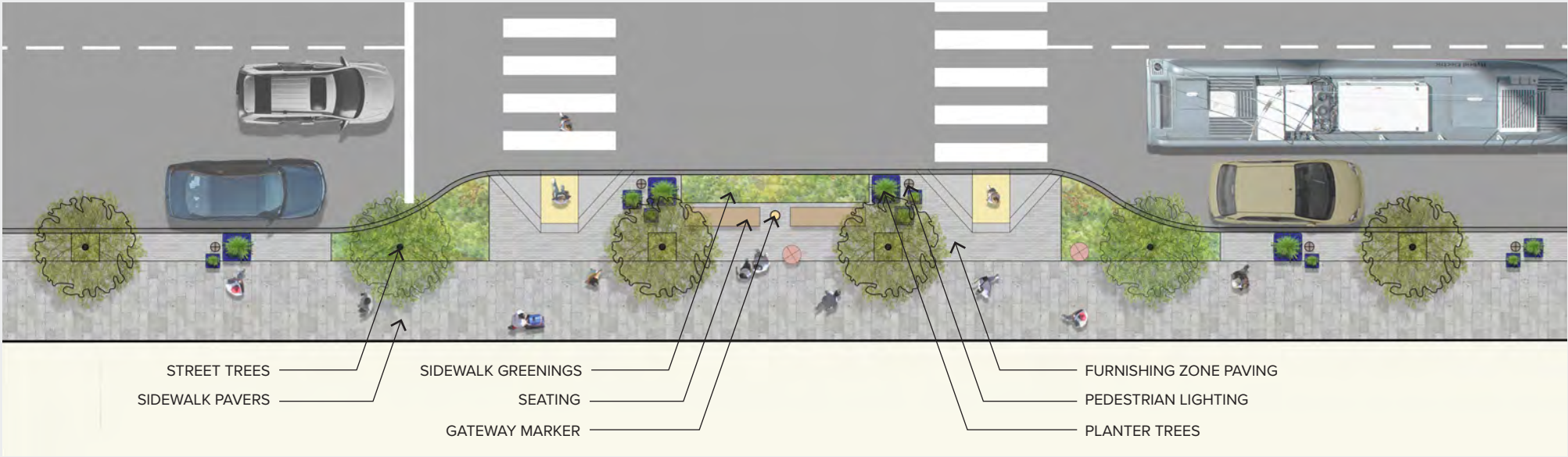


INTRUCTIONS:

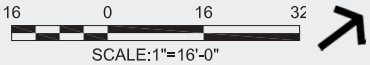
Place a sticker dot underneath the photos of streetscape elements that are most appealing to you. Your input will help the City create the streetscape design guidelines for Mission Street.

TYPOLOGIES

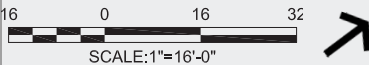
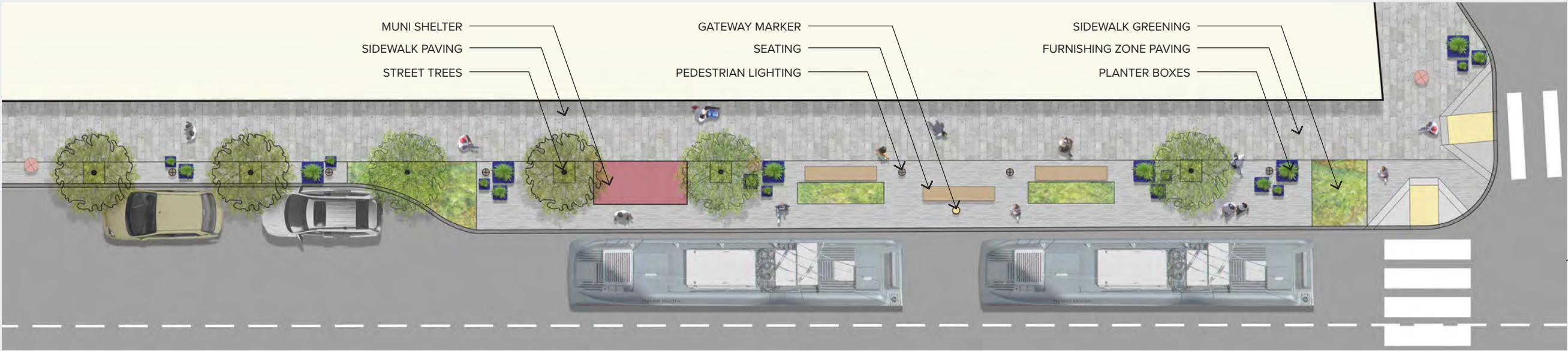
T-INTERSECTION BULB-OUT



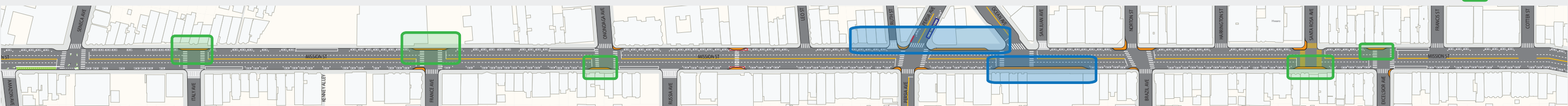
The drawings on this board show early concepts (“typologies”) for typical intersections along Mission Street. These typologies illustrate how streetscape elements identified as priorities in the **Excelsior & Outer Mission Neighborhood Strategy** might be placed on the street. Specific designs and a palette of streetscape materials will be developed and shared with the community at future outreach events



TRANSIT BULB-OUT



MISSION STREET EXCELSIOR SAFETY PROJECT



- LEGEND
- Bus bulbs
 - T-intersection Bulb-out