

EOM STREETSCAPE DESIGN GUIDELINES

PROJECT OVERVIEW

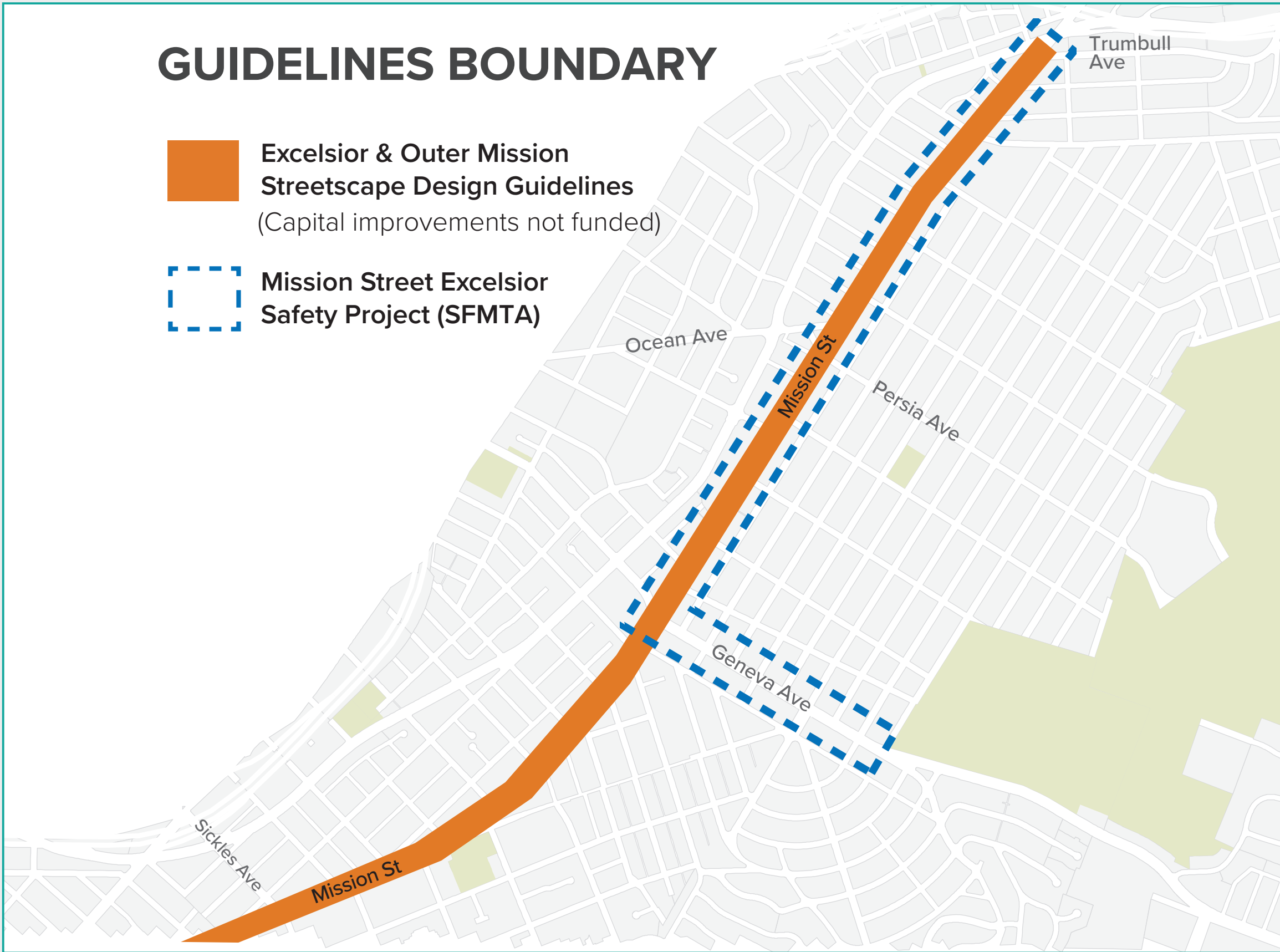


WHAT?

The Excelsior Outer Mission (EOM) 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 guidelines will reflect the community vision developed through the **Excelsior & Outer Mission Neighborhood Strategy**.

The goal of the EOM Streetscape Design Guidelines is to create a unified vision for near and long-term streetscape improvements on Mission Street. Examples of streetscape design concepts may include pedestrian and transit-bulb-outs, greening, lighting, streetscape furnishings, and community identity elements.

WHERE?



RESULTS/ OUTPUT

This project will build on and will deliver the following milestones:

	Project	Description
	SFMTA Mission Street Excelsior Safety Project	Pending capital funding, these Guidelines will inform how street amenities will supplement the proposed safety improvements. Expected to break ground in 2021.
	EOM Streetscape Design Guidelines document	This document will be published in September 2019 and available for public comment. It's intended to be a living document which the community can own and update accordingly.
	Temporary Public Space Activation Pilot Project	An opportunity to test the ideas shared in this document and the SFMTA's proposed improvements, in partnership with Youth Art Exchange. Projected to be installed in May-June 2020.
	Anti-Litter Campaign	Developed in collaboration with Y-PLAN and the Monroe Elementary students, a poster campaign to foster neighborhood pride and cleaner streets. Implementation TBD

PROJECT TIMELINE

Excelsior Outer Mission Streetscape Design Guidelines	
Project Scoping	Fall 2018 - Winter 2019
Draft Designs	Winter 2019 - Spring 2019
Project Introduction	Spring 2019 (April 10 & 13)
Community Outreach	Spring 2019 - Fall 2019
Production	August - October 2019
Final Draft release	November 2019
Ongoing Implementation	Pending

Temporary Public Space Activation Pilot Project	
Proposal and Outreach	Fall 2019
Design	Winter 2020
Implementation	May-June 2020

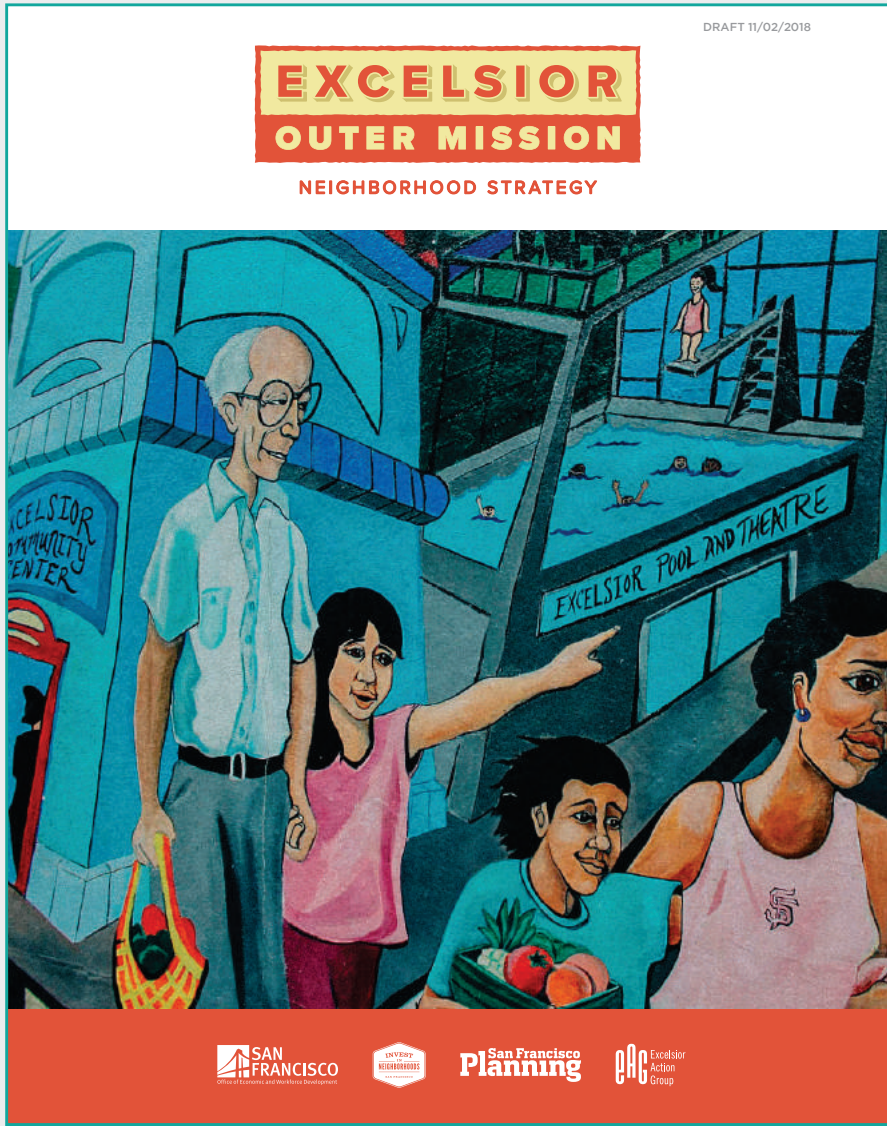
Schedule subject to change pending scope of pilot project.

EOM NEIGHBORHOOD STRATEGY AND OTHER CITY PROGRAMS

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



You can read the complete EOM Neighborhood Strategy document by visiting the link at the bottom of this board, or ask our staff to see a copy.

ONGOING CITY PROJECTS AND PROGRAMS

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.

THEMES

Public Realm

Mobility

GOALS

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

MOB 1

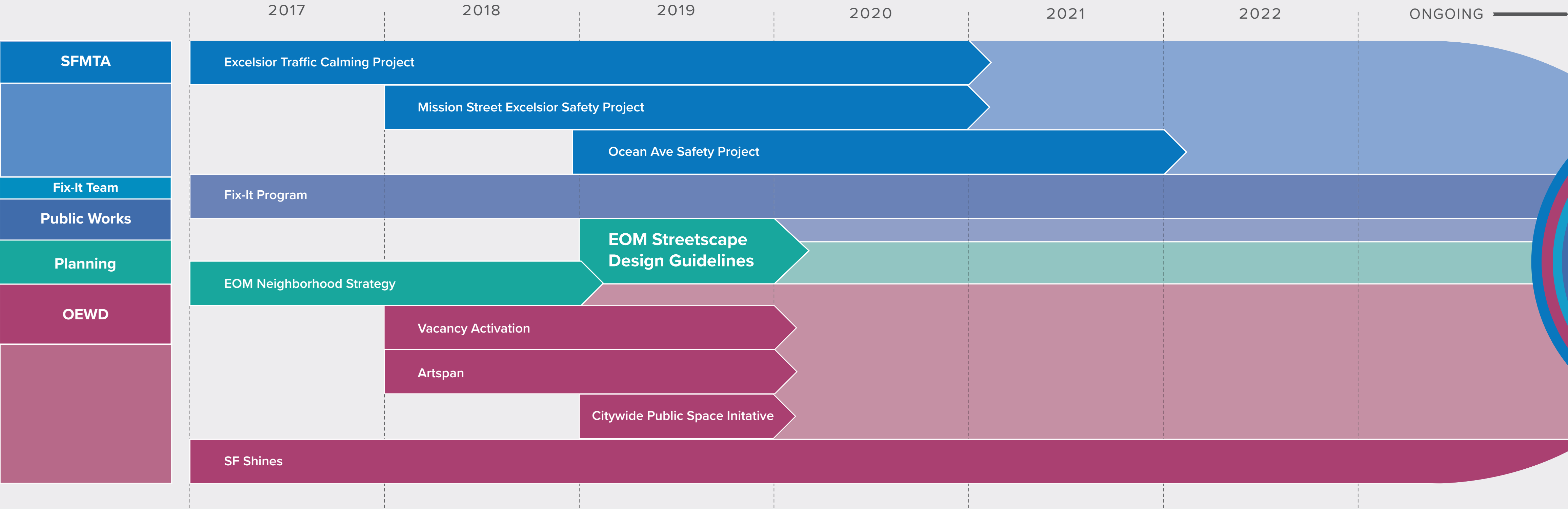


Walking in and around the mission neighborhood commercial district (NCD) is safe, convenient, inviting, and enjoyable

MOB 2

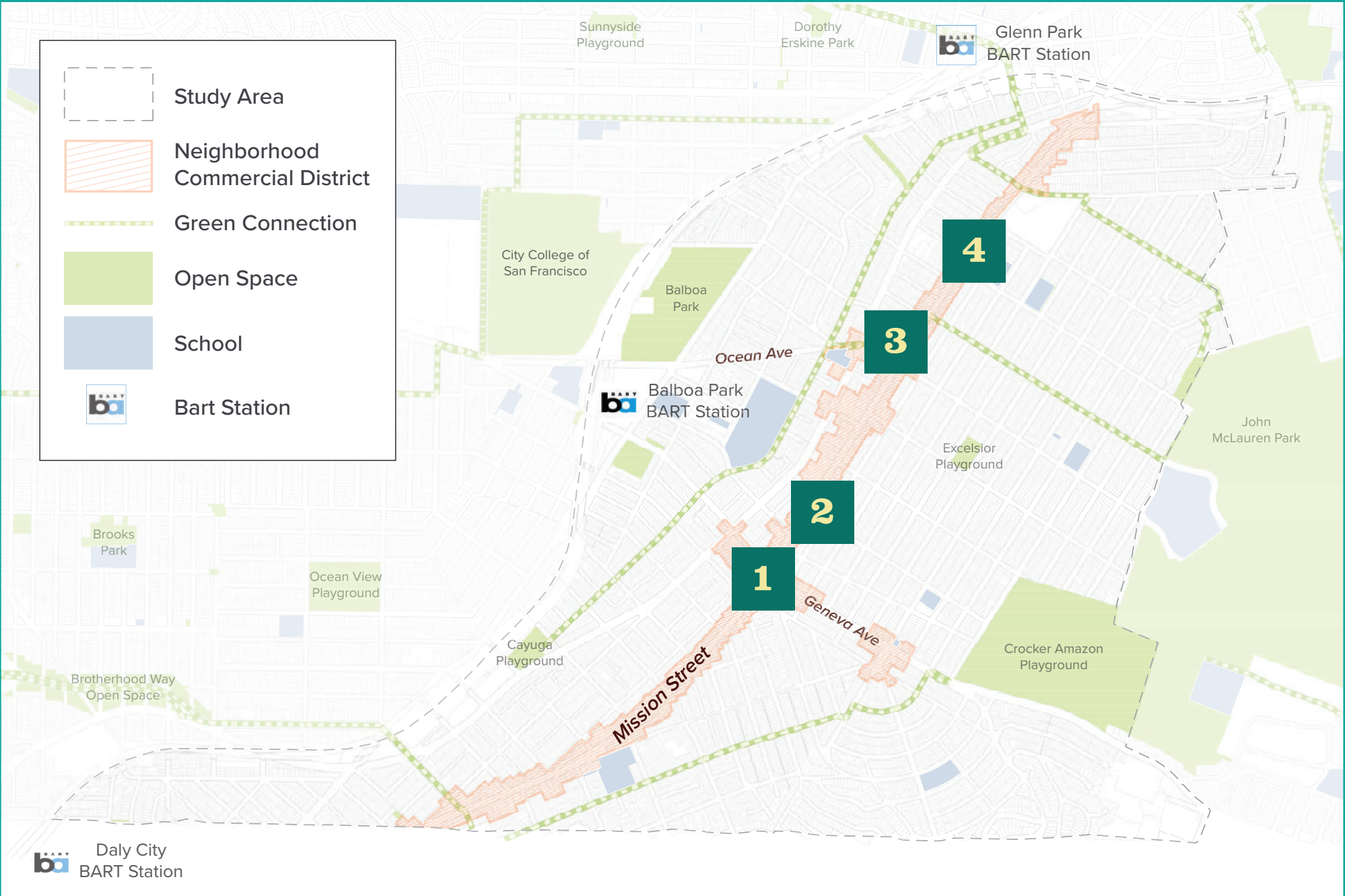


Promote complete streets that balance the diverse needs of users of the public right-of-way



MISSION STREET PUBLIC REALM EXISTING CONDITIONS

HIGHLIGHTED EXAMPLES OF 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 Kenny 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 Kenny 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	<p>Few public open spaces along the commercial corridor or in other parts of the neighborhood</p>	<p>Around bus shelters, wider sidewalk would benefit both bus passengers and passers-by</p>	<p>Inactive facades and storefronts</p>	<p>Trees and plantings in poor condition or dead</p>
	<p>Crime Heat Map Source: SF Fix-It Team</p>	<p>Unsafe crossings do not protect from traffic</p>		
Opportunities	<p>Support temporary activation (e.g. Sunday Streets)</p>	<p>Community revitalization projects (e.g. Kenny Alley)</p>	<p>Pedestrian and transit bulb-outs</p>	<p>Public amenities</p>
	<p>Improve facades, signage and murals</p>	<p>Clean, replant, and maintain trees and plantings</p>	<p>Lighting, active storefronts, and clear walkways</p>	<p>Traffic calming (e.g. signalized crossings, bulb-outs, etc.)</p>

OUTREACH TIMELINE AND SUMMARY

Throughout spring and summer 2019, San Francisco Planning and Public Works conducted outreach through various events, neighborhood group meetings, and community partners.



Curated swatches of Excelsior's materials, textures, and identity.

"CLEAN STREETS ARE SAFE STREETS SO WE WANT 'NO LITTERING' SIGNS EVERYWHERE TO REMIND PEOPLE."



SUNDAY STREETS

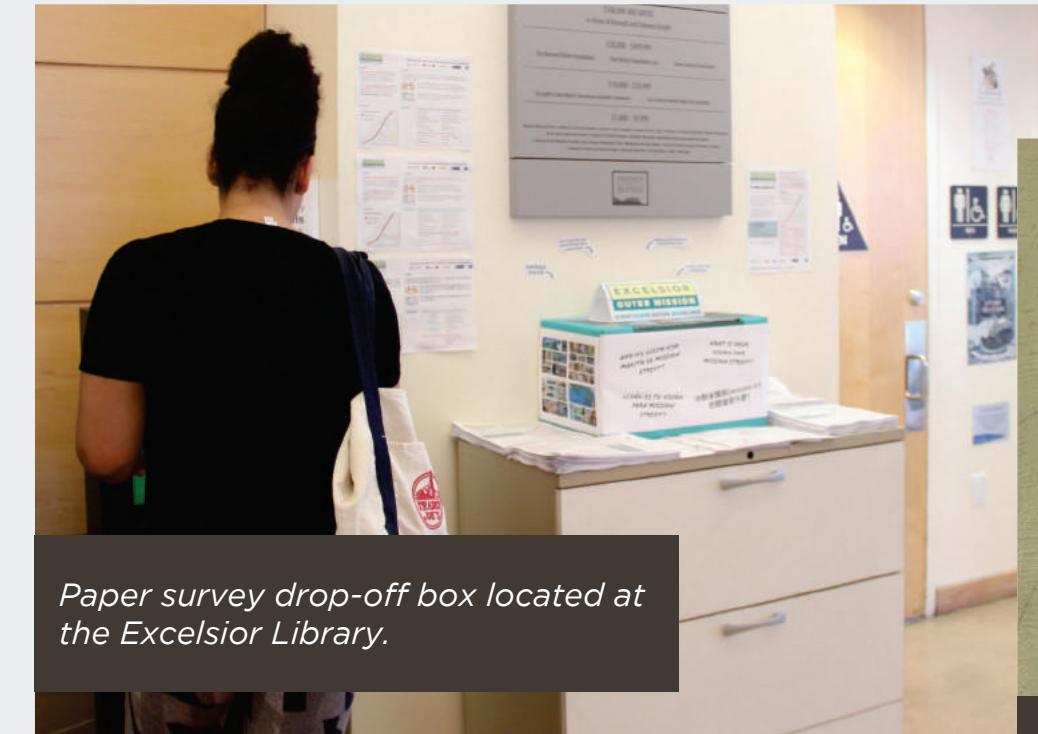
SF Planning attended Sunday Streets in Excelsior to promote the EOM Streetscape Guidelines and encourage attendance at the Open House.



Monroe 3rd graders voted on which street elements would benefit their community the most.

"WE ALSO WOULD LIKE COLORFUL TRASHCANS TO ATTRACT ATTENTION FOR THE NEED TO PUT TRASH IN THE TRASHCANS."

— MONROE 4TH GRADERS



Paper survey drop-off box located at the Excelsior Library.



Library-goer stopped at SF Planning pop-up table to complete survey.



Library-goers stopped at SF Planning pop-up table to vote on streetscape elements.

EXCELSIOR LIBRARY POP-UP

SF Planning had a pop-up table at the library to promote EOM Streetscape Design Guidelines, launch the survey, and encourage the library-goers and passersby to fill it out.

EXCELSIOR LIBRARY DROP-IN (TODAY!)

SF Planning and Public Works held a drop-in event to collect feedback on design concepts developed for Mission Street from the survey and previous outreach.

SITE VISITS

SF Planning and Public Works conducted multiple site visits to photograph and assess the existing conditions of the neighborhood.



SF planners and landscape architects surveyed Mission St.

PROJECT KICK-OFF OPEN HOUSE

SF Planning and Public Works kicked off the EOM Streetscape Design Guidelines by introducing it at the SFMTA Traffic Safety Project Open House.

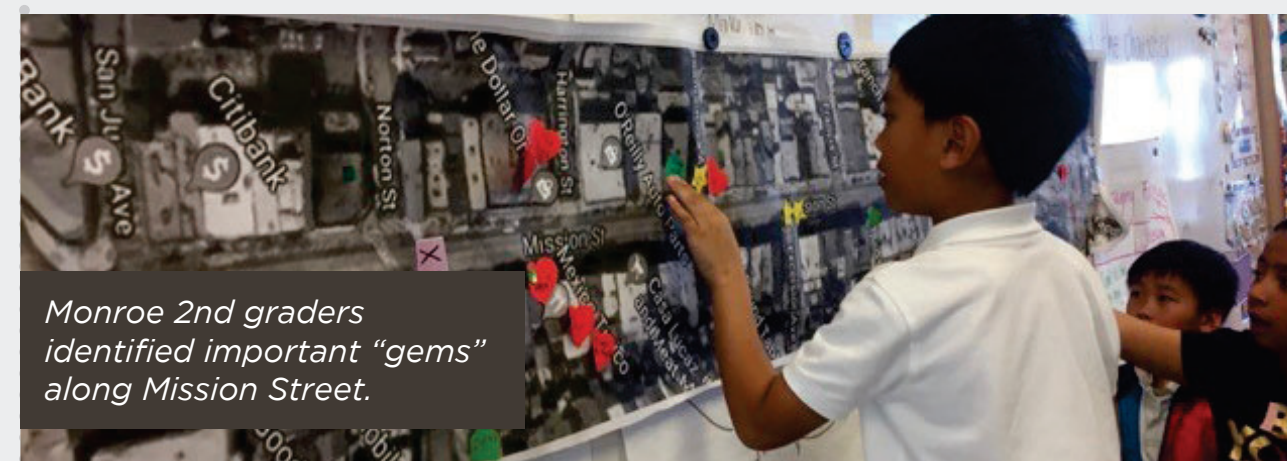


Residents attended Open House on Wednesday evening.

Y-PLAN

MONROE ELEMENTARY

In partnership with UC Berkeley's Y-Plan, SF Planning worked with 2nd-4th graders to develop a vision for Mission Street through physical models, posters, and surveys.



Monroe 2nd graders identified important "gems" along Mission Street.

"BIKE RACKS IN PLACES WHERE

THERE IS PLENTY OF SPACE FOR ALSO SITTING AND ACCESSIBLE FOR ALL PEOPLE"

— OPEN HOUSE GOER



Monroe 2nd graders presented their vision and model of Mission Street to SF city planners.

NEIGHBORHOOD GROUP MEETINGS

SF Planning and Public Works met with neighborhood groups (e.g. Excelsior Action Group, Excelsior District Improvement Association, PODER SF, Excelsior Works! and District 11 Council) during the months of June to introduce and collect feedback for the EOM Streetscape Design Guidelines.



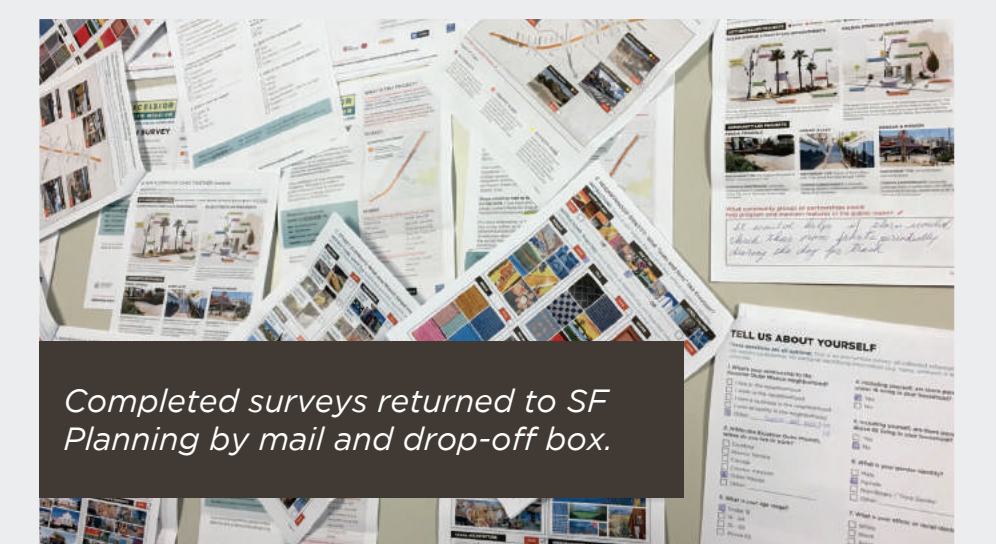
Presentation of the Excelsior Outer Mission Streetscape Design Guidelines to PODER + Excelsior Works!

"MANY OF THE MURALS TELL STORIES, WHICH MADE US THINK HAVING MURALS THAT SHARE THE HISTORY OF OUR NEIGHBORHOOD WOULD BE NICE."

— MONROE 4TH GRADERS

4TH OF JULY BALBOA PARK PICNIC

SF Planning attended the 4th of July Balboa Park Picnic to talk to families about EOM Streetscape Design Guidelines and encourage interest in the survey.



Completed surveys returned to SF Planning by mail and drop-off box.

"STREET TREES!!!"

— OPEN HOUSE GOER



Residents attended Open House on Saturday morning.

April

May

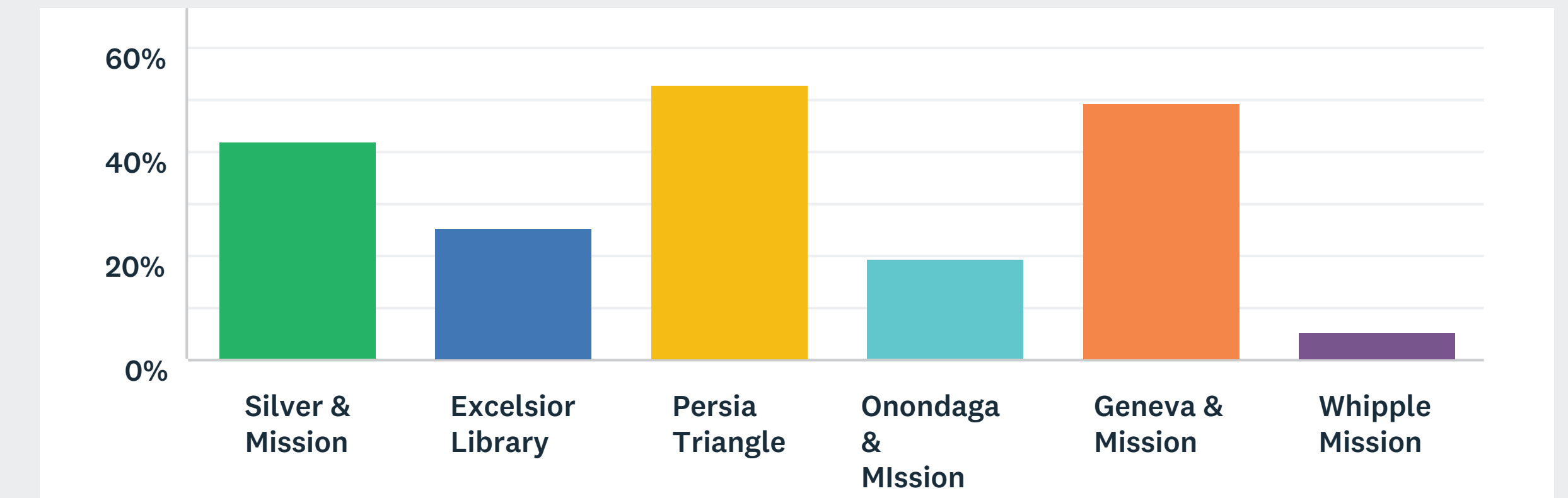
June

July

SURVEY RESULTS: PRIORITIZING PLACES

SF Planning launched a survey in late June 2019 to collect feedback on the community's priorities for locations of streetscape improvements, types of amenities, and neighborhood identity. We recieved nearly 150 responses!

Based on prior outreach, we identified six community hubs along the Mission Street corridor. We've highlighted three areas where streetscape improvements would be most beneficial for the community, according to survey results.



Survey results (out of 147 responses)

TYPES OF COMMUNITY HUBS

GATEWAYS

Key entrance and connection points between neighborhoods. These spaces offer the opportunity to reaffirm the neighborhood's identity and establish landmarks.



TRANSIT HUBS

Areas that have frequent transit service and high volumes of passenger loading. Typically, opportunities here include improving comfort, safety, and way-finding.



ACTIVITY HUBS

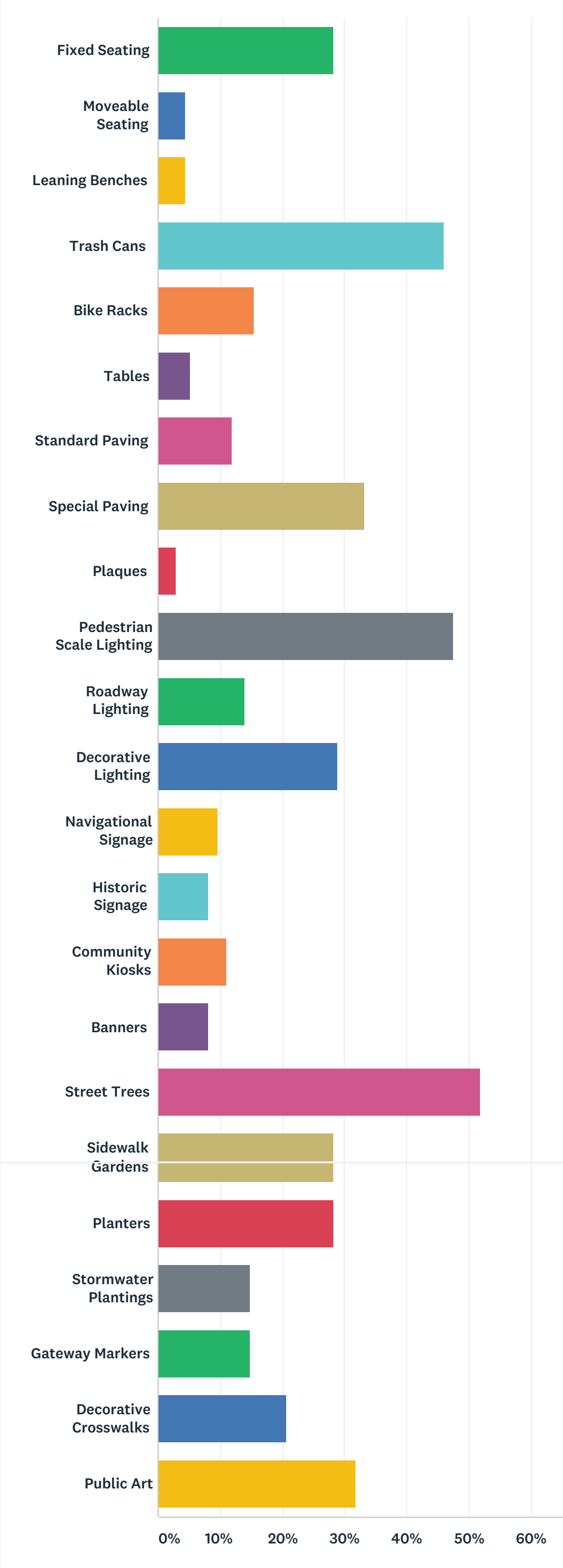
Areas with commercial, cultural, and community institutions that attract many visitors. Improvements here would help connect these places and provide spaces for the community to pause and to gather.



SURVEY RESULTS: PRIORITIZING AMENITIES

SF Planning launched a survey in late June 2019 to collect feedback on the community’s priorities for locations of streetscape improvements, types of amenities, and neighborhood identity. We recieved nearly 150 responses!

Survey results
(out of 147 responses)



These are the top five (5) streetscape elements that would benefit the community the most, according to survey results.

STREET TREES**52%**

PEDESTRIAN LIGHTING**47%**

TRASH CANS**46%**

SPECIAL PAVING**33%**

PUBLIC ART**32%**

COMMENT

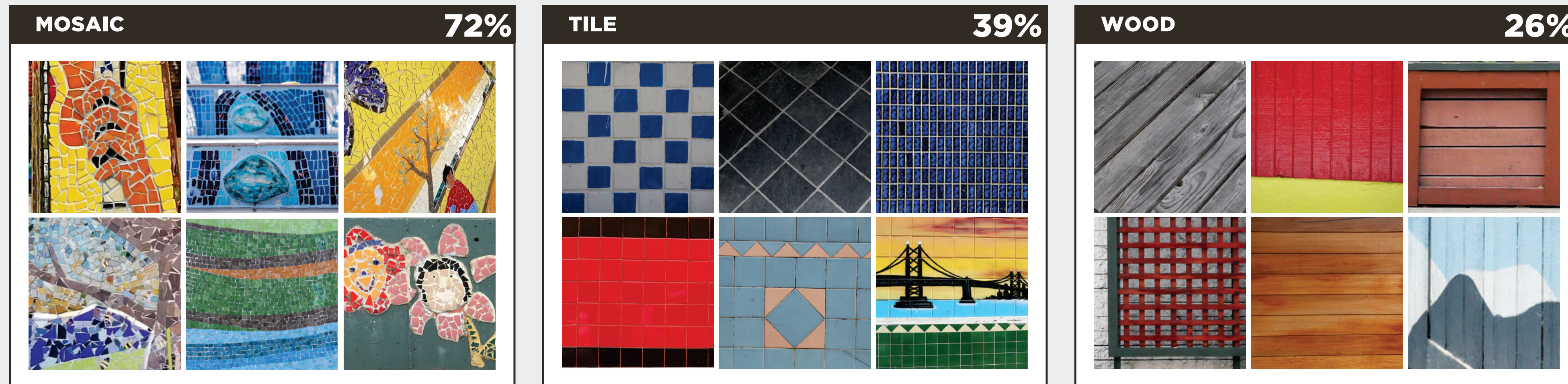
SURVEY RESULTS: NEIGHBORHOOD IDENTITY

SF Planning launched a survey in late June 2019 to collect feedback on the community's priorities for locations of streetscape improvements, types of amenities, and neighborhood identity. We recieved nearly 150 responses!

Which themes best reflect Excelsior's identity: Top 3 choices



Which set of textures and materials best reflect Excelsior's identity: Top 3 choices



Which color palette best reflects Excelsior's identity?



COMMENT

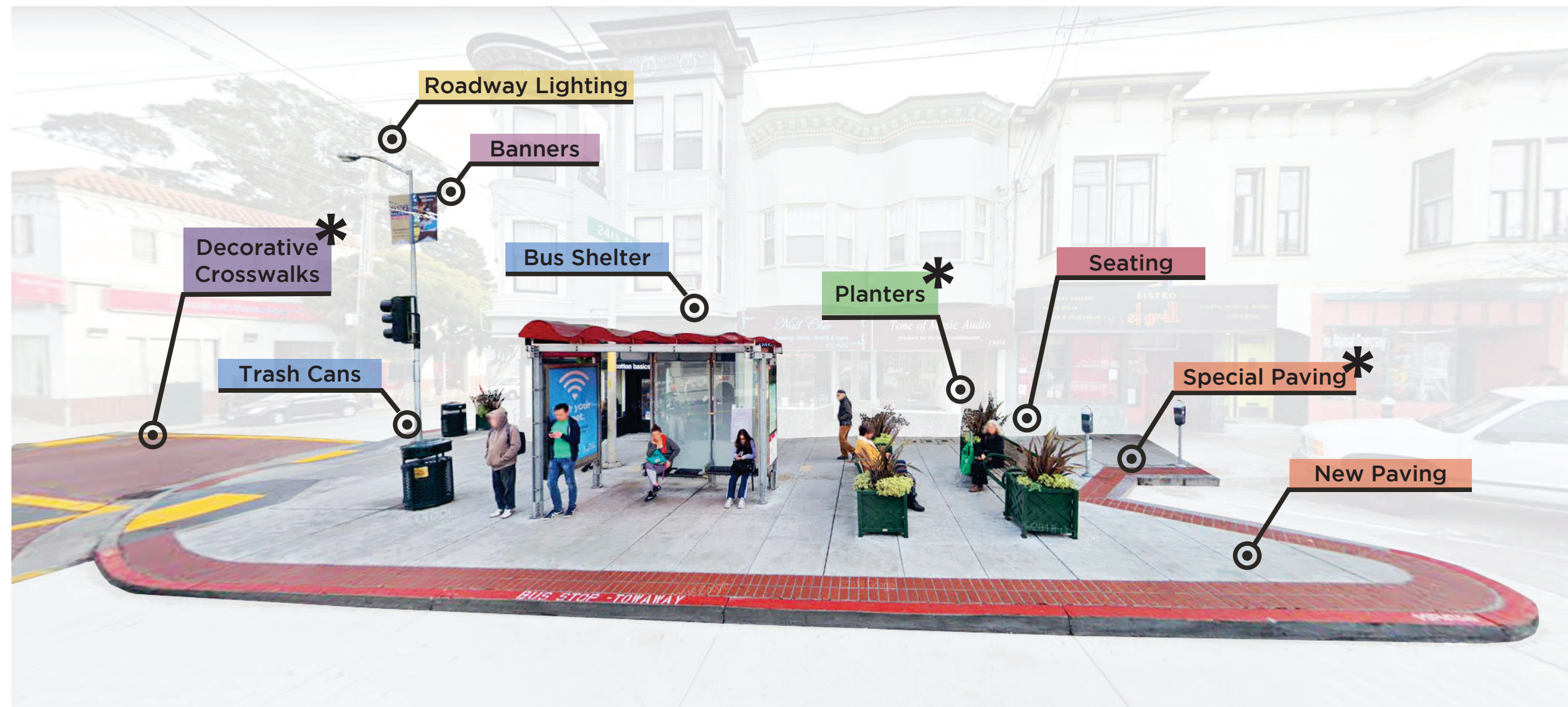
HOW A CORRIDOR COMES TOGETHER

Streetscape elements can serve as neighborhood anchors, reflect cultural identity, and provide opportunities for greening and gathering while addressing the community's needs and desires.

CITY-INSTALLED PROJECTS

● SEATING ● SIDEWALK ● LIGHTING ● GREENING ● FURNISHING ● SIGNAGE ● IDENTITY * MAINTENANCE AGREEMENT PLAN REQUIRED

24TH STREET URBAN VILLAGE STREETSCAPE PROJECT



This project was funded by Prop B Streetscape and Paving Bond in partnership with SFMTA as some signal work was included. The scope included sidewalk widenings at Sanchez and Castro Streets, decorative crosswalks and site furnishings (benches and planters). The project is maintained jointly by Public Works and Noe Valley Association.

BALBOA STREETSCAPE IMPROVEMENTS



This project was a Public-Works-led project that was paid for by the 2011 streetscape bond measure. The budget included paving, planting, gateway feature, trees, and road repaving. There was a three-year landscape maintenance period completed by the contractor before Public Works took over maintenance. Merchants helped fund maintenance.

OCEAN AVENUE STREETSCAPE IMPROVEMENTS PROJECT



Planning, design and construction and was funded by the 2011 Streetsbond. The contract had 1 year of maintenance/plant establishment and then the Ocean Ave CBD took over maintenance.

PARTNERSHIP MODELS FOR PUBLIC SPACE MAINTENANCE AND PROGRAMMING

GRASSROOTS PARTNERSHIP

Group of residents, business owners, or other parties from grassroots organizations to steward a public space. Varying in structure, they often partner with a fiscal sponsor to help them fund-raise.

Examples: Friends of Kenny Alley, Linden Living Alley, Friends of Duboce Park.

PUBLIC/PRIVATE PARTNERSHIP

Partnership between a government entity or service, and one or more private sector companies

Examples: Powell Street Promenade, San Francisco Parklet Program, Los Angeles People St Program

SPECIAL ASSESSMENT DISTRICT

- **Community Benefit District:** creates a localized framework for the City to provide services focused on landscaping, improvements and maintenance in public realm areas
- **Green Benefit District:** Designed to facilitate community investment in green infrastructure (tree-lined streets, parks, gardens).

GUIDELINES COMPONENTS

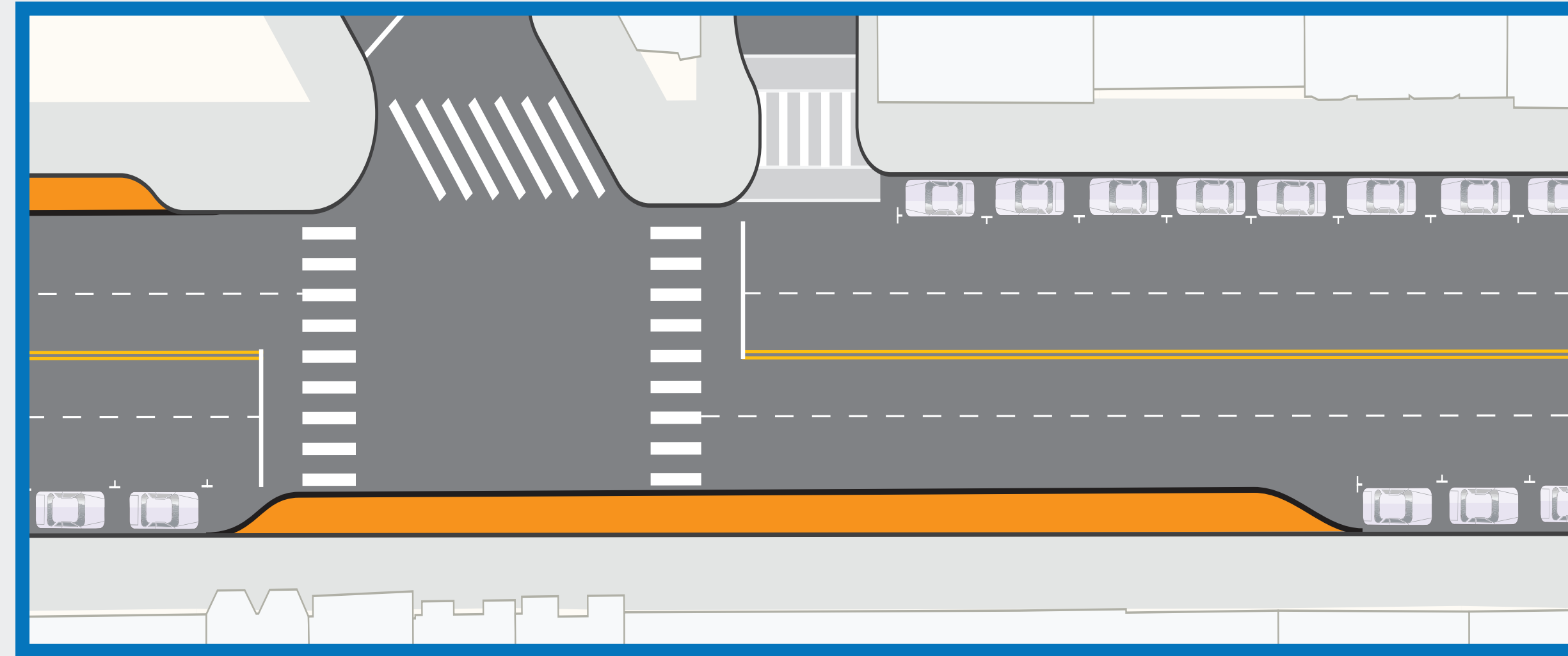
The EOM Streetscape Design Guidelines will define two to four street typologies and a selection of streetscape materials.

STREET TYPOLOGIES

A **street typology** identifies a type of intersection, in this case along the Mission Street corridor, from Trumball St to Sickles Ave. These typologies will propose a standard treatment and layout for street furniture, sidewalk pavers, trees, and seating elements.

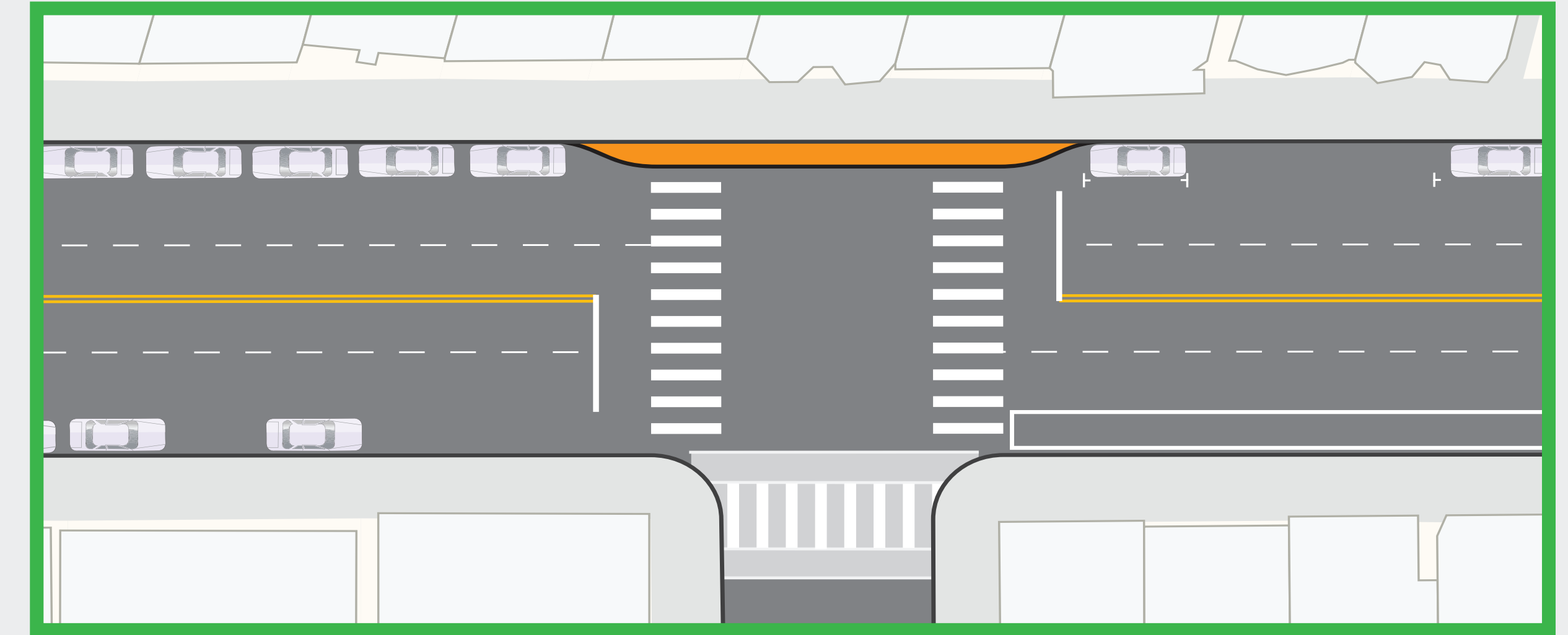


TRANSIT BULB TYPOLOGY



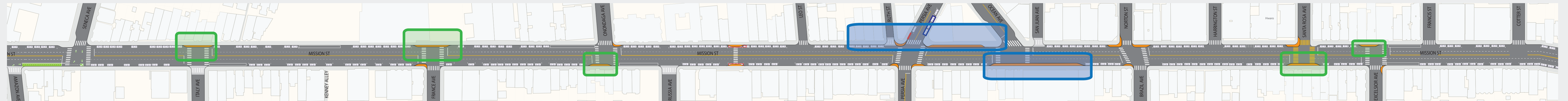
Whenever a transit bulb is present, this typology will prioritize passenger loading, while providing additional options for seating, as well as greening. The proposed street amenities can also be adapted to reflect the neighborhood's identity.

PEDESTRIAN BULB TYPOLOGY



A pedestrian bulb is meant to improve the walking conditions and safety of pedestrians. For this typology, it spans two crosswalks on a "T" intersection, and can provide amenities for the public to pause and activate the commerces around the area.

FOR REFERENCE: MISSION STREET EXCELSIOR SAFETY PROJECT



Portion of proposed safety improvements from the SFMTA Excelsior Mission St Safety Project

LEGEND
Bus bulbs T-intersection Bulb-out

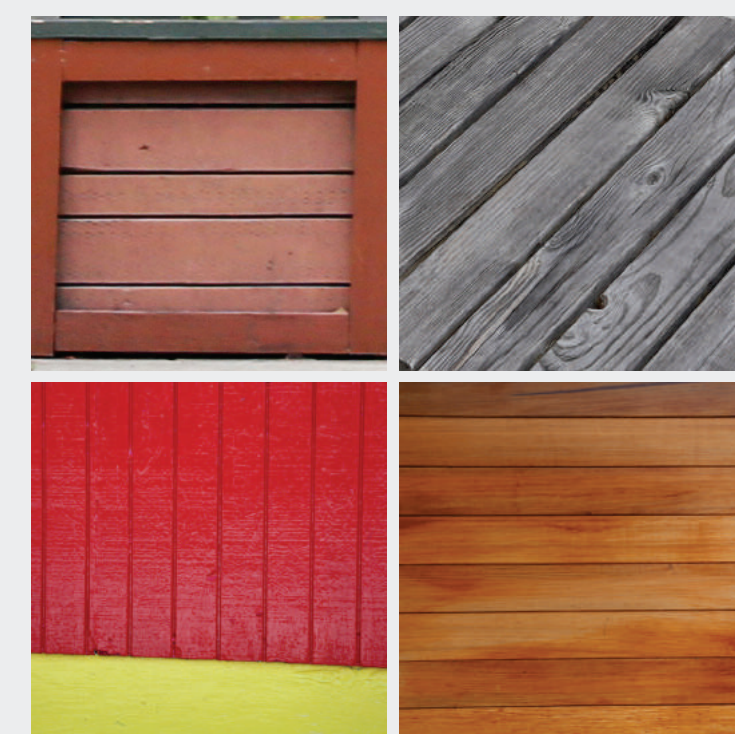
MATERIALS SELECTION

The **materials selection** will define specific styles, materials, and colors for greening, lighting, furnishing, and community identity elements to encourage a unified identity. Here are some examples of materials found around the neighborhood

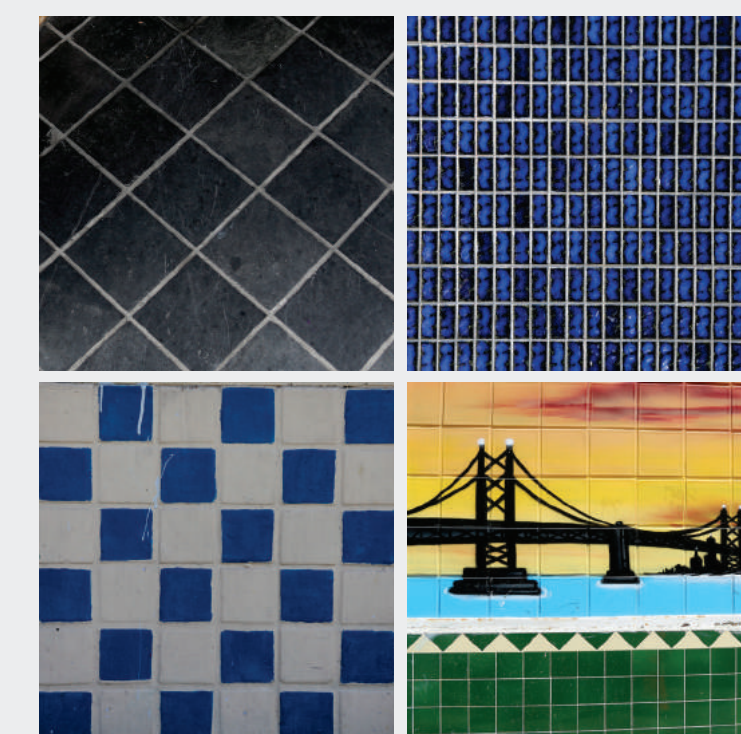
MOSAIC



WOOD



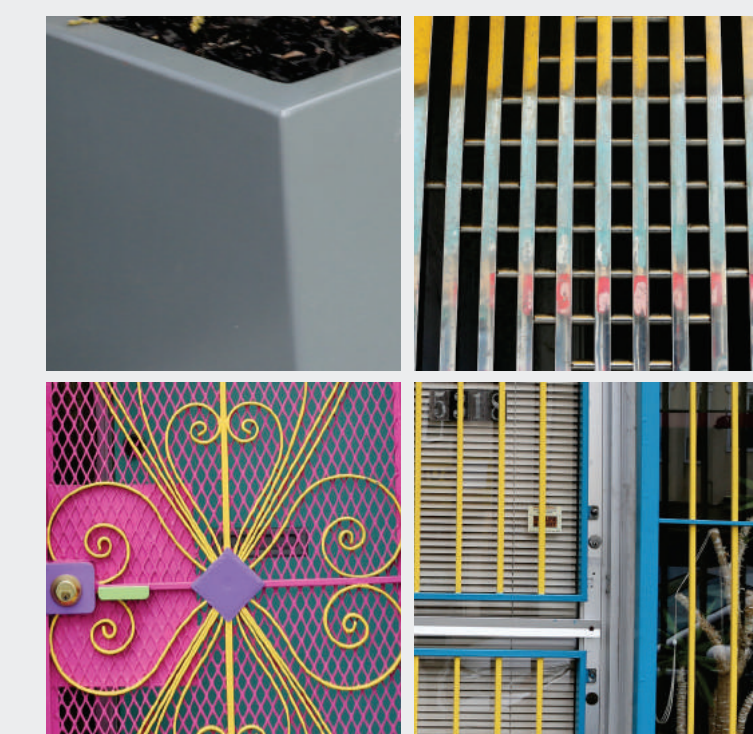
TILE



BRICK



METAL



CONCRETE



STREETSCAPE ELEMENTS

VOTE ON YOUR FAVORITE IMAGE IN EACH CATEGORY

CATALOG OF MATERIALS - CONCEPT A

CATALOG OF MATERIALS - CONCEPT B

PLANTING



NATIVE PLANT AND BIODIVERSITY PALETTE (LOW WATER USE AND MAINTENANCE)



MEDITERRANEAN PLANT PALETTE (LOW WATER USE AND MAINTENANCE)

LIGHTING



CLASSIC STYLE PEDESTRIAN LIGHTING



STRING LIGHTING (REQUIRES PRIVATE SPONSOR)



MODERN STYLE PEDESTRIAN LIGHTING

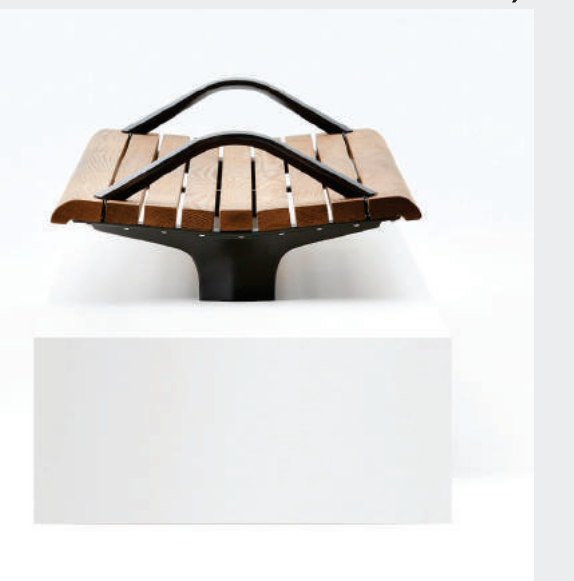


STRING LIGHTING (REQUIRES PRIVATE SPONSOR)

FURNISHING



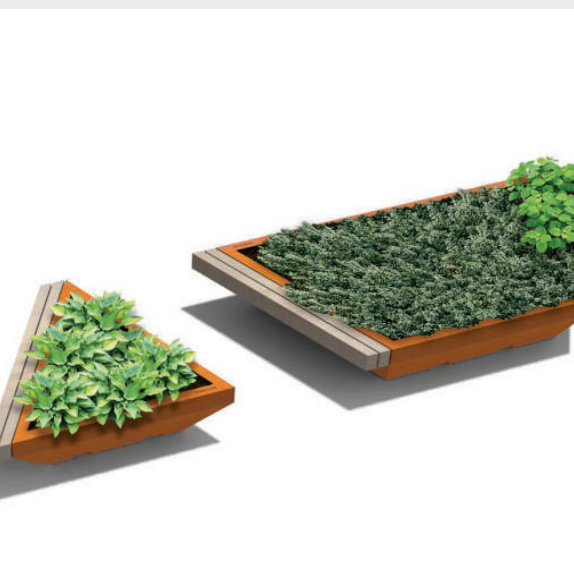
CONCRETE PLANTERS AND BENCHES WITH WOODEN TOP



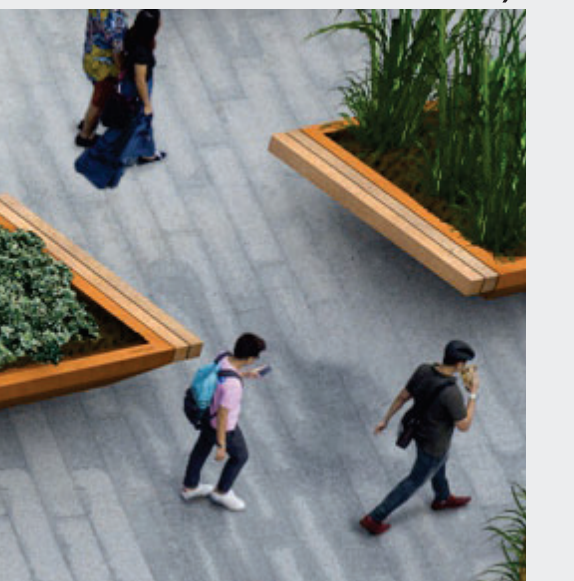
BIKE RACKS



TRASH CANS



STEEL PLANTERS WITH SEATING



BIKE RACKS

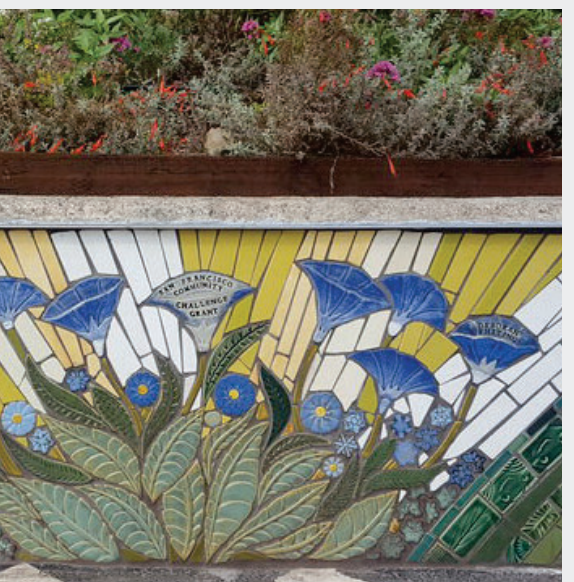


TRASH CANS

COMMUNITY IDENTITY



MOSAIC ON CONCRETE PLANTER AND BENCHES



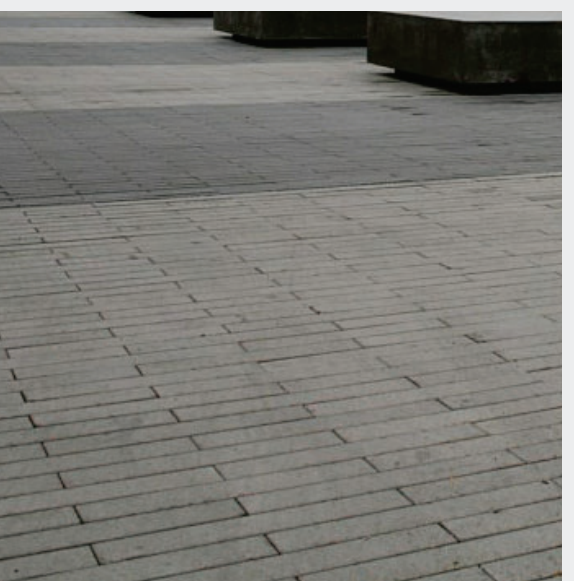
NEIGHBORHOOD IDENTITY MARKER



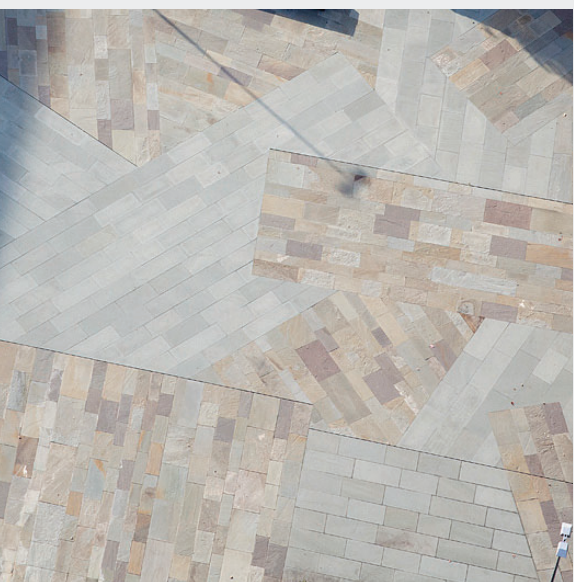
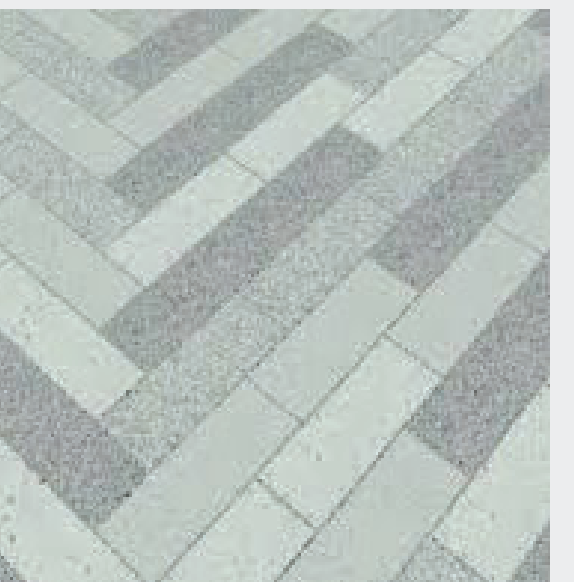
PAVING



CONCRETE PAVERS - BANDING PATTERN



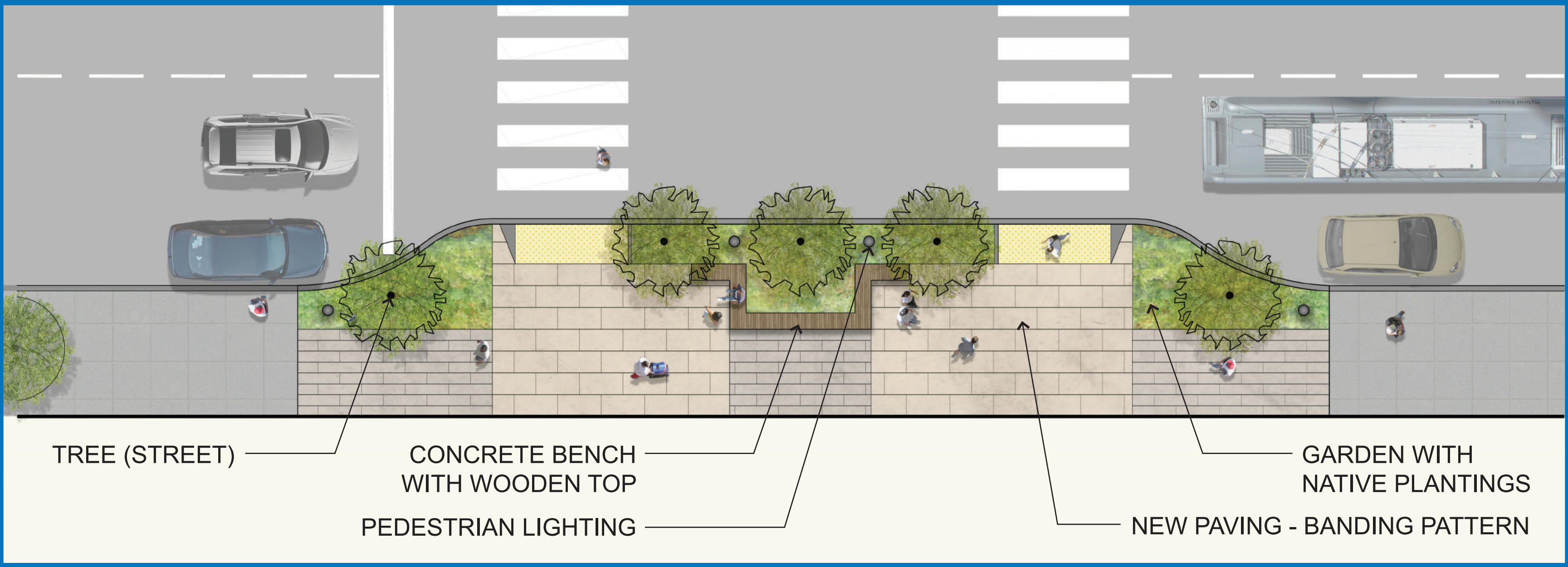
CONCRETE PAVERS - WEAVE PATTERN



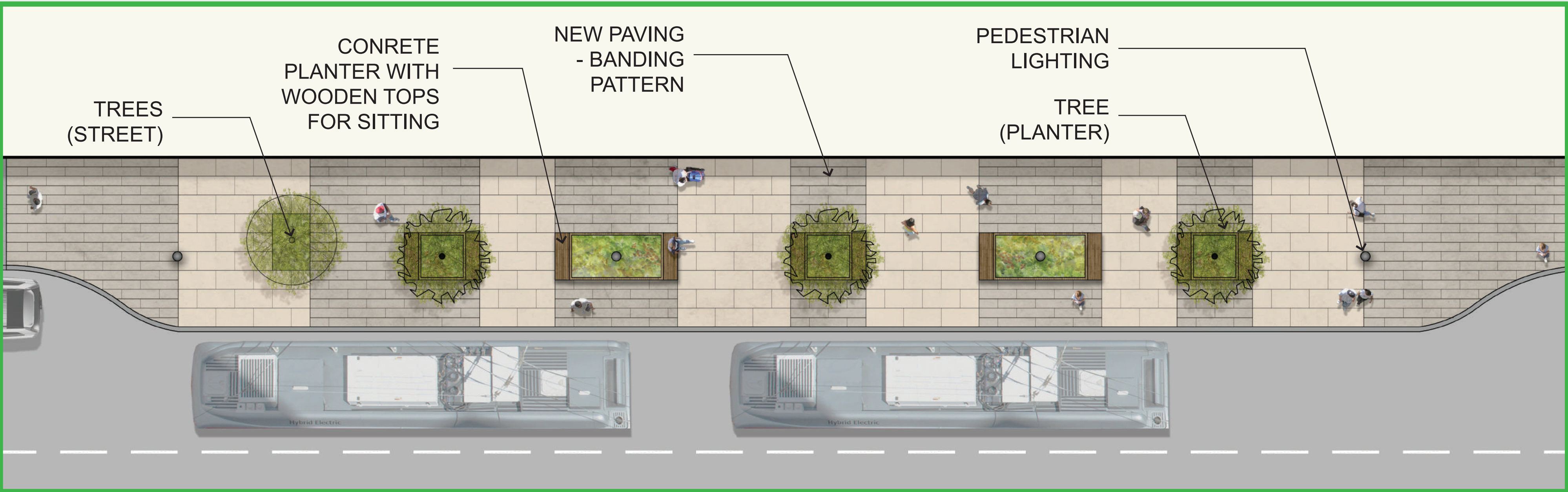
CONCEPT A

CONCEPTUAL SITE PLAN

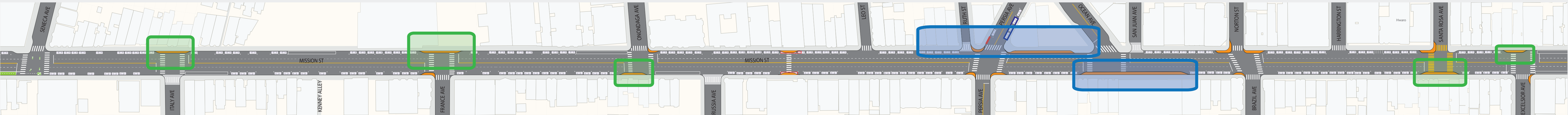
PEDESTRIAN BULBOUT



TRANSIT BULBOUT



SFMTA'S MISSION STREET EXCELSIOR SAFETY PROJECT



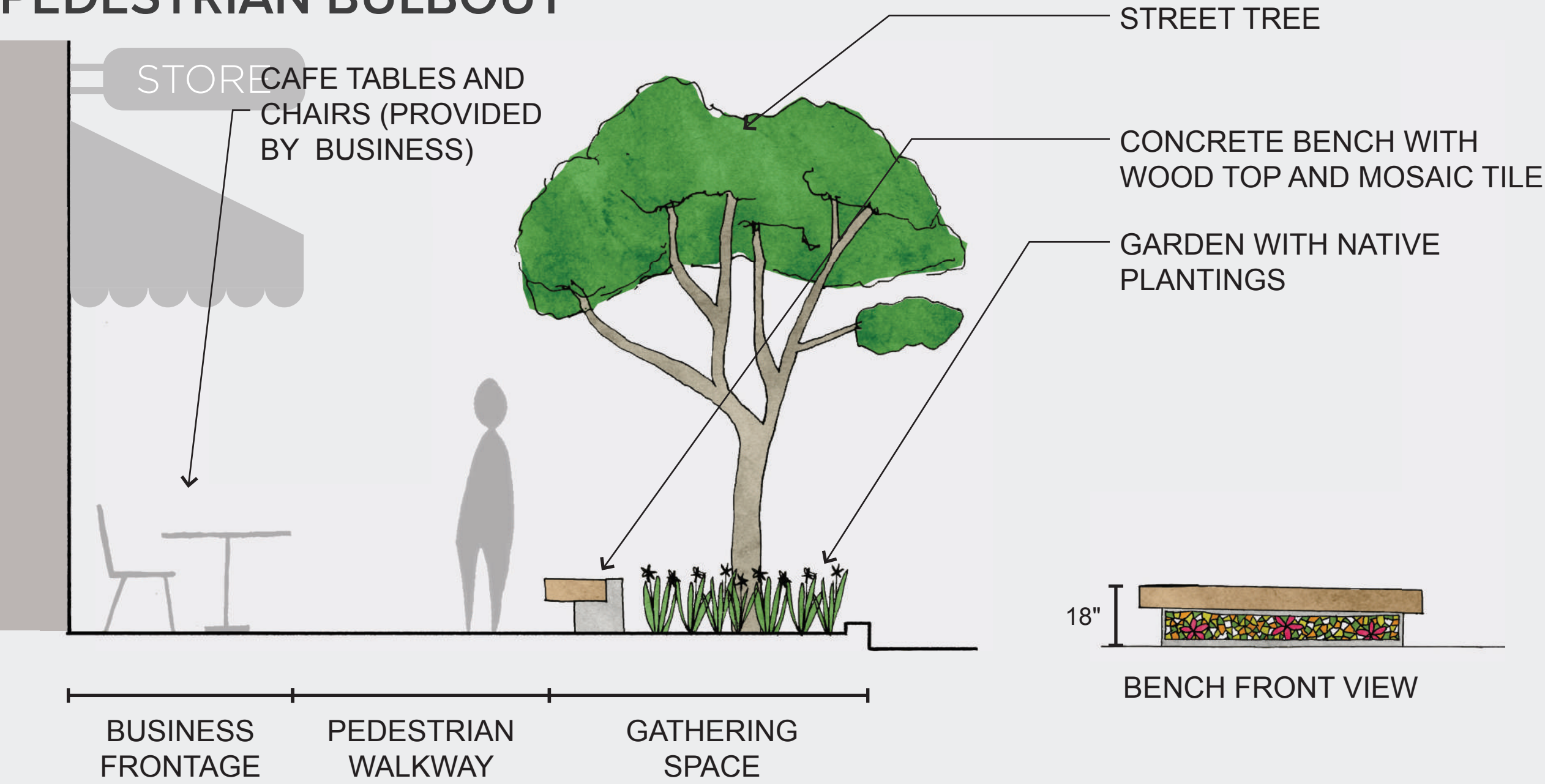
CONCEPTUAL DESIGN

This design utilizes a banding paving pattern that connects the sidewalk to gathering spaces at key locations. The design includes raised planters and seating with mosaic tiles that reflect the neighborhood murals. Planting will celebrate and support biodiversity and include native choices. New lighting, bike racks, & trash receptacles will be included. This design creates gathering spaces within the neighborhood at both pedestrian bulbouts and transit bulbouts.

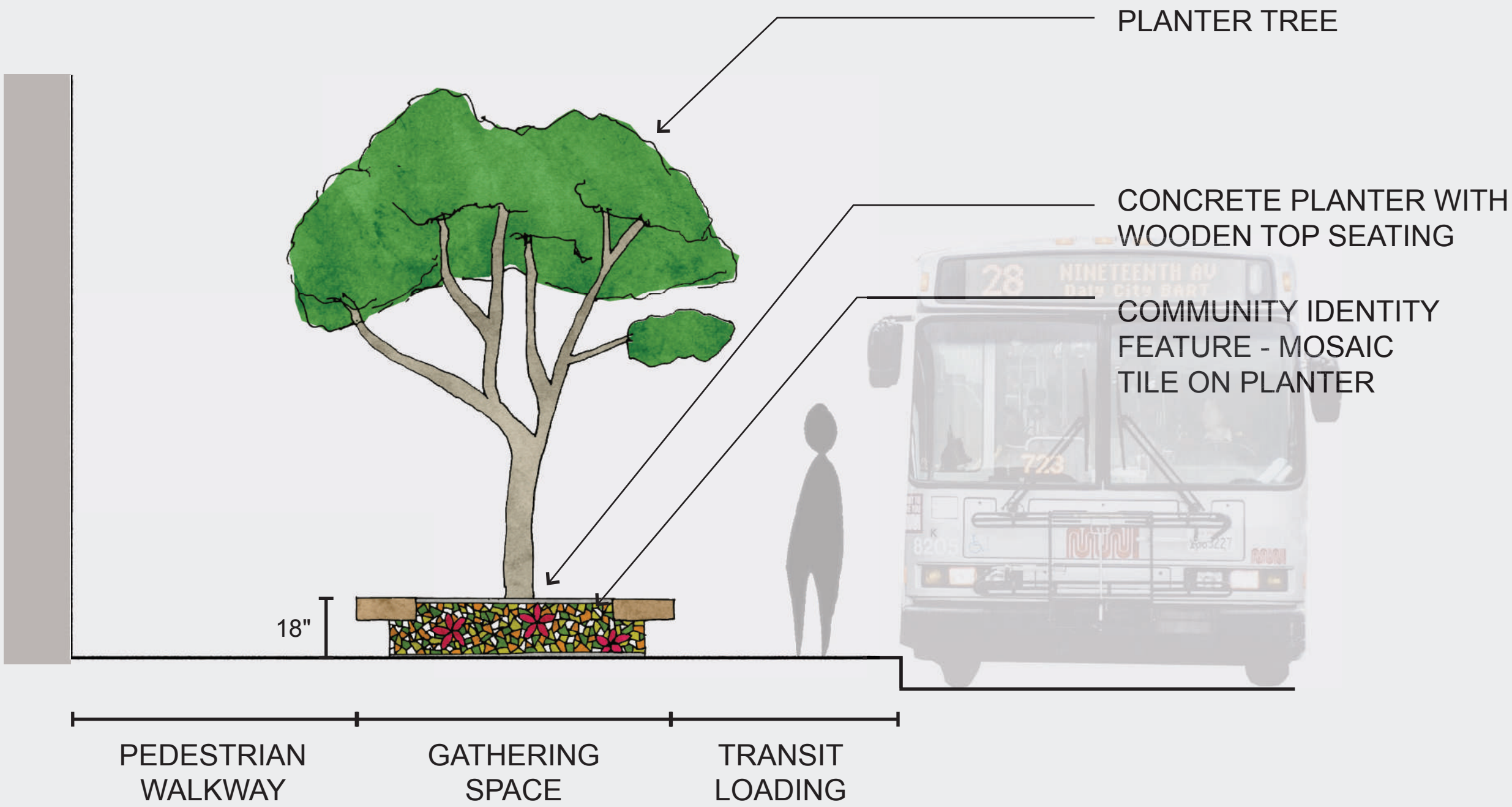
*The locations and design of streetscape elements are subject to change depending on availability of maintenance resources.

SECTION VIEW

PEDESTRIAN BULBOUT



TRANSIT BULBOUT



CONCEPT A

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PERSPECTIVE DRAWINGS AND RENDERINGS

PEDESTRIAN BULBOUT



TRANSIT BULBOUT



CONCEPTUAL DESIGN



City & County of
San Francisco
London Breed, Mayor



JULY 2019

For more information and to sign up for project updates, visit:
<https://sfplanning.org/excelsior-outer-mission-streetscape-design-guidelines>



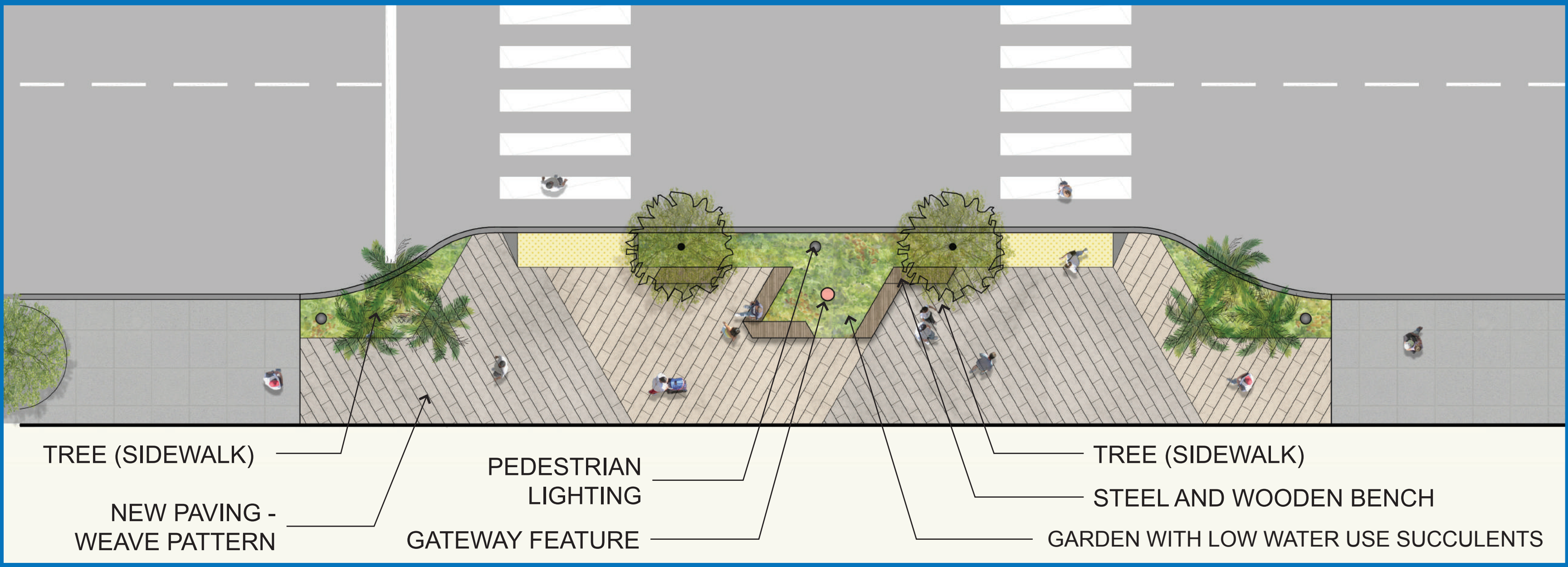
CONCEPT B

This design utilizes a weaving paving pattern that is reflective of the various cultures that exist in the neighborhood. Raised steel planters with seating elements are being proposed that are angular and reflective of movement. Freestanding neighborhood identity markers with mosaic tile murals will be installed at key locations. The planting concepts celebrates the Mediterranean climate of California and will include low water use succulents. New lighting, bike racks, & trash receptacles will be included. This design creates gathering spaces within the neighborhood at both pedestrian bulbouts and transit bulbouts.

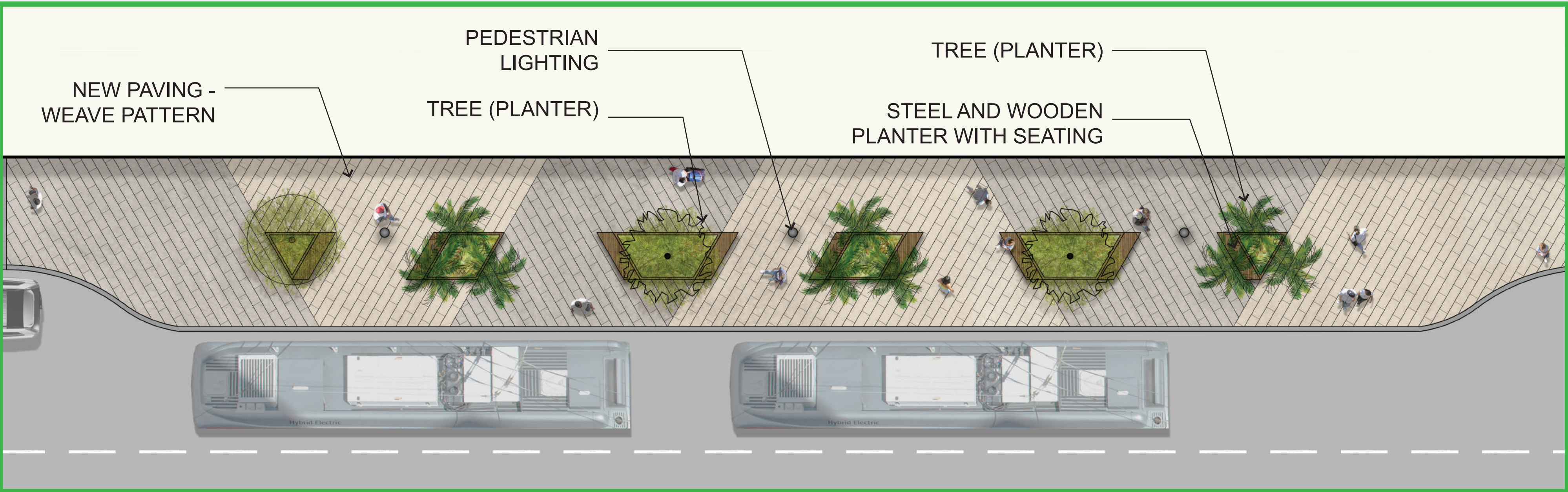
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CONCEPTUAL SITE PLAN

PEDESTRIAN BULBOUT

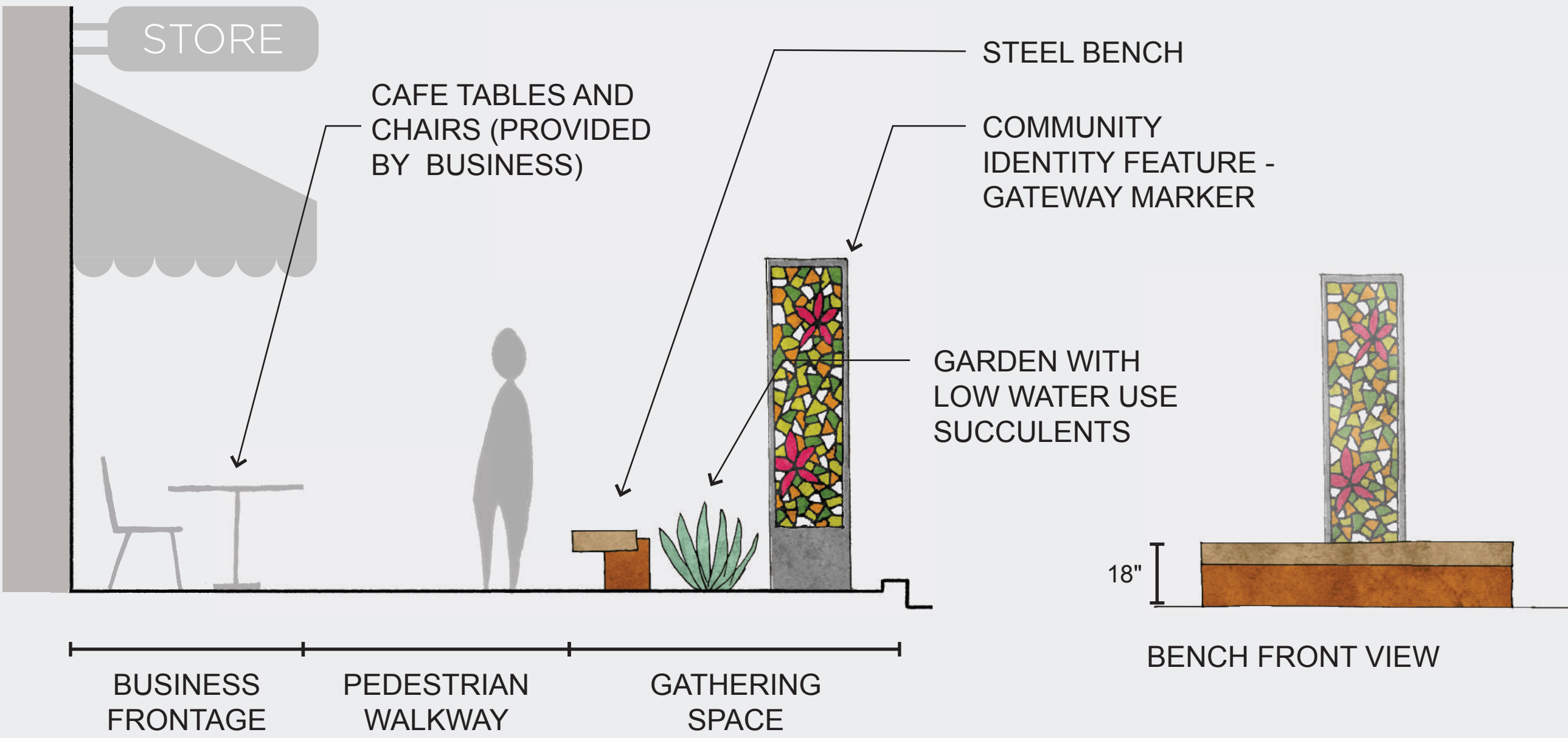


TRANSIT BULBOUT

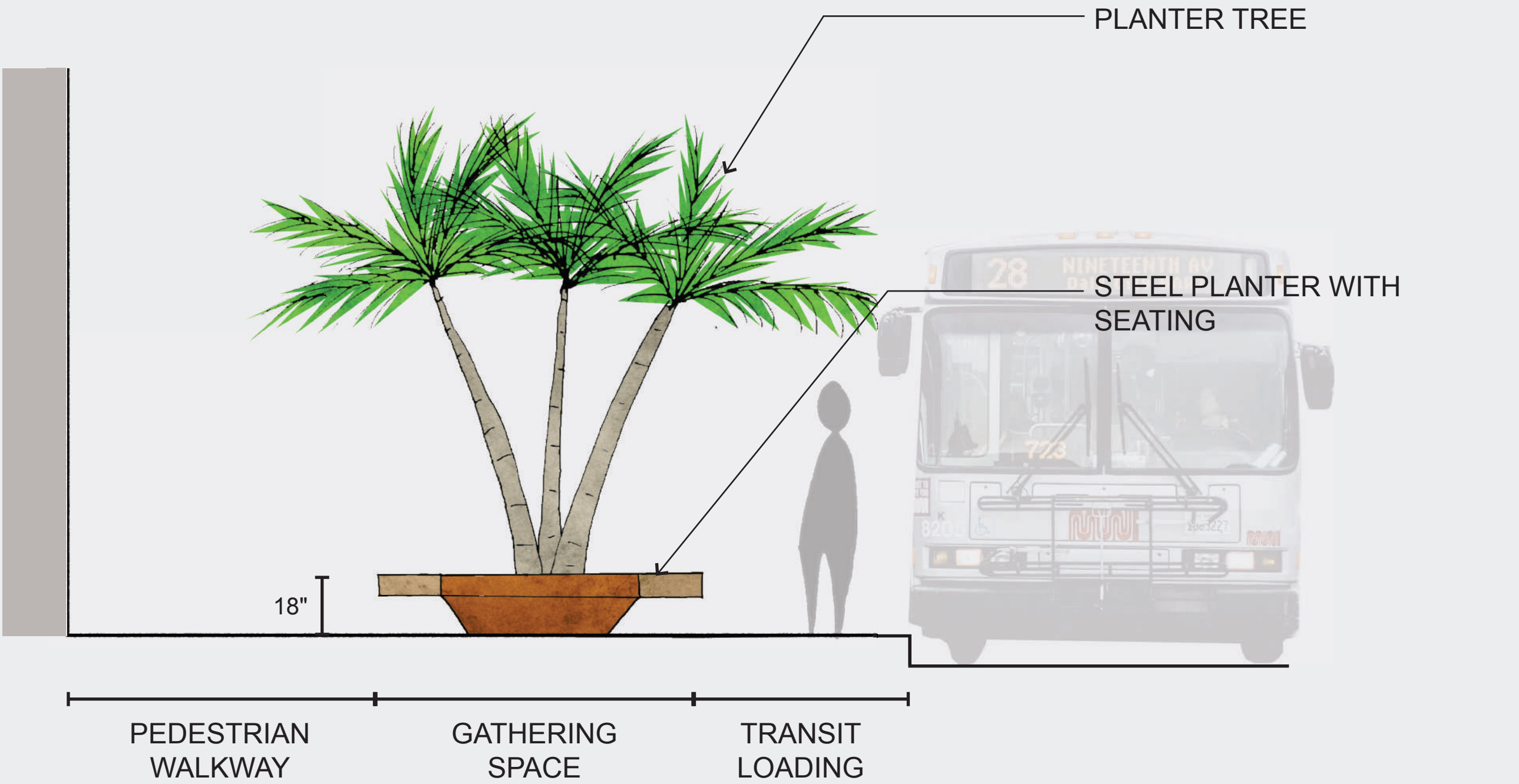


SECTION VIEW

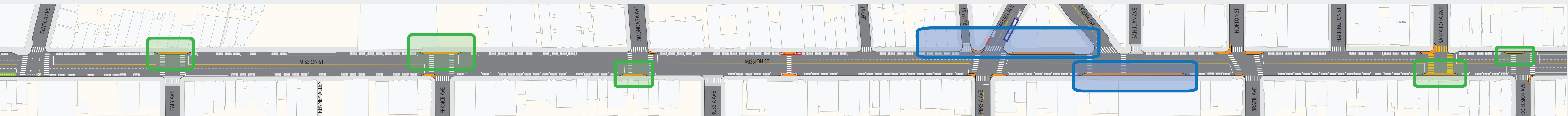
PEDESTRIAN TYPOLOGY B



TRANSIT TYPOLOGY B



SMTA'S MISSION STREET EXCELSIOR SAFETY PROJECT



CONCEPTUAL DESIGN

CONCEPT B

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PERSPECTIVE DRAWINGS AND RENDERINGS

PEDESTRIAN BULBOUT



TRANSIT BULBOUT



City & County of
San Francisco
London Breed, Mayor



JULY 2019

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