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?
Mission St.
Geneva Ave.

GUIDELINES BOUNDARY
Excelsior & Outer Mission Streetscape Design Guidelines
(Mission Street Excelsior Safety Project (SFMTA)

RESULTS/ OUTPUT
This project will build on and will deliver the following milestones:

<table>
<thead>
<tr>
<th>Project</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>SFMTA Mission Street Excelsior Safety Project</td>
<td>Pending capital funding, these Guidelines will inform how street amenities will supplement the proposed safety improvements. Expected to break ground in 2021.</td>
</tr>
<tr>
<td>EOM Streetscape Design Guidelines document</td>
<td>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.</td>
</tr>
<tr>
<td>Temporary Public Space Activation Pilot Project</td>
<td>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.</td>
</tr>
<tr>
<td>Anti-Litter Campaign</td>
<td>Developed in collaboration with Y-PLAN and the Monroe Elementary students, a poster campaign to foster neighborhood pride and cleaner streets. Implementation TBD</td>
</tr>
</tbody>
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PROJECT TIMELINE

Excelsior Outer Mission Streetscape Design Guidelines

<table>
<thead>
<tr>
<th>Project Description</th>
<th>Timeline</th>
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</thead>
<tbody>
<tr>
<td>Project Scoping</td>
<td>Fall 2018 - Winter 2019</td>
</tr>
<tr>
<td>Draft Designs</td>
<td>Winter 2019 - Spring 2019</td>
</tr>
<tr>
<td>Project Introduction</td>
<td>Spring 2019 (April 10 &amp; 13)</td>
</tr>
<tr>
<td>Community Outreach</td>
<td>Spring 2019 - Fall 2019</td>
</tr>
<tr>
<td>Production</td>
<td>August - October 2019</td>
</tr>
<tr>
<td>Final Draft release</td>
<td>November 2019</td>
</tr>
<tr>
<td>Ongoing Implementation</td>
<td>Pending</td>
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Temporary Public Space Activation Pilot Project

<table>
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<tr>
<th>Project Description</th>
<th>Timeline</th>
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<tr>
<td>Proposal and Outreach</td>
<td>Fall 2019</td>
</tr>
<tr>
<td>Design</td>
<td>Winter 2020</td>
</tr>
<tr>
<td>Implementation</td>
<td>May-June 2020</td>
</tr>
</tbody>
</table>

Schedule subject to change pending scope of pilot project.

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

<table>
<thead>
<tr>
<th>THEMES</th>
<th>GOALS</th>
</tr>
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<tbody>
<tr>
<td>Public Realm</td>
<td>PUB 1 Clean green, and maintain the public realm</td>
</tr>
<tr>
<td></td>
<td>PUB 2 Reinforce a sense of place, celebrate multicultural community character along Mission Street corridor</td>
</tr>
<tr>
<td></td>
<td>PUB 3 Build a coherent network of vibrant public spaces integrated and connected to surroundings</td>
</tr>
<tr>
<td>Mobility</td>
<td>MOB 1 Walking in and around the mission neighborhood commercial district (NCD) is safe, convenient, inviting, and enjoyable</td>
</tr>
<tr>
<td></td>
<td>MOB 2 Promote complete streets that balance the diverse needs of users of the public right-of-way</td>
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ONGOING CITY PROJECTS AND PROGRAMS

For a full list of projects and programs, 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.

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

JULY 2019
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 “Evening 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-phase revitalization and beautification effort transformed the Kenney Alley Stairs, from a once neglected passage connecting Mission St to London St, into an example of vitality in the public realm. This was a grassroots project conceived and implemented by local residents, with organized the Project Kenney Alley and collaborated with Excelsior Action Group.

3. Persia Triangle
   The “Heart of the Excelsior” located in 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.

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.

<table>
<thead>
<tr>
<th>Challenges</th>
<th>Opportunities</th>
</tr>
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<tr>
<td>Few public open spaces along the commercial corridor or in other parts of the neighborhood</td>
<td>Support temporary activation (e.g. Sunday Streets)</td>
</tr>
<tr>
<td>Inactive facades and storefronts</td>
<td>Improvement facades, signage and murals</td>
</tr>
<tr>
<td>Trees and plantings in poor condition or dead</td>
<td>Clean, replant, and maintain trees and plantings</td>
</tr>
<tr>
<td>Crime Heat Map</td>
<td>Lighting, active storefronts, and clear walkways</td>
</tr>
<tr>
<td>Unsafe crossings do not protect from traffic</td>
<td>Traffic calming (e.g. signalized crossings, bulb-outs, etc.)</td>
</tr>
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JULY 2019
Throughout spring and summer 2019, San Francisco Planning and Public Works conducted outreach through various events, neighborhood group meetings, and community partners.

**OUTREACH TIMELINE AND SUMMARY**

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

**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.

**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.

**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.

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

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**EXCELSIOR POP-UP LIBRARY DROP-IN (TODAY!)**
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.

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**EXCELSIOR LIBRARY DROP-IN (TODAY!)**
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.

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

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JULY 2019
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 received nearly 150 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%

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SURVEY RESULTS: NEIGHBORHOOD IDENTITY

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**Which themes best reflect Excelsior’s identity: Top 3 choices**

- **multiculturalism & diversity** 58%
- **neighborhood & community** 42%
- **neighborhood history** 42%

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

- **mosaic** 72%
- **tile** 39%
- **wood** 26%

**Which color palette best reflects Excelsior’s identity?**

- **warm colors** 67%
- **mix it up!** 24%
- **cool colors** 9%

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**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

<table>
<thead>
<tr>
<th>24TH STREET URBAN VILLAGE STREETScape Project</th>
<th>BALBOA STREETScape IMPROVEMENTS</th>
<th>OCEAN AVENUE STREETScape IMPROVEMENTS PROJECT</th>
</tr>
</thead>
</table>

- **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).

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**JULY 2019**
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 span 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

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.

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For more information and to sign up for project updates, visit:
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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.*
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CONCEPT B

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JULY 2019

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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PERSPECTIVE DRAWINGS AND RENDERINGS

PEDESTRIAN BULBOUT

TRANSIT BULBOUT

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