1. INTRODUCTION: STREETSCAPE DESIGN GUIDELINES

PURPOSE

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?

Streetscape: the area between building frontages and the curb (i.e., the sidewalk, where most streetscape elements are located: street trees, lighting, sidewalk paving, site furnishings). However, the guidelines may be referenced on other public spaces beyond the streetscape, such as alleyways and plazas.

GUIDELINES BOUNDARY

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

PROJECT TIMELINE

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

GUIDING PRINCIPLES

The Neighborhood Strategy visioning process required ongoing dialogue between City officials and the community to consider practical approaches to implement the necessary public improvements and investments. The main categories discussed during this process were: Business & Service Provider Support, Public Realm, Land Use & Housing, and Mobility.

Several goals were developed for each category through the EOM Neighborhood Strategy, which reflect input received through community outreach and the focused conversations from the Strategy’s Working Group sessions. The goals relevant to the streetscape and its relation to other vital neighborhood functions (like commerce and mobility) were highlighted as the driving principles used to develop the Streetscape Design Guidelines.

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

BUSINESS AND SERVICE PROVIDERS

BIZ 2 Improve the business environment of the commercial district so it is a place where businesses and services can thrive

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

RECENT COMMUNITY-LED IMPROVEMENT EFFORTS

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.

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 that is located beside a car lot, into an example of community in the public realm. The project conceived and implemented by local community group, the Friends of Kenney Alley and collaborated with Excelsior Action Group.

Persia Triangle
The “Pershing Triangle” 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.

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**
- Few public open spaces along the commercial corridor or in other parts of the neighborhood

**Comfort**
- Around bus shelters, wider sidewalks would benefit both bus passengers and passers-by

**Delight**
- Trees and plantings in poor condition or dead

**Safety**
- Crime Heat Map

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

### Preliminary Outreach

Between March and May 2019, SF Planning and Public Works conducted preliminary outreach to introduce and kick off the development of the Excelsior Outer Mission Streetscape Design Guidelines. During this period, SF Planning also met with neighborhood groups to gauge interest and collect feedback on the outreach strategy and materials.

### Conceptual Streetscape Design Feedback

Between June and July 2019, San Francisco Planning conducted outreach to understand where along Mission Street streetscape improvements would be most beneficial for the community, which streetscape elements would be most useful, and which elements strengthen neighborhood identity. The feedback informed the conceptual design.

### Neighborhood Identity and Streetscape Priorities

Between July and October 2019, Public Works developed two conceptual streetscape designs for Mission Street based on the feedback gathered from the Phase 1 Outreach. San Francisco Planning and Public Works continued a dialogue with the community to refine the conceptual streetscape design for Mission Street.

## Phase 1 Outreach

### Conceptual Streetscape Design Feedback

Between July and October 2019, Public Works developed two conceptual streetscape designs for Mission Street based on the feedback gathered from the Phase 1 Outreach. San Francisco Planning and Public Works continued a dialogue with the community to refine the conceptual streetscape design for Mission Street.

### Neighborhood Identity and Streetscape Priorities

Between July and October 2019, Public Works developed two conceptual streetscape designs for Mission Street based on the feedback gathered from the Phase 1 Outreach. San Francisco Planning and Public Works continued a dialogue with the community to refine the conceptual streetscape design for Mission Street.

## Phase 2 Outreach

### Conceptual Streetscape Design Feedback

Between July and October 2019, Public Works developed two conceptual streetscape designs for Mission Street based on the feedback gathered from the Phase 1 Outreach. San Francisco Planning and Public Works continued a dialogue with the community to refine the conceptual streetscape design for Mission Street.

### Neighborhood Identity and Streetscape Priorities

Between July and October 2019, Public Works developed two conceptual streetscape designs for Mission Street based on the feedback gathered from the Phase 1 Outreach. San Francisco Planning and Public Works continued a dialogue with the community to refine the conceptual streetscape design for Mission Street.

## SUNDAY STREETS

- **March 31, 2019** - SF Planning attended Sunday Streets in Excelsior to promote the EDM Streetscape Design Guidelines.
- **October 20, 2019** - SF Planning attended Sunday Streets in the Excelsior to collect feedback on conceptual streetscape designs and encourage attendance at the Final Open House.

## Y-PLAN MONROE ELEMENTARY

- **April - May, 2019** - 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.

## EXCELSIOR BRANCH LIBRARY POP-UP

- **July 24, 2019** - SF Planning and Public Works held a drop-in event to collect feedback on design concepts developed through community survey #1 results and community input from previous outreach.

## EXCELSIOR BRANCH LIBRARY DROP-IN

- **July 24, 2019** - SF Planning and Public Works held a drop-in event to collect feedback on conceptual streetscape designs.

## SITE VISITS

- **March 10, 2019** - SF Planning and Public Works conducted multiple site visits to photograph and assess the existing conditions of the neighborhood.

## PROJECT INTRODUCTION OPEN HOUSE


## NEIGHBORHOOD GROUP MEETINGS

- **April-July, 2019** - 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) to introduce and collect feedback for the EDM Streetscape Design Guidelines outreach strategy.

## 4TH OF JULY BALBOA PARK PICNIC

- **July 4, 2019** - SF Planning attended the 4th of July Balboa Park Picnic to talk to families about EOM Streetscape Guidelines and encourage attendees to the survey.

## CONCEPTUAL STREETSCAPE DESIGN FEEDBACK

- **September 18, 2019** - SF Planning launched a community survey #2 online to collect feedback on conceptual streetscape designs.

## FINAL OPEN HOUSE

- **November 13, 2019** - SF Planning, Public Works, SFMTA, OEWD, and the Supervisor’s office hosted an open house to reveal the final draft of the Excelsior Outer Mission Streetscape Design Guidelines.
5. COMMUNITY VISION: WHAT WE HEARD

PHASE 1 OUTREACH FEEDBACK / COMMUNITY SURVEY #1 RESULTS (144 RESPONDENTS)

During Phase 1 Outreach, SF Planning launched community survey #1 in late June 2019 to collect feedback on the community’s priorities for locations of streetscape improvements, types of streetscapes amenities, and neighborhood identity. The survey received 144 respondents. Public Works used the survey results to develop a streetscape design concepts for Mission Street and selection of materials and streetscape elements.

Q1: “Where on Mission Street would streetscape improvements be most beneficial for the community?”

Q2: “Which five streetscape elements would benefit the community the most if introduced, upgraded, or more were added to Mission Street?”

Q3: “Which themes best reflect Excelsior’s identity?”
Top 3 choices
- Multiculturalism & Diversity: 55%
- Neighborhood & Community: 42%
- Neighborhood History: 42%

Q4: “Which set of textures and materials best reflect Excelsior’s identity” Top 3 choices
- Mosaic: 72%
- Tile: 39%
- Wood: 26%

Q5: “Which color palette best reflects Excelsior’s identity?”
- Warm Colors: 24%
- Mix It Up!: 67%
- Cool Colors: 9%

For more information and to sign up for project updates, visit: sfplanning.org/excelsior-outer-mission-streetscape-design-guidelines
6. COMMUNITY VISION: WHAT WE HEARD

PHASE 2 OUTREACH FEEDBACK / COMMUNITY SURVEY #2 RESULTS (144 RESPONDENTS)

Q1: “Which overall design concept do you prefer?”

Concept A - Classic: 44%
Concept B - Modern: 56%

Q2: “Which planting selection do you prefer?”

Biodiversity & Native Plantings: 22%

Q3: “Which lighting selection do you prefer?”

Classic Style Lighting: 65%

Q4: “Which site furnishing selection do you prefer?”

Mosaic on Benches & Planter Walls: 52%

Q5: “Which community identity feature selection do you prefer?”

Concrete Planter and Bench Walls: 68%

Q6: “Which paving selection do you prefer?”

Concrete Pavers (Waving Pattern): 69%

"MAKE THINGS EASY TO CLEAN AND MAINTAIN."

"AT SOME POINT, A NEIGHBORHOOD SQUARE OR PARK WOULD BE GREAT."

"MULTI-GENERATIONAL COMMUNITY ENGAGEMENT, FARMERS MARKET, ENTERTAINMENT, ETC. COULD ALL TAKE PLACE HERE (BY GENEVA MISSION). IT WOULD TRANSFORM THE SPACE."

"MORE TRASH RECEPTABLES! THANKS."

"MORE TRASH CANS AND STREET LIGHTS (SOME AREAS ARE REALLY DARK AT NIGHT). REGULAR POWER WASHING!"

"MOSAICS! LIGHTS FOR SAFE WALKING AT NIGHT."

"I LIKE CONCEPT A. THE MORE CLASSIC FEEL BUT I LOVE THE ART AND DESIGN CONCEPT OF CONCEPT B. IF I HAVE TO CHOOSE, I STILL PICK A. COLORFUL, NATIVE PLANTS, LESS MAINTENANCE."

"I WOULD ADD MORE TRASH RECEPTABLES AND MORE TRASH CANS."

"MVERSE ON YOUR FAVORITE IMAGE IN EACH CATEGORY"

"AT SOME POINT, A NEIGHBORHOOD SQUARE OR PARK WOULD BE GREAT."
7. DESIGN: STREETSCAPE TYPOLOGIES

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

Pedestrian Bulb-Out Typology

(SIDEWALK EXTENSION AT T-INTERSECTION)

A pedestrian bulb-out is used to improve the walking conditions and safety of pedestrians. For this typology, the bulb-out spans two crosswalks at a typical “T” intersection, and can provide amenities for the public to pause and additional space that could be activated by adjacent businesses (e.g. sidewalk cafes). “T” intersections may include corner bulb-outs where SFMTA considers feasible.

Transit Bulb-Out Typology

(SIDEWALK EXTENSION AT TRANSIT STOP)

This typology prioritizes passenger loading, while providing additional options for seating, as well as greening. The proposed streetscape amenities can also be adapted to reflect the neighborhood’s identity.

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. Here are some examples of City-installed projects using streetscape elements, similar to the ones proposed in these Guidelines. Each of these projects utilized similar funding sources and maintenance partnerships.

24TH STREET URBAN VILLAGE STREETSCAPE PROJECT

Planning, design and construction and was funded by the 2011 Road Repaving and Street Safety Bond (Prop B) 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. The project is maintained jointly by Public Works and Noe Valley Association.

OCEAN AVENUE STREETSCAPE IMPROVEMENTS PROJECT

This project was funded by the 2011 Road Repaving and Street Safety Bond (Prop B) 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. The project is maintained jointly by Public Works and Noe Valley Association.

For more information and to sign up for project updates, visit: sfplanning.org/excelsior-outer-mission-streetscape-design-guidelines
8. PERSIA TRIANGLE: TRANSIT & PEDESTRIAN IMPROVEMENTS

The design utilizes a weaving paving pattern that is reflective of the various cultures that exist in the neighborhood and includes precast concrete bench seating walls with opportunities for tile murals throughout the corridor. Planters will celebrate biodiversity and will function as pollinator gardens at transit and pedestrian bulbouts. Seating has been provided within the sidewalk that will provide a place for transit riders and the public to meet, greet, and interact in order to strengthen the sense of community. Infill street trees and pedestrian lighting will be provided to help support a more welcoming corridor.

Design Narrative:

NEW CONCRETE SIDEWALKS AT PROPOSED PEDESTRIAN BULBS & ALONG MISSION STREET

NEW CONCRETE PAVERS

PRECAST CONCRETE BENCH WITH WOOD TOP AND MOSAIC FEATURE

PEDESTRIAN LIGHTING

POLLINATOR GARDEN

PRECAST CONCRETE PAVERS MOSAIC FEATURE

PLANTER RAILING

MOSAIC FEATURE

POLLINATOR GARDEN

NEW STREET TREE

TRASH RECEPTACLES

TRANSPORTATION

PEDESTRIAN

LANDSCAPING

KEY MAP

INSPRATIONAL IMAGERY

Persia Triangle

Multicultural Neighborhoods

(E) Community Driver Improvements

Markers / Gateways

Murals

NOV 2019

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

City & County of San Francisco

London Breed, Mayor

NOV 2019
9. PERSIA TRIANGLE: TRANSIT & PEDESTRIAN IMPROVEMENTS

This option requires less maintenance support:

- **Catenary Lighting Opportunity (by others)**
- **Precast Concrete Pavers** at furnishing zone only
- **Pre-Cast Concrete Benches**
- **New Street Tree**
- **Trash Receptacles**
- **Pedestrian Lighting**
- **Feature Platform Bench**
- **New Concrete Sidewalks at Proposed Pedestrian Bulbs & Along Mission Street**
- **Flexible Use Space: Vendors - Cafe Tables & Chairs - Art/Gateway Installation**
- **Persia Triangle Multicultural Neighborhoods**
- **Markers / Gateways Murals**
- **New Concrete Sidewalks at Proposed Pedestrian Bulbs in Lieu of Pavers**
- **Conceptual Design if Limited Funding Available**
- **Inspirational Imagery**

For more information and to sign up for project updates, visit: sfplanning.org/excelsior-outer-mission-streetscape-design-guidelines
10. PERSIA TRIANGLE: TRANSIT & PEDESTRIAN IMPROVEMENTS

EXISTING SECTION

PROPOSED SECTION

TYPICAL SIDEWALK: MIDBLOCK

EXISTING SECTION

PROPOSED SECTION

For more information and to sign up for project updates, visit:
sfplanning.org/excelsior-outer-mission-streetscape-design-guidelines
Design Narrative:
Similar to the Persia Triangle Transit & Pedestrian Improvements proposal. These Bulbs will not only improve Pedestrian Safety, but also function as outdoor "living" rooms for the community.
12. PERSIA TRIANGLE: TRANSIT & PEDESTRIAN IMPROVEMENTS

PERSPECTIVE

- NEW STREET TREE
- TRASH RECEPTACLES
- PRECAST CONCRETE PAVERS
- POLLINATOR GARDEN
- MOSAIC FEATURE - STOP SIGNAGE
- PRECAST CONCRETE BENCH WITH WOOD TOP AND MOSAIC FEATURE
- PLANTER RAILING
- PEDESTRIAN LIGHTING
13. TYPICAL PEDESTRIAN BULB-OUT TYPOLOGY

MISSION STREET

PRECAST CONCRETE PAVERS

PLANTER RAILING

POLLINATOR GARDEN

TRASH RECEPTACLES

NEW STREET TREE

PRECAST CONCRETE BENCH WITH WOOD TOP AND MOSAIC FEATURE

FEATURES PERMITTED AND MAINTAINED BY OTHERS

PEDESTRIAN LIGHTING

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

FEATURES TO BE MAINTAINED BY CCSF:

IMAGERY / MATERIAL

PRODUCT INFO

- **Precast Concrete Unit Pavers**
  - Manufacturer: Stepstone, Inc.
  - Model: Large Scale Modular Paver
  - Size: 6"x36"
  - Color: Porcelain #1413 and French Gray #1404

- **Pedestrian Scale Lighting**
  - Manufacturer: Holophane, Inc
  - Model: Granville Premier Series
  - 17' Height

- **Bench Seating**
  - Manufacturer: Landscape Forms
  - Model: Generation 50 Bench
  - Bench Material: Jarrah Wood w/ embedded powdercoated metal support bracket
  - Support Base: Precast Concrete w/ Tile Mural

- **Trash Receptables**
  - Manufacturer: Forms + Surface
  - Model: Urban Renaissance Receptacle w/ CCSF Seal

FEATURES THAT REQUIRE A MAINTENANCE PARTNERSHIP:

- **Mosaic Murals at Benches**
- **Mosaic Mural Signage**
- **Planter Railing**
- **Catenary Lighting**
- **Trash Receptables**
- **Cafe Moveable Tables & Chairs**
- **Food Vendors**
- **Community Identity Markers**

FEATURES THAT REQUIRE PERMITTING AND MAINTENANCE BY OTHERS:

- **Manufacturer: Stepstone, Inc.**
  - Model: Large Scale Modular Paver
  - Size: 6"x36"
  - Color: Porcelain #1413 and French Gray #1404

- **Manufacturer: Holophane, Inc**
  - Model: Granville Premier Series
  - 17' Height

- **Manufacturer: Streetlife, Inc or other**
  - Model: Custom Lasercut Metal Pattern

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

PLANTING AT TRANSIT BULB-OUTS

- Achillea millefolium 'Little Moonshine'
- Lantana camara 'Irene'
- Erigeron glaucus 'Wayne Roderick'
- Zauschneria californica 'Everett’s Choice'

PLANTING AT PEDESTRIAN BULB-OUTS

- Buddleja davidii 'Ellen’s Blue'
- Dietes bicolor

NEW STREET TREES

- Acer rubrum 'Red Sunset'
- Melaleuca quinquenervia
- Washingtonia robusta

EXISTING STREET TREES

The selected shrubs have been chosen based upon their ability to provide pollinator value to bees and butterflies. The plantings are low maintenance, showy while flowering, and will thrive on little water. The plantings should be installed in a ‘stripy’ pattern that emphasizes the diagonal weave of the paving pattern and bench seats.
16. IMPLEMENTATION: PHASING STRATEGIES

As of fiscal year 2019-2020 no construction funding has been identified for streetscape improvements. If and when construction funding is obtained, it is unlikely that funding for a complete rebuild of the entire Mission Street between Trumbull Street and Sickles Avenue will be possible. For that reason, one or more of the following phasing approaches may be considered:

**Phasing by Location**

This approach would prioritize improvements around locations throughout the corridor that the community has prioritized for streetscape improvements according to outreach, transit data, and identification of synergies with adjacent businesses.

**Pros:**
- Improvements would be prioritized at locations where they would provide most public benefit

**Cons:**
- Early phases of improvements may result in a corridor that does not appear visually unified

**Phasing by Priority of Streetscape Feature**

This approach is based on the community’s priorities for streetscape elements that would benefit the corridor the most. Implementation would concentrate on installing the prioritized feature(s) as extensively as possible through the corridor within the allotted project budget.

**Pros:**
- Some of these elements can be implemented without excavating
- Ensures a visually unified corridor

**Cons:**
- Improvements would lack the variety of treatments and concentration to make the biggest impact on the streetscape

**Partnering on Other City Projects**

This approach proposes partnering with other City agencies or City-led projects to implement streetscape improvements. An example of this approach could be partnering with SFMTA on the Mission Street Excelsior Safety Project, which proposes the construction of bulb-outs at staff-recommended locations, vetted by the community.

**Pros:**
- Implementation can be streamlined through shared approval processes and construction costs

**Cons:**
- Limited funding for implementation
- Limited to project’s scope and geography

**Sequential Phasing**

Similar to “Phasing by Location,” this approach would involve identifying segments of the corridor with sequential phases (i.e. Phase 1, 2, 3, etcetera) based on long-term funding availability. Cost estimates can be developed based on desired phasing to help secure a funding source.

**Pros:**
- Improvements would be visually unified along segments of the corridor where they are installed

**Cons:**
- It can be difficult to plan and secure long-term funding to implement all sequential phases for the completion of the entire corridor

---

For more information and to sign up for project updates, visit: [sfplanning.org/excelsior-outer-mission-streetscape-design-guidelines](sfplanning.org/excelsior-outer-mission-streetscape-design-guidelines)
### 17. IMPLEMENTATION: FUNDING & MAINTENANCE STRATEGIES

Some public realm projects may be fully or partially funded by the City. City-sponsored street improvement projects associated with repaving and utility replacement may also include a streetscape component and are often completed using grant or bond funds. However, installation of non-City standard elements will require a maintenance agreement plan with private or community sponsors. For that reason, one or more of the following funding and maintenance approaches may be considered:

<table>
<thead>
<tr>
<th>City Approvals for Private Developments</th>
<th>Public-Private Partnership</th>
<th>Grassroots Partnership</th>
<th>Special Assessment Districts</th>
</tr>
</thead>
</table>
| Some private developers may volunteer or be required to finance, install, and maintain streetscape improvements (see Better Streets Plan, Section 138.1(c)(2) of the Planning Code). | Private-sector companies, whether a large corporation or a number of small business, may have an interest in investing in public realm improvements to support their venture. Partnerships may form between these private-sector corporations and a government entity to fund and maintain streetscape improvement projects. **Examples:** San Francisco Parklet Program | Self-organized groups of residents, business owners, or other parties may form grassroots organizations, such as a neighborhood group or independent non-profit, to steward a public space. Grassroots partners are typically small and low budget, so partnerships with other non-profits may be necessary for fiscal sponsorship and fundraising. **Examples:** Friends of Kenny Alley, Linden Living Alley, Friends of Duboce Park. | Special assessment districts are areas in which property and/or business owners agree to pay assessments for additional services beyond what the City already provides. There are two types:  
» **Community Benefit Districts (CBD):** create a localized framework for the City to provide services focused on landscaping, improvements and maintenance in public realm areas  
» **Green Benefit Districts (GBD):** facilitate community investment in green infrastructure (tree-lined streets, parks, gardens), mainly in residential districts. Assessment funds are managed by a non-profit organization and overseen by the Office of Employment and Workforce Development. Establishing a special assessment district involves a political process that requires petitions and a ballot vote. **Examples:** Ocean Ave CBD |

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

SFMTA’s Mission Street Safety Project
(dates are tentative and subject to change)

*Design refinement and creation of plans, specification, and estimates. Generally:
- 10% Curblines Set-Overlay on Survey
- 35% Cost Estimate Prepared/ Potential Phasing/ Cost reduction determined
- 65% Scope of Work and Limit of Work finalized
- 95% Design Drawings
- 100% Final Design Drawings for Bidding

**IDENTIFY CONSTRUCTION FUNDING**

- August 2019
- September 2019
- October 2019
- November 2019
- December 2019
- Spring 2020
- Summer 2020
- Fall 2020
- Winter 2020
- Spring 2021
- Summer 2021
- Fall 2021
- Winter 2021
- Spring 2021

**NEAR-TERM CONSTRUCTION**

- SFMTA Board Meeting
- 10% Design Completion
- 35% Design Completion
- 65% Design Completion
- 100% Design Completion
- 35% Design Completion
- 65% Design Completion
- 100% Design Completion

**DETAILED DESIGN**

- Adapting Online Surveys
- Design Concept Surveys
- SFMTA Board Meeting
- Draft Feedback & Revisions
- Draft Final Public Space
- Final Draft Published
- Final Draft Published

**BIDDING**

- Temporary Public Space Activation Pilot Project

**Excelsior Outer Mission Streetscape Design Guidelines**

**Excelsior Community Benefit District creation**
(Proposed timeline subject to change)

For more information and to sign up for project updates, visit:
sfplanning.org/excelsior-outer-mission-streetscape-design-guidelines
PILOT PROJECT: TEMPORARY PUBLIC SPACE ACTIVATION

As part of the EOM Streetscape Design Guidelines project, SF Planning, in collaboration with OEWD, and partnering with Youth Art Exchange will implement a temporary public space installation along Mission Street.

**GOALS**

1. **Demonstrate** the principles and recommendations presented in the Guidelines, which reflect the community’s vision for a unified streetscape corridor.

2. **Pilot** streetscape elements that create places to pause, gather, wait for transit, enjoy the commercial corridor.

3. **Showcase** near-term streetscape improvements (refer to SFTMA’s Mission Street Excelsior Safety Project) as a way to bridge long-term capital improvement projects.

**DESIGN PRINCIPLES AND COMMUNITY’S VISION**

- **GREENERY**: Requested by the community as part of the goals from the Neighborhood Strategy. Consider native species that are low maintenance.

- **SEATING**: Provide seating that accommodates users with different needs. Opportunities for combining fixed and moveable seating to provide places to pause, gather, and that could be activated by local businesses.

- **NEIGHBORHOOD HISTORY & WAYFINDING**: Provide ways to include the neighborhood’s history and wayfinding opportunities for transit and neighborhood connectivity (to parks, BART, Library, and etcetera).

- **STREETSCAPE ELEMENTS**: Be a tool to Street trees (greening), trash cans, pedestrian lighting, special paving, public art.

- **COMMUNITY IDENTIFIERS**:
  - **Textures**: Mosaics / Tiles, Wood
  - **Colors**: Mix it up! (warm & cool colors)
  - **Themes**: “Multiculturalism & Diversity”, “Neighborhood & Community”, “Neighborhood History”
  - **Art**: Mosaics / Tiles, Wood

**POTENTIAL LOCATIONS**

- **MISSION ST AT EXCELSIOR ST**: West side of Mission St, fronting the Excelsior Community Center & Mission Science Workshop. SFMTA is proposing a sidewalk extension (bulb-out) at this “T intersection”, which will provide additional space for furnishing.

- **MISSION ST AT ONONDAGA ST**: East side of Mission St, fronting El Farolito Taquería, Hawaiian Drive-In, & Ty Sandwiches. SFMTA is proposing a sidewalk extension (bulb-out) at this “T intersection”, which will provide additional space for furnishing.

- **MISSION ST AT GENEVA AVE**: At the northeast corner of Mission St, the existing sidewalk is wider at this transit stop, providing an opportunity for additional seating and furnishing along the furnishing zone.

This project will be reviewed by City staff under all applicable regulations, ensuring it considers ADA accessibility and pedestrian safety and visibility, as well as maximizing its durability and making sure it’s easy to clean and maintain.

The Planning Department in collaboration with the Office of Economic and Workforce Development and Excelsior Action Group are working to find community partnerships to help steward the installation.

For more information and to sign up for project updates, visit:

sfpplanning.org/excelsior-outer-mission-streetscape-design-guidelines

DRAFT NOV 2019