

The background is a collage of four photographs. Top left: A tall, ornate sculpture with red and gold metalwork against a blue sky. Top right: A man in a flat cap and a woman sitting on a concrete ledge. Bottom left: Children playing on a green-painted street area with a blue tent in the background. Bottom right: A colorful mural of a red bow on a building facade.

# EXCELSIOR OUTER MISSION

## STREETSCAPE DESIGN GUIDELINES

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## Chapter 1

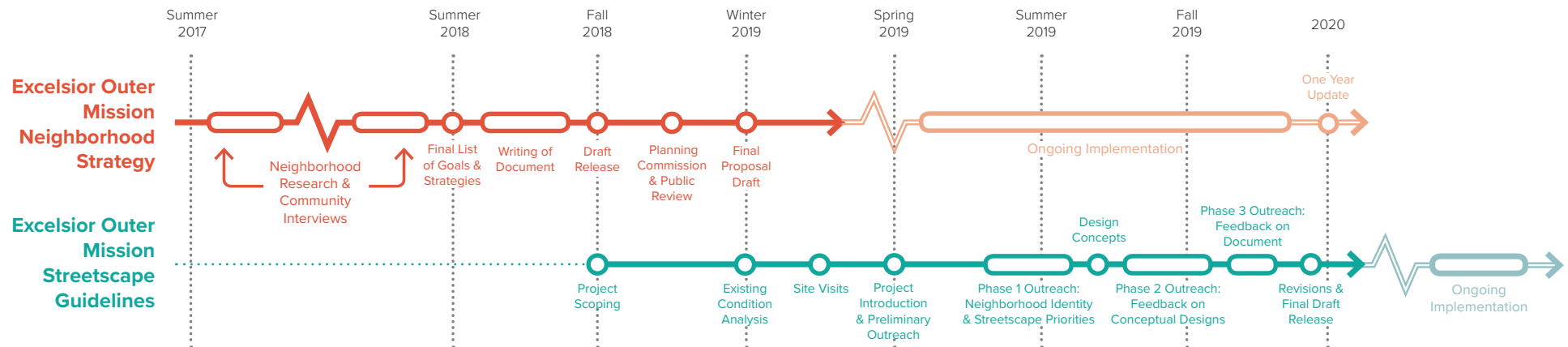
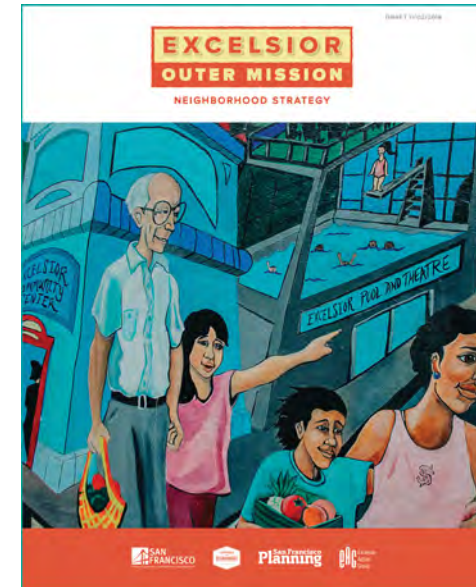
# Introduction

The goal of the Excelsior Outer Mission (EOM) Streetscape Design Guidelines is to create a unified vision for streetscape improvements on Mission Street between Trumbull Street and Sickles Avenue. Examples of streetscape improvements include sidewalk extensions at transit stops and pedestrian crossings, street trees and sidewalk plantings, lighting, seating, neighborhood gateway features, and artwork. These guidelines are an interagency effort to improve the safety, visual quality, and community character of the Mission Street corridor and surrounding area and reflect the community vision developed through the Excelsior & Outer Mission Neighborhood Strategy.

# Project Background

In November 2018, the San Francisco Planning Department, Office of Economic and Workforce Development (OEWD), the Excelsior Action Group (EAG), and Supervisor Ahsha Safai's Office released the Excelsior Outer Mission Neighborhood Strategy. Developed through an ongoing dialogue with the community, the EOM Neighborhood Strategy identifies goals and strategies for improving and enhancing the Excelsior, Outer Mission, Mission Terrace, Crocker Amazon, and Cayuga neighborhoods.

The EOM Streetscape Design Guidelines were identified as one of the next steps for furthering the public realm goals in the EOM Neighborhood Strategy. Concurrently, the San Francisco Municipal Transportation Authority (SFMTA) proposed the Mission Street Excelsior Safety Project, which focuses on pedestrian safety, Muni reliability, and loading improvements in the business district. In an effort to align with SFMTA's project, San Francisco Planning began work on the Guidelines in the spring of 2019. The Guidelines were developed in collaboration with Public Works, SFMTA, OEWD, and community partners.



Project Timelines for the EOM Neighborhood Strategy and Streetscape Design Guidelines

# Guidelines Boundary

The EOM Streetscape Design Guidelines will apply to streetscape improvement projects proposed on Mission Street, between Trumbull Street and Sickles Avenue.

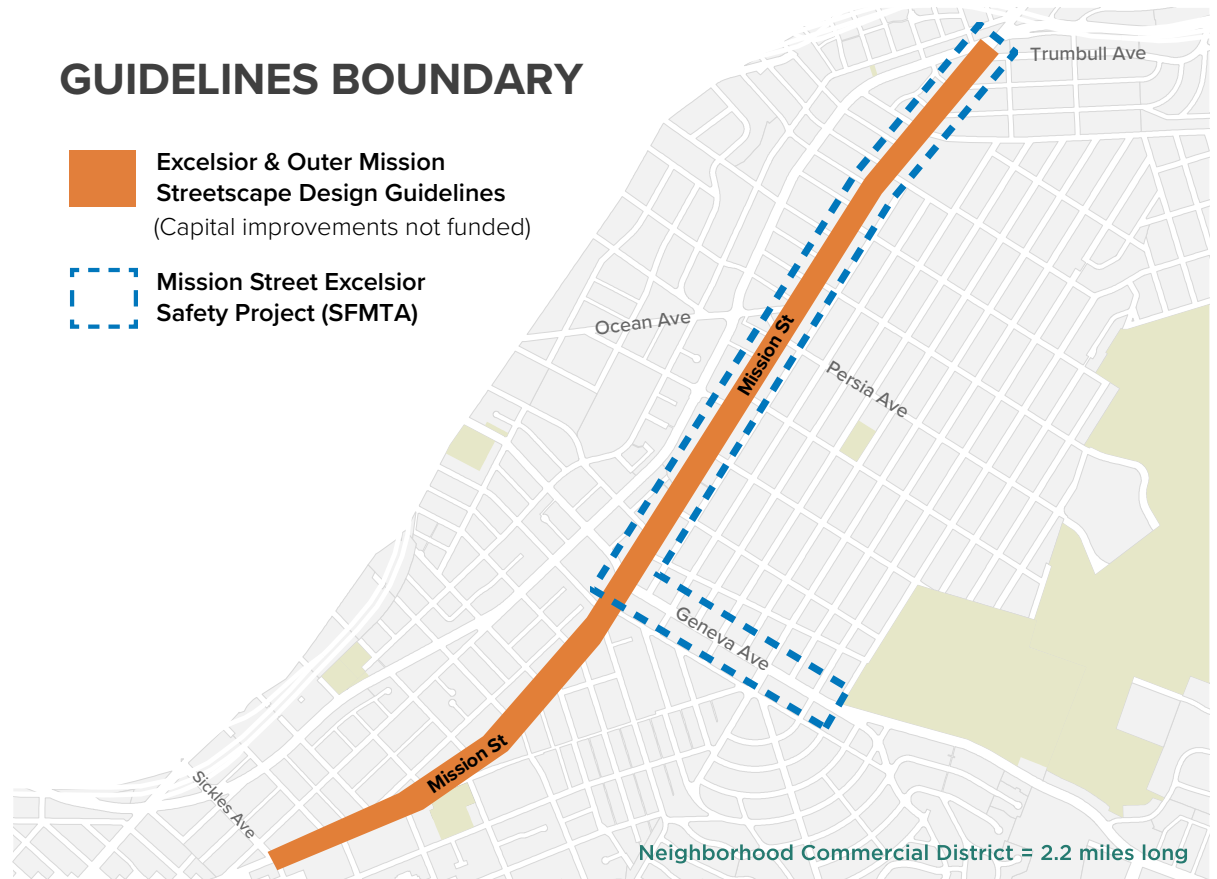
This document defines the streetscape as the area between building frontages and the curb (i.e., the sidewalk, where most streetscape elements are located: street trees, lighting, sidewalk paving, site furnishings, etc.). However, the guidelines may be referenced on other public spaces beyond the streetscape,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



Section showing streetscape boundaries

## GUIDELINES BOUNDARY

-  **Excelsior & Outer Mission Streetscape Design Guidelines**  
(Capital improvements not funded)
-  **Mission Street Excelsior Safety Project (SFMTA)**



Mission Street today.



# Guideline Components

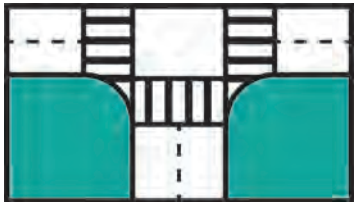
The Excelsior Outer Mission Streetscape Design Guidelines contains three main components:



## CATALOG OF MATERIALS AND STREETSCAPE ELEMENTS

A selection of styles, materials, and colors for furnishing, greening, lighting, and community identity elements are established in this document to

encourage a visually unified Mission Street corridor. All materials have been determined suitable by San Francisco Public Works.



## CONCEPTUAL DESIGNS FOR STREETSCAPE TYPOLOGIES

This document includes conceptual streetscape designs for different sidewalk conditions that are common along Mission Street. These conceptual

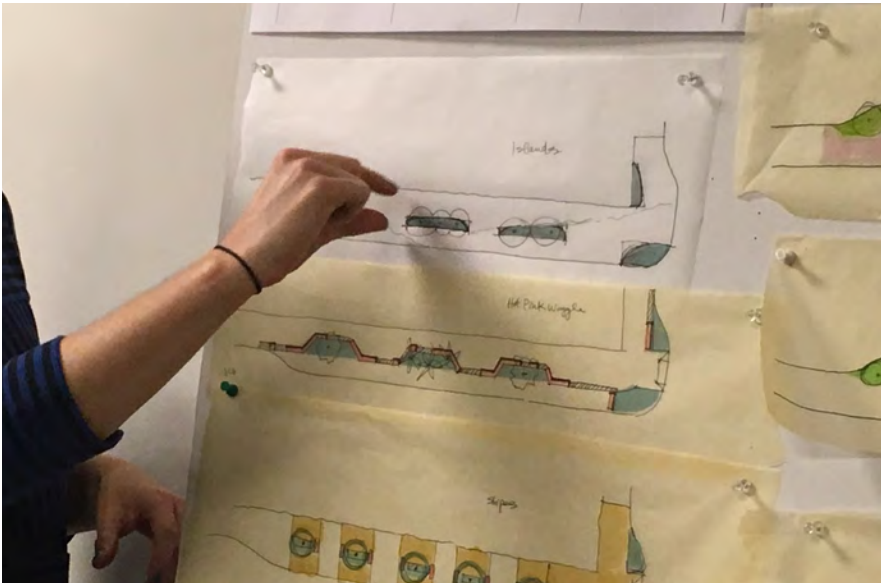
designs can serve as inspiration for how various streetscape elements might be laid out and organized on the sidewalk along the entire corridor.



## COMMUNITY TOOLKITS

This document also includes guides for commercial sponsors, community organizations, and residents to learn how to initiate public realm improvement projects, identify funding sources, and

navigate through City permitting processes.



Close-up of conceptual design development



Community mural at Excelsior Ave and Mission St

# Guideline Users

## CITY AGENCIES

The Excelsior Outer Mission Streetscape Design Guidelines provides a blueprint for City agencies (e.g. Public Works, SFMTA, etc.) to coordinate and streamline future streetscape improvement projects. The conceptual designs prepared in this document establish a standard for future City projects.

## PRIVATE DEVELOPERS

The Excelsior Outer Mission Streetscape Design Guidelines can be used to advise private developers with projects on Mission Street that require a streetscape improvement plan (see Better Streets Plan, Section 138.1(c)(2) of the Planning Code).

## COMMERCIAL SPONSOR

The Excelsior Outer Mission Streetscape Design Guidelines can assist businesses interested in sponsoring public realm projects along Mission Street. Example projects include the implementation of parklets, café seating, public art, or storefront improvements. The document can serve as a guide and help with the navigation of standard permitting requirements.

## COMMUNITY ORGANIZATIONS AND RESIDENTS

The Excelsior Outer Mission Streetscape Design Guidelines is a resource for the community to use when promoting the neighborhood vision and goals that were developed through the Excelsior Outer Mission Neighborhood Strategy. Community organizations that would like to sponsor a project can use the document as a launching point and guide for implementation.



Example of City-installed projects: stamped asphalt crossings.



Example of community-led projects: Persia Triangle Phase I



## Relevant Projects

### Excelsior Outer Mission Neighborhood Strategy

The Excelsior Outer Mission Neighborhood Strategy is a vision developed by community members, the Planning Department, Office of Economic and Workforce Development (OEWD), the Excelsior Action Group (EAG), and Supervisor Ahsha Safai's Office to improve and enhance the Excelsior, Outer Mission, Mission Terrace, Crocker Amazon, and Cayuga neighborhoods.

The neighborhood-level visioning process required ongoing dialogue between City officials and the community to consider practical approaches to implement the necessary public improvements and investments. The goals, strategies, and actions in this document are a direct product of that dialogue.

The Strategy strives to maximize the benefits of ongoing and future projects, working toward making the area an even better place to live and visit.

The goals developed in the strategy were grouped into four categories:

- » Business & Service Provider Support
- » Public Realm
- » Land Use & Housing
- » Mobility

Each goal, strategy, and action was reviewed to determine:

- » Implementation challenges, such as funding
- » Implementation opportunities, such as existing programs and resources
- » Potential next steps to advance implementation
- » Implementation cost estimates

#### ***Status (As of November 2019)***

Draft Released, November 2018

#### ***Website***

[www.sfplanning.org/excelsior-outer-mission-neighborhood-strategy](http://www.sfplanning.org/excelsior-outer-mission-neighborhood-strategy)

## GUIDING PRINCIPLES

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. Green, clean, 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



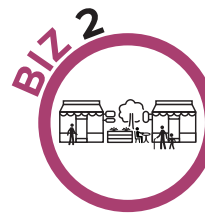
### MOBILITY

- » 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



**Note:** Refer to the EOM Neighborhood Strategy document for further details.

## SFMTA's Mission Street Excelsior Traffic Safety Project

The Mission Street Excelsior Safety Project is a SFMTA-sponsored community project that will focus on pedestrian safety, Muni reliability, and loading improvements in the business district. Through near-term and long-term improvements, the project will make it safer and more pleasant to walk, shop, and live along Mission Street from Geneva Avenue to Trumbull Street and along Geneva Avenue from Mission Street to Prague Street.

The project's goals are to:

- » Increase safety for all users of the corridor, especially people who walk, bike, and take transit
- » Improve transit reliability on the most used bus routes in the neighborhood
- » Enhance the business district through loading improvements

If funding is identified, SFMTA's Safety Project will incorporate the Guidelines' recommended streetscape elements (see Chapter 5 for more details on implementation).

### ***Status (As of November 2019)***

In Progress (Detailed Design & Near-term Improvements)

### ***Website***

[www.sfmta.com/projects/mission-street-excelsior-safety-project](http://www.sfmta.com/projects/mission-street-excelsior-safety-project)

## Better Streets Plan

The Better Streets Plan creates a unified set of standards, guidelines, and implementation strategies to govern how the City designs, builds, and maintains its pedestrian environment.

The Plan seeks to balance the needs of all street users, with a particular focus on pedestrians and how streets can be used as public space. The Plan reflects the understanding that the pedestrian environment is about much more than just transportation—that streets serve a multitude of social, recreational and ecological needs.

The Better Streets Plan carries out the intent of San Francisco's Better Streets Policy (Administrative Code Chapter 98), adopted by the Board of Supervisors on February 6, 2006.

### ***Status (As of November 2019)***

Adopted, December 2010

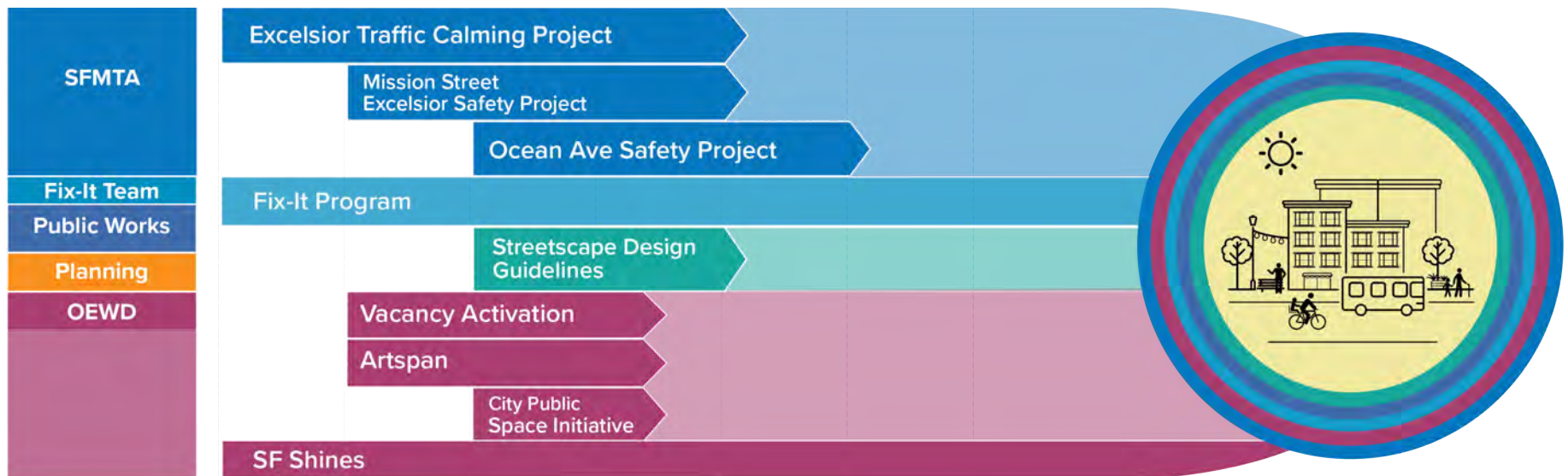
### ***Website***

[www.sfplanning.org/resource/better-streets-plan](http://www.sfplanning.org/resource/better-streets-plan)



## Additional City Projects and Programs

- » **Citywide Public Space Initiative:** A new pilot program through a partnership between the Office of Economic and Workforce Development (OEWD) and the San Francisco Parks Alliance that helps communities improve their public spaces. The program utilizes an innovative community engagement strategy to foster recurring, community-led activation and beautification projects that supplement the City's critical cleaning and safety services. (For more information, visit: [www.sfparksalliance.org](http://www.sfparksalliance.org))
- » **SF Shines:** An OEWD program that is intended to assist with expenses for ground floor storefront façade upgrades and/or interiors. It is an economic development service of the Invest In Neighborhoods initiative that provides focused, customized assistance to help small businesses thrive, increase quality of life, improve physical conditions, and build community capacity. (For more information, visit: [www.oewd.org/sf-shines](http://www.oewd.org/sf-shines))
- » **The Fix-It Team:** The team seeks to improve the quality of life in San Francisco's neighborhoods by collaborating with residents to identify and address critical cleanliness and safety issues that affect their lives. By coordinating directly with city departments, the Fix-It team is committed to delivering city services better and faster. (For more information, visit: [www.sfmayor.org/neighborhoods/fix-it-team](http://www.sfmayor.org/neighborhoods/fix-it-team))



Ongoing City projects and programs relevant to the neighborhood. For a full list, please see the EOM Neighborhood Strategy.





## Chapter 2

# Existing Conditions

This chapter offers a snapshot of the neighborhood's demographics, business mix, and mobility data focused on public transit along the Mission Street corridor. It presents some of the corridor's challenges and opportunities, and highlights recent efforts for public realm improvements led by community-based organizations, the City, and private investment.

# Excelsior Outer Mission at a Glance

## DEMOGRAPHICS

Excelsior Outer Mission is predominantly a family neighborhood with a large population of teens and children. It is also a neighborhood characterized by racial, ethnic, and socioeconomic diversity—a quality that residents celebrate and have said they would like to see reflected in the public realm.

## BUSINESS

The commercial corridor has a great variety of businesses that serve the neighborhood and visitors. However, a high vacancy rate is a challenge for the corridor. One strategy for creating a thriving business environment is to improve the public realm.

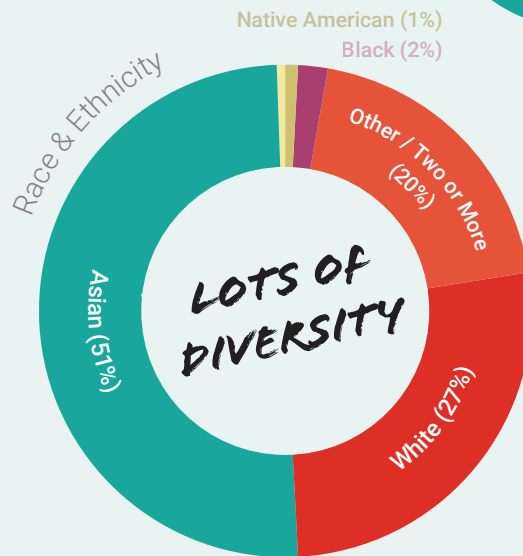
## MOBILITY

A majority of the neighborhood is within walking distance of bus stops. Muni is highly used by a wide variety of people. Many also typically walk some portion of their trip to access the commercial corridor. Improving the public realm will make getting around safer and more inviting for people.

**Source:** Excelsior Outer Mission Neighborhood Strategy, SFMTA Mission Street Excelsior Rider Survey Summary and Stakeholder Workshop Background Information Packet, and OEWD Invest in Neighborhoods - D11 Q2 Business Data.

Population  
**63,620**  
vs 840,770 citywide

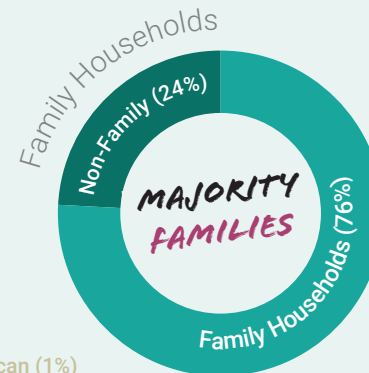
Households  
**17,610**  
vs 353,290 citywide



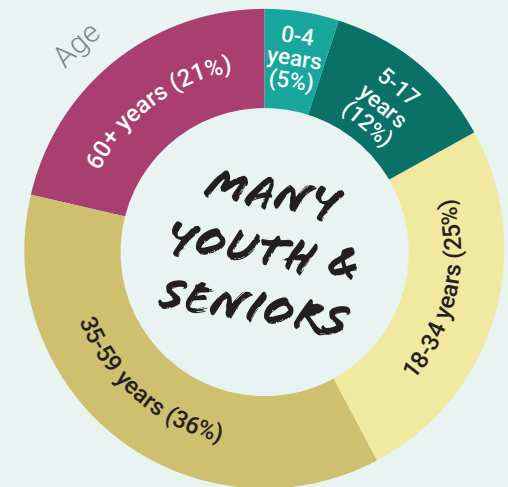
Foreign Born  
**52.9%**  
vs 35% citywide

Latino Identifying  
**31%**  
vs 15% citywide

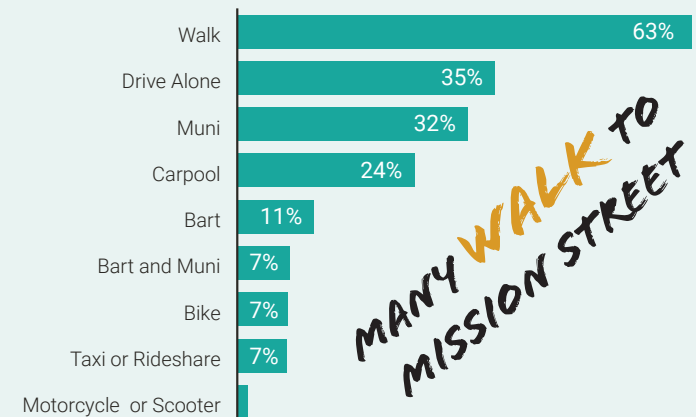
Linguistic Isolation  
**20.9%**  
vs 12.4% citywide

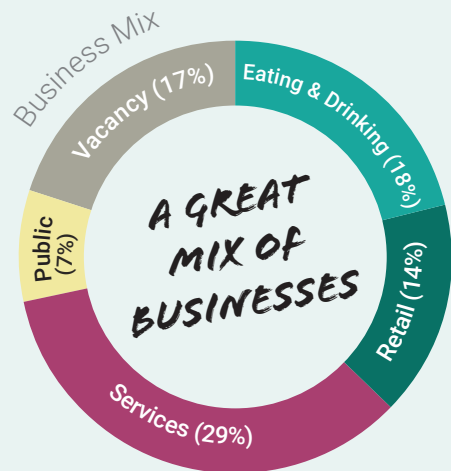


Median Age  
**41.4**  
vs 39.9 citywide



"How do you typically get to the Mission Street or Geneva Avenue commercial district (Check up to 2)?"

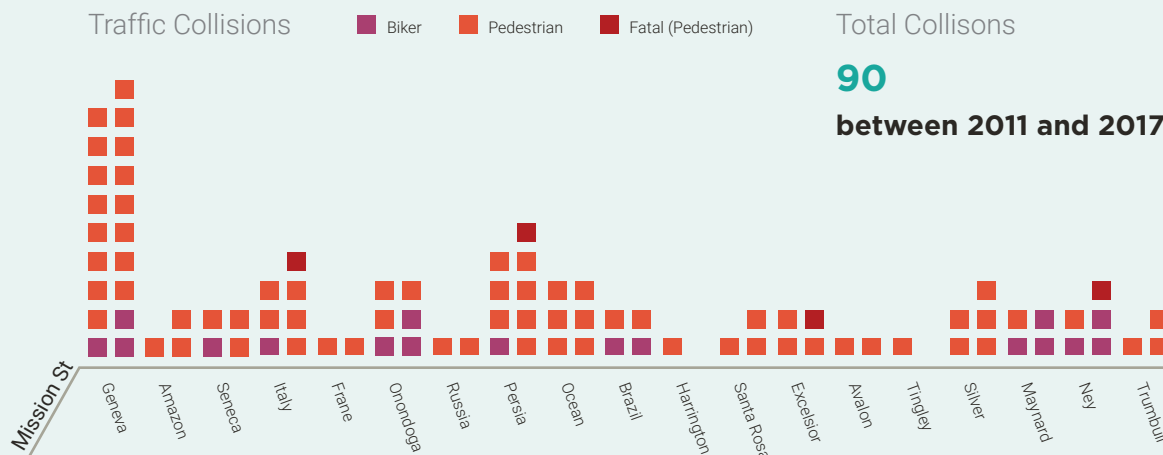




Storefronts  
**543**  
in the commercial district

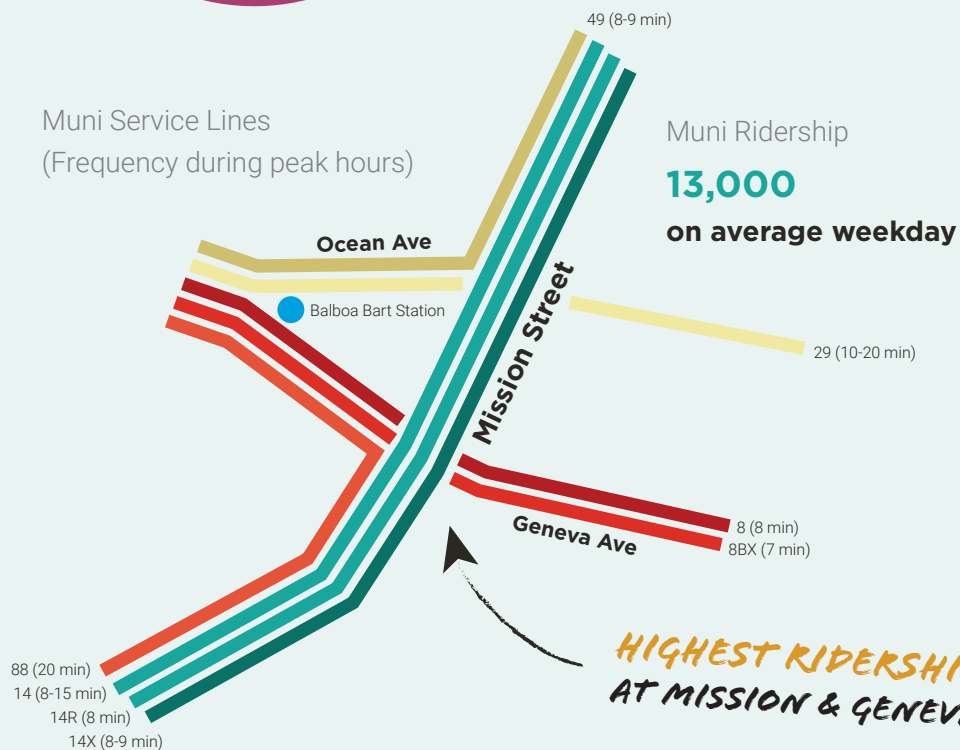
Vacancy Rate  
**16.9%**  
vs 5-10% target

### Traffic Collisions

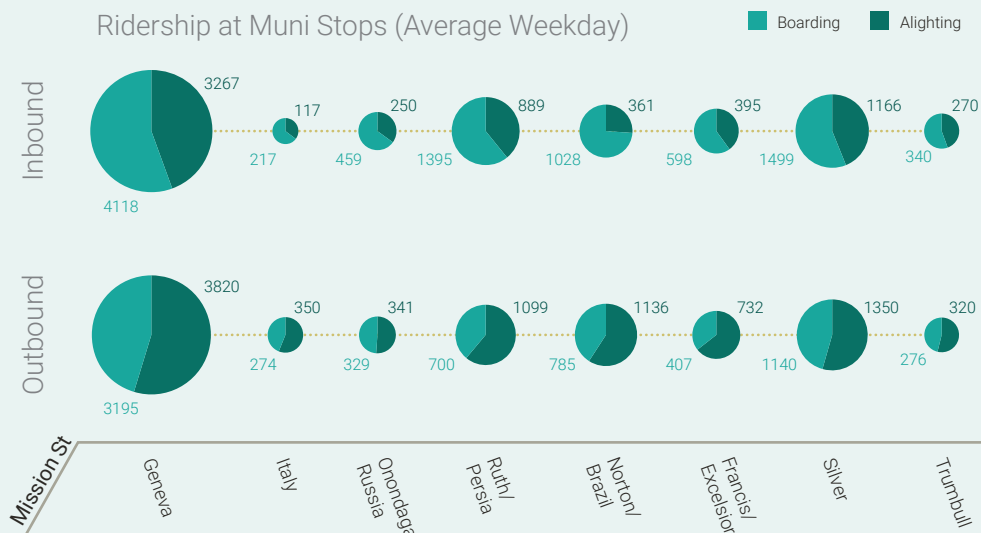


Total Collisions  
**90**  
between 2011 and 2017

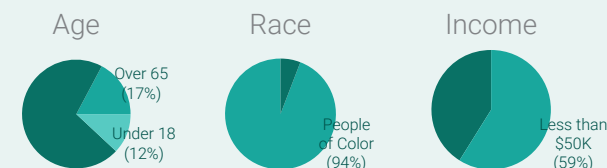
### Muni Service Lines (Frequency during peak hours)



### Ridership at Muni Stops (Average Weekday)



Rider Profile  
14 and 8 Muni

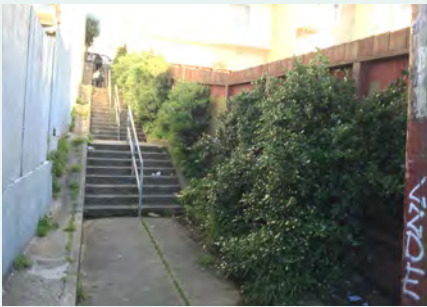


# Public Realm: Challenges and Opportunities

The following challenges and opportunities were Identified through the Excelsior Outer Mission Neighborhood Strategy outreach efforts.

## Challenges

### Place



Few public open spaces along the commercial corridor

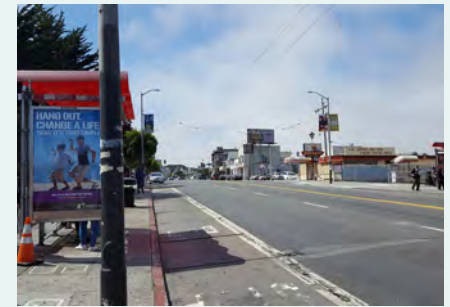


Corridor could improve its sense of place

### Comfort



Poor pedestrian circulation



Few amenities for pause and rest

## Opportunities



Support community revitalization projects (e.g. Kenny Alley)



Support public art projects (e.g. Ever Upward Sculpture)



Install sidewalk extensions and bulb-outs



Install public amenities and streetscape elements



## Delight



Inactive facades and storefronts



Trees and plantings in poor condition or dead

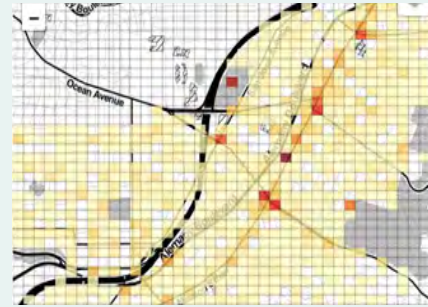


Improve facades, signage, and murals



Clean, replant, and maintain trees and plantings

## Safety



Lack of lighting and blank walls deter foot traffic



Increase lighting, active storefronts, and clear walkways



Unsafe crossings do not protect from traffic



Calm traffic (e.g. using signalized crossings, bulb-outs, etc.)



# Recent Streetscape Improvement Efforts

The following projects offer precedents for future streetscape improvements in the Excelsior and Outer Mission neighborhood.

## BY CITY AGENCIES



### Mission Street at Trumbull Street Safety Improvement Project

**Completed:** 2017

Led by Public Works and SFMTA, this project creates a safer pedestrian experience by realigning Trumbull Street, installing pedestrian bulb-outs, and repaving the roadway from the intersection of Mission and Trumbull Streets to Craut Street.



### Persia Triangle

**Completed:** 2016

Building off the success of temporary improvements installed in 2014, a permanent sidewalk bulb-out was built as part of Muni traffic improvement project creating a plaza at the corner of Ocean Avenue and Mission Street. The plaza is now maintained by Public Works and features benches, planters, and sidewalk paving decorated with painted patterns.

## BY PRIVATE DEVELOPERS



### Cheshill On Mission (5050 Mission St)

**Completed:** 2018

This private development includes public streetscape improvements installed per the requirements of the Planning Code and Better Streets Plan. The project was advised by the City's Streetscape Design Advisory Team (SDAT) to install a corner bulb-out which includes new landscaping, special paving, seating, bike racks, and additional furnishings.

## BY COMMERCIAL SPONSORS

### Parklets

In 2012, Mama Arts Café (now closed) and the Excelsior Action Group co-sponsored a parklet designed and installed by students of Youth Arts Exchange. From 2012 until its removal in 2017, the parklet served as a well-used public space by both café customers and passerby.

### Café Tables & Chairs

A number of local businesses have invested in outdoor or café seating and tables. These sidewalk cafes can help enliven commercial areas and contribute to more engaging and welcoming experience for those visiting or passing through.



Example: Café tables and chairs at Café Guatemalteco

### Storefront Improvements

Many local businesses have utilized OEWD's SF Shines and Legacy Business programs to improve storefront façades and business interiors, which can help increase neighborhood safety and improve the pedestrian experience of the corridor, encouraging foot traffic.

### Public Art

Some businesses have sponsored public art, such as murals on their walls, to beautify their block. Public art creates a more pleasant and unique pedestrian experience. It can be used to celebrate the community, deter vandalism, and attract customers to businesses.



Example: Mural at Glaze Donut



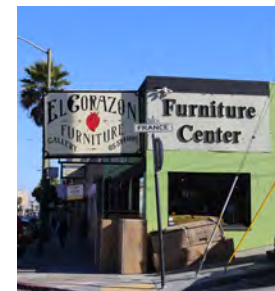
Parklet at Mama Arts Café (now closed)



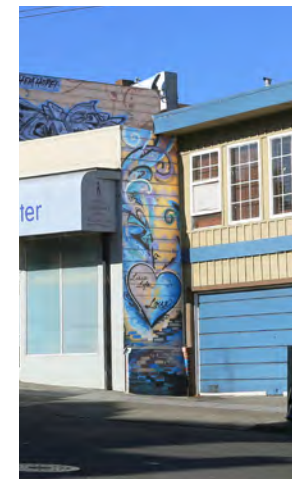
Outdoor seating installed at Double Shot Coffee



Storefront improvement (see SFShines program)



Storefront improvement (see SF Shines Program)



Mural used to deter vandalism (StreetSmARTS)

## BY COMMUNITY ORGANIZATIONS AND RESIDENTS



### Geneva & Mission

**Completed:** 2013

The corner plaza at Geneva Avenue 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 the Excelsior Action Group, has become an iconic site on the corridor.



### Kenney Alley

**Completed:** 2016

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



### Persia Triangle

**Completed:** 2013

The “Heart of the Excelsior,” located on the corner of Ocean Ave and Mission Street, 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.

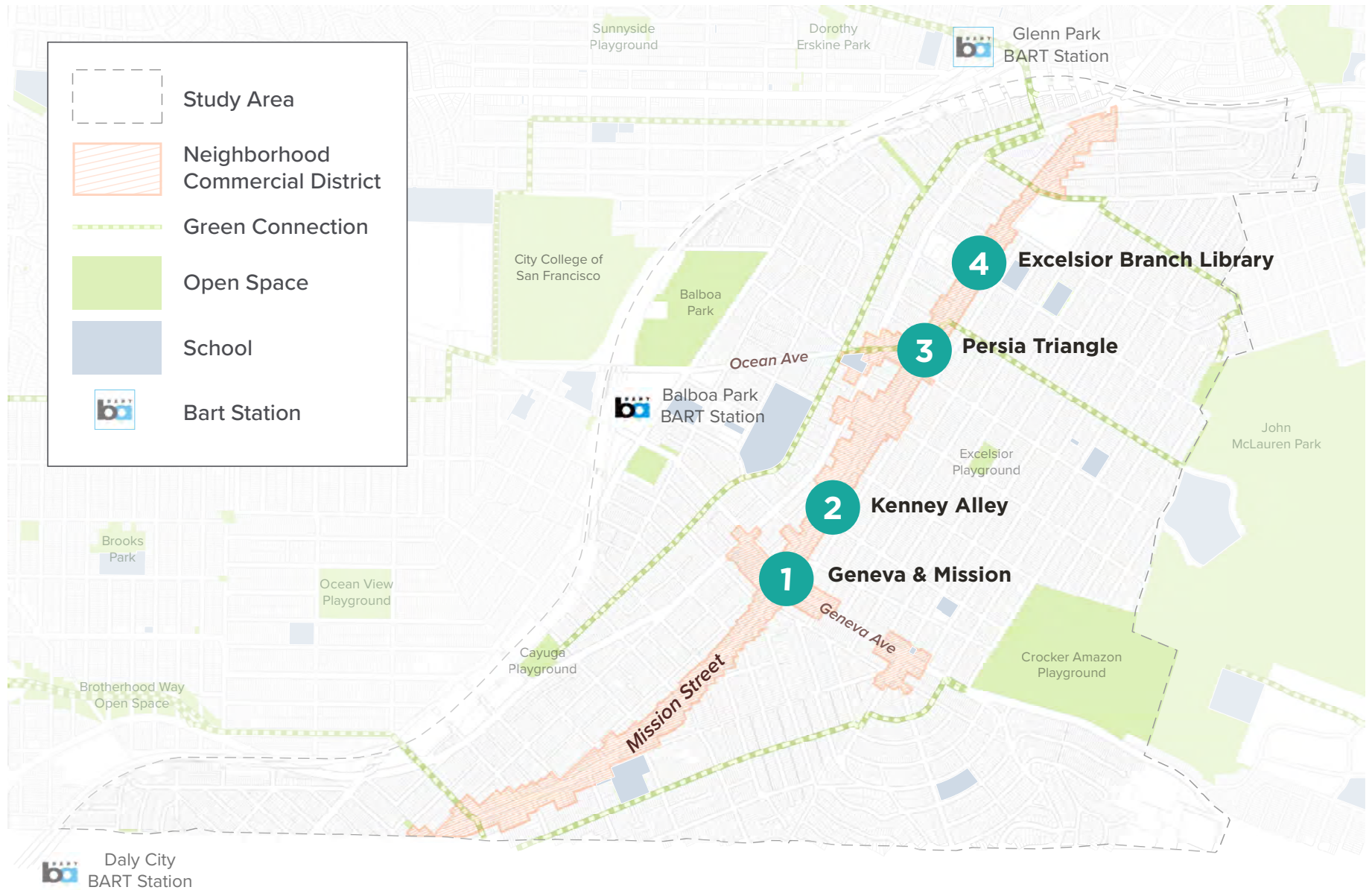


### Excelsior Branch Library

**Completed:** 2013

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.





Highlighted examples of recent community-led street activation projects (Study area drawn from Excelsior Outer Mission Neighborhood Strategy)





## Chapter 3

# Community Vision

Throughout spring, summer, and early fall of 2019, San Francisco Planning and Public Works conducted outreach to inform the community about the development of Excelsior Outer Mission Streetscape Design Guidelines and involve them in the process. Outreach was conducted through open houses, sidewalk canvassing, community events, neighborhood group meetings, online surveys, etc. The community input collected during this period was used by Public Works to develop the conceptual streetscape designs of Mission Street and inform the Guidelines.

# Community Outreach and Engagement Timeline



## SUNDAY STREETS

*March 31, 2019* - SF Planning attended Sunday Streets in the Excelsior to promote the EOM Streetscape Guidelines and encourage attendance at the Open House.



## Y-PLAN MONROE ELEMENTARY

*April - May, 2019* - In partnership with UC Berkeley's Y-Plan, SF Planning worked with 2nd-4th graders from Monroe Elementary School to develop their vision for Mission Street through physical models, posters, and surveys.



## SITE VISITS

*March 19, 2019* - SF Planning and Public Works conducted multiple site visits to photograph and assess the existing conditions of the neighborhood.



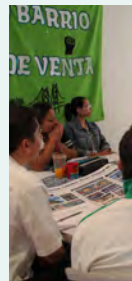
## PROJECT INTRODUCTION OPEN HOUSE

*April 10 & 13, 2019* - SF Planning and Public Works kicked off the EOM Streetscape Design Guidelines by introducing the project at the SFMTA Traffic Safety Project 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 EOM Streetscape Design Guidelines outreach strategy.



Spring 2019

Summer 2019



### EXCELSIOR BRANCH LIBRARY POP-UP

*July 27, 2019* - SF Planning hosted a pop-up table at the Excelsior Library to launch community survey #1 and solicit feedback on streetscape priorities and the neighborhood identity. Staff encouraged library attendees and passersby to fill out the survey.



### EXCELSIOR BRANCH LIBRARY DROP-IN

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



### SUNDAY STREETS

*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.



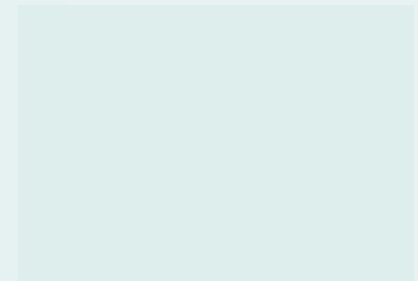
### 4TH OF JULY BALBOA PARK PICNIC

*July 4, 2019* - SF Planning attended the 4th of July Balboa Park Picnic to talk to families about EOM Streetscape Design Guidelines and encourage attendees to take 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 7, 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.

er 2019

Fall 2019



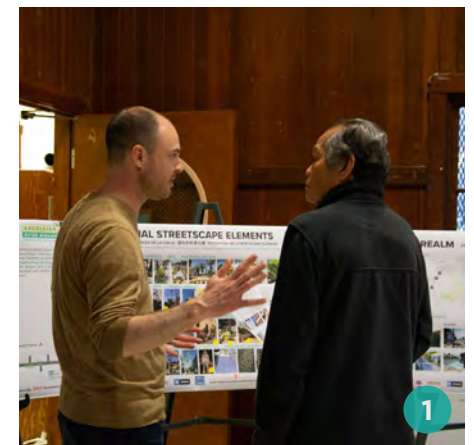
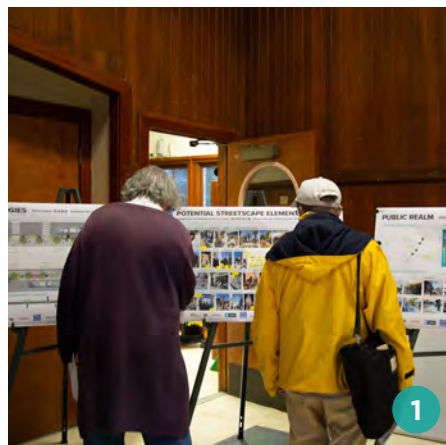
# Project Introduction

Preliminary outreach was conducted between March and May 2019. The goal of this outreach was to introduce and kick off the development of the Excelsior Outer Mission Streetscape Design Guidelines. During this period, San Francisco Planning also met with neighborhood groups to gauge interest and collect feedback on the outreach strategy and materials.

## PROJECT KICK-OFF EFFORTS:

### Open House #1

The public was invited to two open houses hosted by SFMTA, San Francisco Planning, and Public Works at the Excelsior Clubhouse on **1** Wednesday (evening) April 10 and **2** Saturday (morning) April 12, 2019. San Francisco Planning and Public Works showcased boards that introduced the Excelsior and Outer Mission Streetscape Design Guidelines, publicly kicking off the project.





### PRELIMINARY OUTREACH EFFORTS

San Francisco Planning staff attended the following events and neighborhood group meetings to introduce the Excelsior and Outer Mission Streetscape Design Guidelines and collect feedback on the outreach strategy and materials.

#### 3 **Excelsior District Improvement Association (EDIA)**

April 23, 2019

#### 4 **Excelsior Action Group (EAG)**

June 6, 2019

#### 5 **PODER + Excelsior Works!**

June 7, 2019

#### 6 **Merced Heights Playground Ground-Breaking**

June 8, 2019

### WHAT WE HEARD

- » Persia Triangle, Geneva & Mission, Onondaga & Mission, Silver & Mission, Avalon & Mission, and Excelsior Branch Library were suggested as sites of interest for streetscape improvements.
- » There is a desire for more greening, however, the groups understand challenges of maintenance. Hardscape and treatments to concrete were suggested as an easier-to-maintain alternative.
- » There is interest in street elements that businesses and the community can interact with, such as string lighting for businesses to sponsor or community kiosks for residents to post on.
- » Businesses expressed frustrations with permitting outdoor cafe furniture. There is interest in a catalog of pre-approved furnishings.
- » Family and youth are important aspects of the Excelsior neighborhood identity. Public spaces should reflect that and be interactive for youth.
- » Mosaic is a material that is popular with the community.
- » Future outreach should reach a diverse range of voices: youth, seniors, merchants, monolingual and immigrant groups, etc.



# POTENTIAL STREETSCAPE ELEMENTS

ELEMENTOS POTENCIALES DE LA CALLE 潛在的街景元素 POTENSIAL NG STREETSCAPE ELEMENT

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

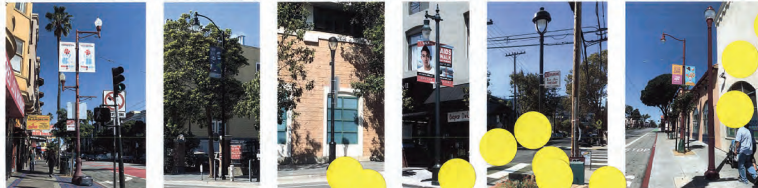


## GREENING / REVERDECIMIENTO / 绿化 / PAGPAPALUNTIAN



Street trees!!

## LIGHTING / ILUMINACION / 照明 / PAMPALIWANAG



Make sure to use energy saving LED white lighting on proposed new streetlights

### INSTRUCTIONS / INSTRUCCIONES / 說明 / MGA TAGUBILIN:

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.

## STREETSCAPE FURNISHINGS / MOBILIARIO / 裝飾物 / MGA MUWEBLES



## COMMUNITY IDENTITY / IDENTIDAD COMUNITARIA / 社區認同 / PAGKAKAKILANLAN NG KOMUNIDAD



Prefer permeable paving  
- prefer greenery than community identity



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

<https://sfplanning.org/excelsior-outer-mission-neighborhood-strategy>



#excelsiorstrategy

APRIL 2019

April 10 Open House community feedback.



# POTENTIAL STREETSCAPE ELEMENTS

ELEMENTOS POTENCIALES DE LA CALLE 潛在的街景元素 POTENSIAL NG STREETSCAPE ELEMENT

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



## GREENING / REVERDECIMIENTO / 绿化 / PAGPAPALUNTIAN



Send 4/15/19  
MRS ACIENTOS PARA  
ESPERAR EL BUS CRUZAR  
LOS CALLES

## LIGHTING / ILUMINACIÓN / 照明 / PAMPALIWANAG



Can we have  
cheap and practical  
lights?

### INSTRUCTIONS / INSTRUCCIONES / 說明 / MGA TAGUBILIN:

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.

## STREETSCAPE FURNISHINGS / MOBILIARIO / 裝飾物 / MGA MUWEBLES



## COMMUNITY IDENTITY / IDENTIDAD COMUNITARIA / 社區認同 / PAGKAKAKILANLAN NG KOMUNIDAD



Bike racks in places where  
there is plenty space for also  
sitting and accessible for all  
people



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

<https://sfplanning.org/excelsior-outer-mission-neighborhood-strategy>



#excelsiorstrategy

APRIL 2019

April 13 Open House community feedback.



## Phase 1 Outreach: Neighborhood Identity and Streetscape Priorities

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. This outreach effort further promoted awareness about the Excelsior Outer Mission Streetscape Design Guidelines and informed the community on potential neighborhood improvement strategies.



### OUTREACH EFFORTS:

San Francisco Planning collected feedback via an online survey and a paper survey that could be dropped off at the library or mailed back using pre-paid envelopes. The paper surveys were distributed during the engagement efforts discussed in this section.

#### 1 Excelsior Branch Library Pop-Up Table

San Francisco Planning staff set up a pop up table outside of the Excelsior Branch Library on June 27, 2019 to kick off the outreach campaign and encourage library-goers to participate in the survey.

#### 2 4th of July Mission Terrace Picnic

San Francisco Planning staff attended the picnic on July 4, 2019 to canvass the event with paper surveys and inform families about the Excelsior Outer Mission Streetscape Design Guidelines.

#### 3 EDIA & District 11 Council Meeting

San Francisco Planning staff attended the EDIA monthly meeting at the Crocker Amazon Multi-Purpose Room on June 25, 2019 and District 11 Council meeting at the Ingleside Police Station on July 13, 2019 to provide a project update and distribute paper surveys.



## EXCELSIOR OUTER MISSION

### STREETSCAPE DESIGN GUIDELINES

## 5-MIN SURVEY

Thank you for filling out this survey!

As part of this first outreach phase for the Excelsior Outer Mission Streetscape Design Guidelines, we're conducting a survey to learn about Mission Street's most active places, the community's preferred amenities, and neighborhood character.

Your contribution will help inform these Guidelines. Their goal is to create a unified community vision for streetscape improvements on Mission Street (from Trumbull Ave to Sickles Ave).

Please return completed surveys by **07/10/2019**, via:

Mail: Use provided envelope  
Fax: (415) 558-6409  
Email (scanned): Maria.Dekhuijsen@gov.org  
Drop-Off (box at counter): Excelsior Library (4000 Mission St)

If you have any questions, please contact Maria De Alva at Maria.Dekhuijsen@gov.org.

### WHAT IS THIS PROJECT?

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?

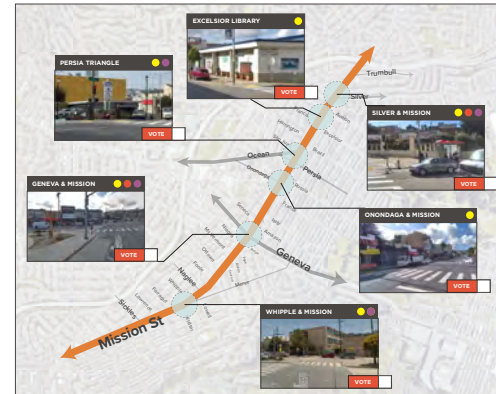


### WHEN?

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 - Summer 2019
Revisions	Late July 2019
Final Draft release	Early August 2019

### A. PRIORITIZING PLACES: Where on Mission Street would streetscape improvements be most beneficial for the community?

**INSTRUCTIONS:** Based on prior outreach, we have identified six community hubs on the map. **Select two** areas where you think streetscape improvements would be most beneficial for the community or suggest other places that you think are important for the community.



### B. HOW A CORRIDOR COMES TOGETHER: Examples

**DESCRIPTION:** 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 PLAN REQUIRED



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

This project was funded by the 2011 StreetsBond. The budget included paving, planting, gateway feature, trees, etc. There was a three-year landscape maintenance period completed by the contractor before taken over by Public Works. Merchants helped fund maintenance.



**COMMUNITY-LED PROJECTS**

**PERSIA TRIANGLE**  
PARTNERSHIP TYPE: City Program (Pavement to Parks) + non-profit (EAG) + City  
FUNDING & MAINTENANCE: Community Challenge Grant, in collaboration with Public Works, City Arts & Tech High School, local volunteers.

**KENNY ALLEY**  
PARTNERSHIP TYPE: Friends of Kenny Alley + EAG + City Arts & Tech High School + SFPA  
FUNDING & MAINTENANCE: Community Challenge Grant, in collaboration with Public Works, local volunteers.

**GENEVA & MISSION**  
PARTNERSHIP TYPE: non-profit (EAG) + community group  
FUNDING & MAINTENANCE: Community Challenge Grant, in collaboration with CEWD, Excelsior Action Group, Jewish Home of SF, local volunteers & businesses.

### C. STREET ELEMENTS: What does Mission Street need?

**INSTRUCTIONS:** Select **five** streetscape elements you think would benefit the community the most on Mission Street. The images presented are examples and do not represent the final design or material selection.

<b>SEATING</b> <input type="checkbox"/> FIXED SEATING <input type="checkbox"/> MOVABLE SEATING <input type="checkbox"/> LEANING BENCHES	<b>FURNISHING</b> <input type="checkbox"/> TRASH CANS <input type="checkbox"/> BIKE RACKS <input type="checkbox"/> TABLES <input type="checkbox"/> SIGNAGE <input type="checkbox"/> NAVIGATION <input type="checkbox"/> HISTORIC <input type="checkbox"/> COMMUNITY KIOSKS <input type="checkbox"/> BANNERS	<b>SIDEWALK</b> <input type="checkbox"/> STANDARD PAVING <input type="checkbox"/> SPECIAL PAVING <input type="checkbox"/> PLAQUES <input type="checkbox"/> GREENING <input type="checkbox"/> STREET TREES <input type="checkbox"/> SIDEDWALK GARDENS <input type="checkbox"/> PLANTERS <input type="checkbox"/> STORMWATER
<b>LIGHTING</b> <input type="checkbox"/> PEDESTRIAN SCALE <input type="checkbox"/> ROADWAY <input type="checkbox"/> DECORATIVE	<b>IDENTITY</b> <input type="checkbox"/> GATEWAY MARKERS <input type="checkbox"/> DECORATIVE CROSSWALKS <input type="checkbox"/> PUBLIC ART	

Page 4

### D. NEIGHBORHOOD THEMES: What should be celebrated?

**INSTRUCTIONS:** Select **two** themes that you think best reflect Excelsior's identity. The images presented are examples and do not represent the final design or material selection.

<b>FLORA &amp; FAUNA</b> <input type="checkbox"/>	<b>MULTICULTURALISM &amp; DIVERSITY</b> <input type="checkbox"/>
<b>NEIGHBORHOOD HISTORY</b> <input type="checkbox"/>	<b>NATURAL LANDSCAPE</b> <input type="checkbox"/>
<b>LOCAL ARCHITECTURE</b> <input type="checkbox"/>	<b>NEIGHBORHOOD &amp; COMMUNITY</b> <input type="checkbox"/>

OTHER SUGGESTIONS

Page 5

### E. NEIGHBORHOOD IDENTITY: What "looks and feels" like Excelsior?

**INSTRUCTIONS:** Select a color palette that you think best reflects Excelsior's identity.

<b>WARM COLORS</b> <input type="checkbox"/>	<b>MIX IT UP!</b> <input type="checkbox"/>	<b>COOL COLORS</b> <input type="checkbox"/>
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**INSTRUCTIONS:** Select **two** sets of textures & materials that you think best reflect Excelsior's identity. The images presented are examples and do not represent the final design or material selection.

<b>MOSAIC</b> <input type="checkbox"/>	<b>TILE</b> <input type="checkbox"/>	<b>WOOD</b> <input type="checkbox"/>
<b>BRICK</b> <input type="checkbox"/>	<b>METAL</b> <input type="checkbox"/>	<b>CONCRETE</b> <input type="checkbox"/>

Page 6



## OUTREACH HIGHLIGHT: Y-PLAN

The Y-PLAN (Youth – Plan, Learn, Act, Now) program is an educational strategy to empower young people to be active in their communities through project-based civic learning experiences. Between April and May 2019, Y-Plan and San Francisco Planning partnered to engage and mentor 2nd and 4th grade students at Monroe Elementary. The students worked on research, design, and communication projects to promote a “Clean, Green and Safe Mission Street —with Hidden (and not so hidden) Gems everywhere.” They created physical models and posters, which they presented at San Francisco Planning Commission on May 30, 2019. They also participated in an engagement activity where they voted on streetscape elements they believed would best improve their community and neighborhood themes they would like to see reflected in local public art. Refer to the Appendix for their full report.



### ACTIVITY 1: WHAT STREET ELEMENTS DOES MISSION STREET NEED?

TELL US WHICH TEN STREET ELEMENTS WOULD BENEFIT THE COMMUNITY IF INTRODUCED, UPGRADED, OR MORE WERE ADDED TO MISSION STREET.

SEATING	FURNISHING	SIDEWALK	LIGHTING	SIGNAGE	GREENING	IDENTITY
<b>FIXED SEATING</b> 	<b>TRASH CANS</b> 	<b>STANDARD PAVING</b> 	<b>PEDESTRIAN SCALE</b> 	<b>WAY-FINDING</b> 	<b>STREET TREES</b> 	<b>GATEWAY MARKERS</b> 
<b>MOVEABLE SEATING</b> 	<b>BIKE RACKS</b> 	<b>SPECIAL PAVING</b> 	<b>ROADWAY</b> 	<b>HISTORIC</b> 	<b>SIDEWALK GARDENS</b> 	<b>DECORATIVE CROSSWALKS</b> 
<b>LEANING BENCHES</b> 	<b>TABLES</b> 	<b>PLAQUES</b> 	<b>DECORATIVE</b> 	<b>COMMUNITY KIOSKS</b> 	<b>PLANTERS</b> 	<b>PUBLIC ART</b> 
		<b>GRATES</b> 		<b>BANNERS</b> 	<b>STORMWATER</b> 	





## ACTIVITY 2: WHICH THEMES SHOULD THE NEIGHBORHOOD CELEBRATED?

TELL US WHICH THEMES BEST REFLECT THE NEIGHBORHOOD IDENTITY AND VALUES.

### FLORA & FAUNA

### MULTICULTURAL

### NATURAL LANDSCAPE

### NEIGHBORHOOD HISTORY

### ARCHITECTURE

### MOSAICS

### COMMUNITY

#### WHAT ARE YOUR IDEAS?

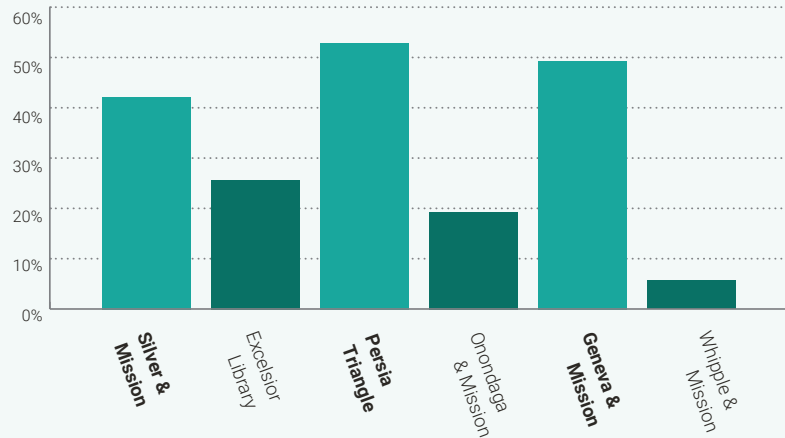
Green painting  
A lot of  
have fun  
park's  
Fishing  
playground  
a safe playground

**EXCELSIOR**  
OUTER MISSION  
STREETSCAPE DESIGN GUIDELINES

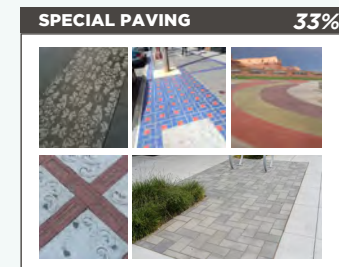
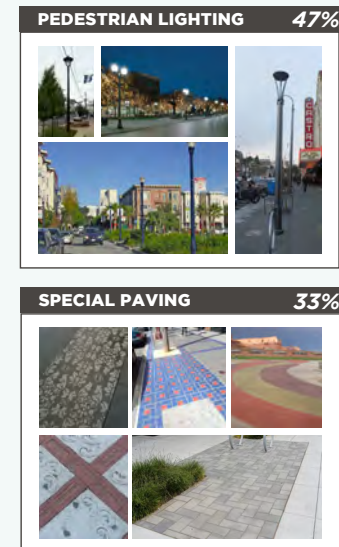
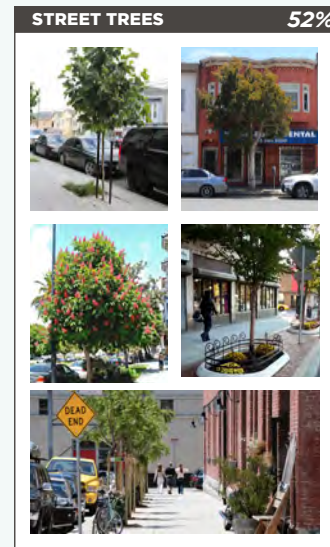
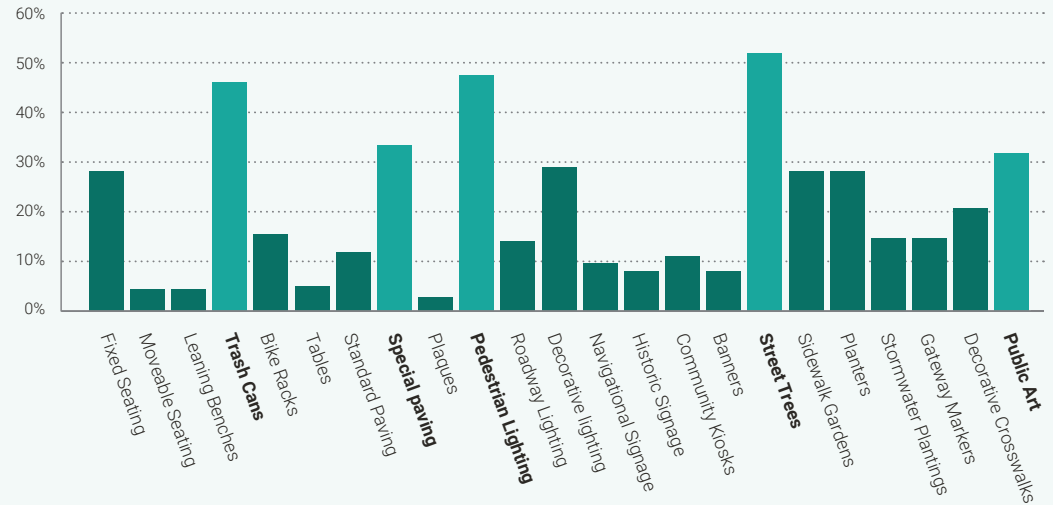


## COMMUNITY SURVEY #1 RESULTS (144 Responses - Paper & Online)

**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?”**

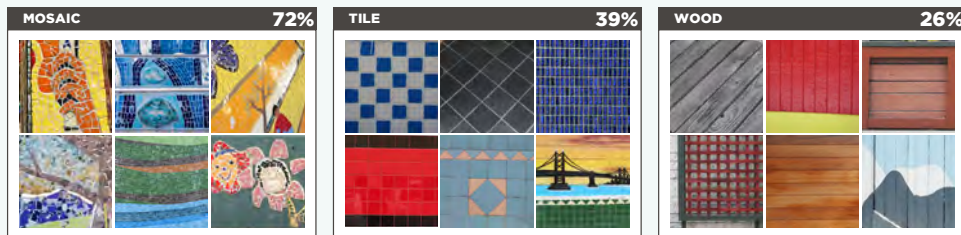




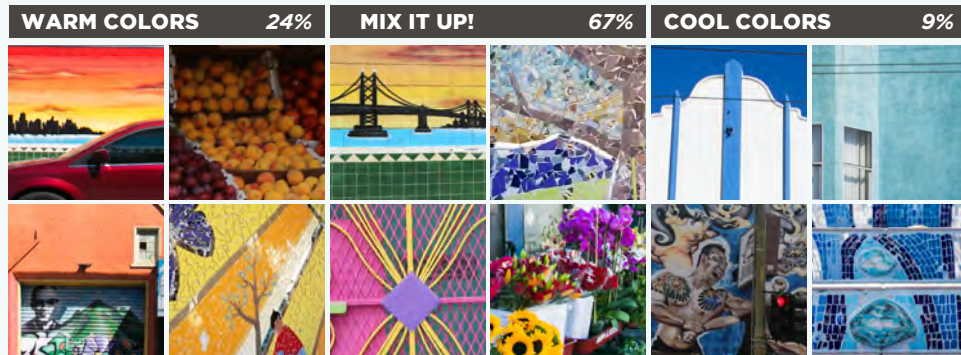
### Q3: “Which themes best reflect Excelsior’s identity?” Top 3 choices



### Q4: “Which set of textures and materials best reflect Excelsior’s identity?” Top 3 choices



### Q5: “Which color palette best reflects Excelsior’s identity?”



## WHAT WE HEARD

- » Persia Triangle, Geneva & Mission, and Silver & Mission are areas of priority for the community.
- » Street trees, pedestrian lighting, trash cans, special paving, and public art are the most needed amenities according to the community.
- » “Multiculturalism & Diversity,” “Neighborhood Community,” and “Neighborhood History” were themes that resonated the most with the community.
- » Mosaic is overwhelmingly popular with the community and best reflects the identity of Excelsior.

## NEXT STEPS

Public Works used the survey results to develop a selection of materials and streetscape elements. The feedback from initial outreach was used to develop streetscape design concepts for the Mission Street pedestrian and transit bulb-out typologies.



## 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.

### OUTREACH EFFORTS:

#### 1 Excelsior Branch Library Drop-In

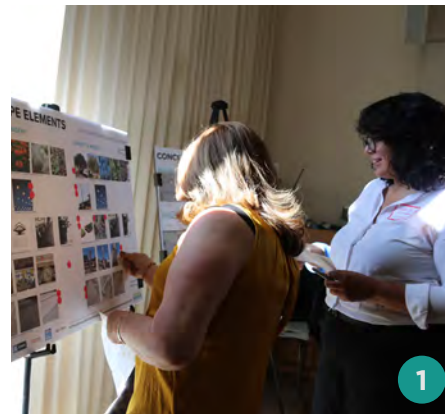
On July 24, 2019, the public was invited to a drop-in event at the Excelsior Branch Library. Approximately 40 people attended. Attendees were encouraged to walk around room and view boards that explained the project, summarized the Phase 1 outreach survey results, and showcased the two design options developed by Public Works. Staff were present to listen and answer questions. Attendees were invited to comment on boards and fill out a survey voting on which design concept they preferred.

#### 2 Online Community Survey #2

San Francisco Planning opened an online survey between September 18 and October 20, 2019, for respondents to vote on which material and streetscape element selections and design concept they preferred. The survey was advertised on the project website and email newsletter. 48 people responded.

#### 3 Sunday Streets

San Francisco Planning hosted a table at Sunday Streets Excelsior on October 20, 2019 to inform the community about the design concepts and distribute a paper version of community survey #2.







## Community Survey #2

**EXCELSIOR OUTER MISSION**  
STREETSCAPE DESIGN GUIDELINES  
**5-MIN SURVEY**

Thank you for filling out this survey!

As part of our second outreach phase for the ExcelSior Outer Mission Streetscape Design Guidelines, we are conducting a survey to learn about the community's preferred amenities and neighborhood character. You will be presented with two streetscape design concepts. Then, you will vote and comment on which option you prefer.

Your contribution will help inform the ExcelSior Outer Mission Streetscape Design Guidelines. The goal is to develop a unified community vision for streetscape improvements along this portion of Mission Street.

City & County of San Francisco  
www.sfplanning.org/excelSior-outer-mission-st

**WHAT IS THIS PROJECT?**

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?**

**GUIDE**

**Concept A:** 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 bulb-outs and transit bulb-outs.

**Concept B:** This design utilizes a weaving paving pattern that is reflective of the cultures that exist in the neighborhood. Steel planters with seating elements are proposed that are angular and reflective of movement. Freestanding neighborhood identity markers with mosaic tile murals be installed at key locations. The planter concepts celebrates the Mediterranean of California and will include low water succulents. New lighting, bike racks, & trash receptacles will be included. This design creates gathering spaces within the neighborhood both pedestrian bulb-outs and transit b

**1. Which planting selection do you prefer?**

**CONCEPT A: NATIVE & BIODIVERSITY\***

(Low Water Use and Maintenance)

**CONCEPT B: MEDITERRANEAN\***

(Low Water Use and Maintenance)

**2. Which lighting selection do you prefer?**

**CONCEPT A: CLASSIC**

Pedestrian Lighting (Classic Style)

String Lighting (Requires Private Sponsor)

**CONCEPT B: MODERN**

Pedestrian Lighting (Classic Style)

String Lighting (Requires Private Sponsor)

**3. Which paving selection do you prefer?**

**CONCEPT A: BANDING PATTERN**

Concrete Pavers (Banding Pattern)

**CONCEPT B: WEAVING PATTERN**

Concrete Pavers (Weaving Pattern)

**4. Which site furnishing selection do you prefer?**

**CONCEPT A: CONCRETE AND WOOD**

Planters and Benches (Concrete with Wooden Top)

Bike Racks

Trash Cans

**CONCEPT B: STEEL AND WOOD**

Planters and Benches (Steel with Wooden Seating)

Bike Racks

Trash Cans

**5. Which community identity feature selection do you prefer?**

**CONCEPT A: MOSAIC WALLS AND SEATING**

Concrete Planter and Benches Walls

**CONCEPT B: MOSAIC IDENTITY MARKERS**

Neighborhood Identity Markers

**6. Which overall design concept do you prefer?**

**CONCEPT A: CLASSIC**

Pedestrian Bulbout - View 1

Pedestrian Bulbout - View 2

Transit Bulbout - View 1

Transit Bulbout - View 2

**CONCEPT B: MODERN**

Pedestrian Bulbout - View 1

Pedestrian Bulbout - View 2

Transit Bulbout - View 1

Transit Bulbout - View 2

**7. Let us know your thoughts!**



# CONCEPT A

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. THESE TYPOLOGIES WILL SERVE AS GATHERING SPACES WITHIN THE NEIGHBORHOOD.

\*THE LOCATIONS AND DESIGN OF STREETSCAPE ELEMENTS ARE SUBJECT TO CHANGE DEPENDING ON AVAILABILITY OF MAINTENANCE RESOURCES.

## PEDESTRIAN TYPOLOGY

## TRANSIT TYPOLOGY

## DESIGN SECTIONS

### BENCH AND PLANTING

### RAISED PLANTERS

## MISSION STREET EXCELSIOR SAFETY PROJECT

CONCEPTUAL DESIGN

LEGEND  
 Blue line: Bus routes  
 Green box: Intersection Bulb-out

JULY 2019  
 FOR MORE INFORMATION AND TO SIGN UP FOR PROJECT UPDATES, VISIT: [HTTPS://SFPLANNING.ORG/EXCELSIOR-OUTER-MISSION-NEIGHBORHOOD-STRATEGY](https://sfplanning.org/excelsior-outer-mission-neighborhood-strategy)  
 EXCELSIOR OUTER MISSION STREETSCAPE GUIDELINES

# STREETSCAPE ELEMENT

## CONCEPT A IMAGERY

PLANTING

LIGHTING

SITE FURNISHINGS

COMMUNITY IDENTITY FEATURE

PAVING

JULY 2019  
 FOR MORE INFORMATION, VISIT: [HTTPS://SFPLANNING.ORG/EXCELSIOR-OUTER-MISSION-NEIGHBORHOOD-STRATEGY](https://sfplanning.org/excelsior-outer-mission-neighborhood-strategy)

"MAKE THINGS EASY TO CLEAN AND MAINTAIN."

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

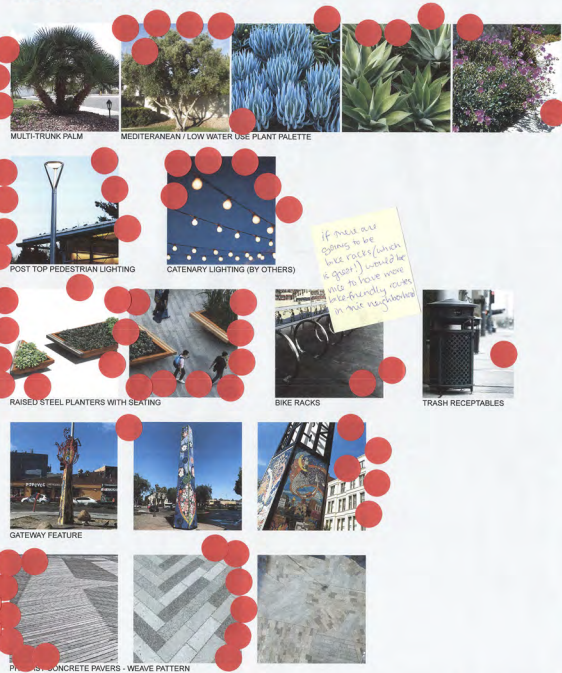
"MULTI-GENERATIONAL COMMUNITY ENGAGEMENT, FARMER'S MARKET, ENTERTAINMENT, ETC. COULD ALL TAKE PLACE HERE [BY GENEVA MISSION]. IT WOULD TRANSFORM THE [SPACE]."

"MORE TRASH RECEPTABLES! THANKS."



VOTE ON YOUR FAVORITE IMAGE IN EACH CATEGORY

### CONCEPT B IMAGERY



FOR MORE INFORMATION AND TO SIGN UP FOR PROJECT UPDATES, VISIT:

[PLANNING.ORG/EXCELSIOR-OUTER-MISSION-NEIGHBORHOOD-STRATEGY](https://sfplanning.org/excelsior-outer-mission-neighborhood-strategy)

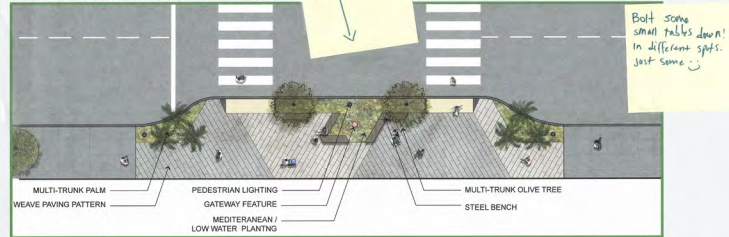


## CONCEPT B

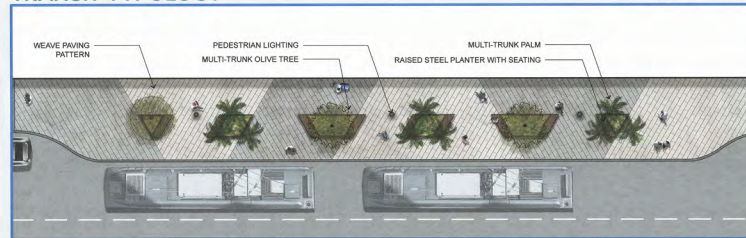
THIS DESIGN UTILIZES A WEAVING PAVING PATTERN THAT IS REFLECTIVE OF THE VARIOUS CULTURES THAT EXIST IN THE NEIGHBORHOOD. RAISED STEEL PLANTERS W/ SEATING ELEMENTS ARE BEING PROPOSED THAT ARE ANGULAR AND REFLECTIVE OF MOVEMENT. FREESTANDING 'GATEWAY' STYLE FEATURES WILL BE INSTALLED AT KEY LOCATIONS AND WILL INCLUDE MOSAIC TILE MURALS. 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. THESE TYPOLOGIES WILL SERVE AS GATHERING SPACES WITHIN THE NEIGHBORHOOD.

\*THE LOCATIONS AND DESIGN OF STREETSCAPE ELEMENTS ARE SUBJECT TO CHANGE DEPENDING ON AVAILABILITY OF MAINTENANCE RESOURCES.

### PEDESTRIAN TYPOLOGY



### TRANSIT TYPOLOGY



### MISSION STREET EXCELSIOR SAFETY PROJECT



### CONCEPTUAL DESIGN



JULY 2019

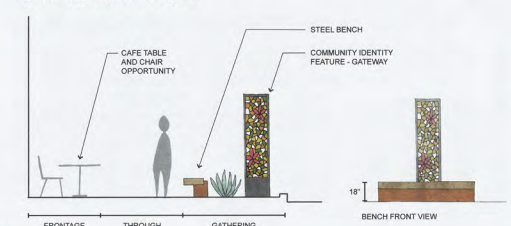
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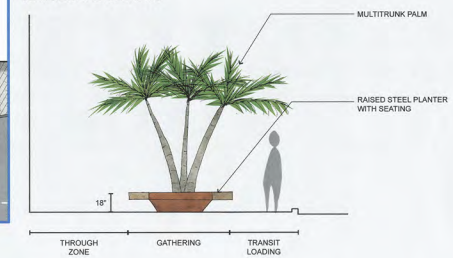


### DESIGN SECTIONS

#### BENCH AND PLANTING



#### RAISED PLANTERS



"**MOSAICS!** LIGHTS FOR SAFE WALKING AT NIGHT."

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

"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 MAINTANENCE.**"

## WHAT WE HEARD

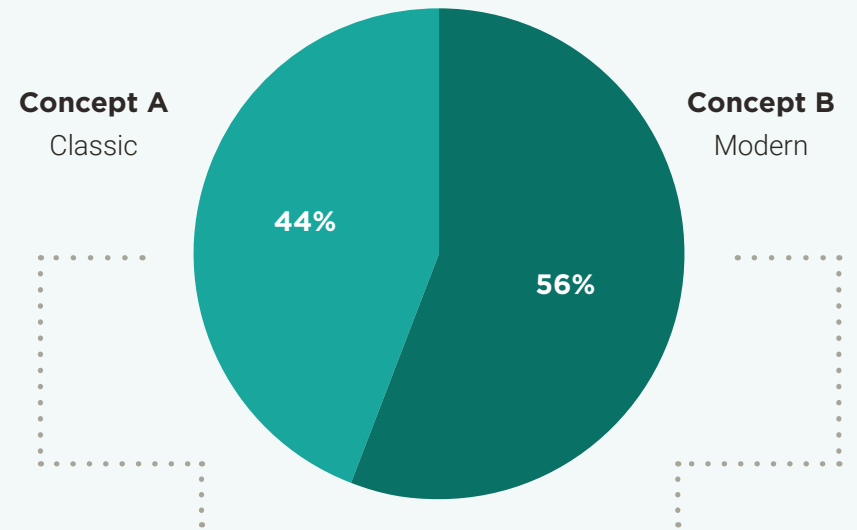
- » There was a desire for a combination of the two concepts. The survey results indicated a greater interest in the overall design and layout of concept B, which was more angular and dynamic or “modern,” as illustrated by the weaving pattern of the pavers. However, there was greater preference for the “classic” material and street element selection of concept A, such as the biodiversity and native planting palette, classic style lighting, and mosaic concrete walls and benches.
- » Maintenance continues to be a concern for the community, specifically in regards to issues like graffiti, vandalism, and loitering. For example, there is worry about the fallen leaves of deciduous trees needing to be cleaned up, overstuffed trash cans, wooden benches being carved into, and plain concrete being graffitied.
- » There was consistent excitement for the use of mosaic (as with previous outreach), especially to represent the “local culture.”
- » Many were excited to see more trees and plantings proposed, with a preference for using a native planting palette.
- » There was some concern regarding pedestrian visibility at the proposed T-intersection bulb-outs.

## NEXT STEPS

Public Works used the survey results to revise and move forward with one design. See chapter 4 for the design.

## COMMUNITY SURVEY #2 RESULTS (64 Responses - Paper & Online)

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



“I like the addition of the bulb-outs, some bus stops have very little room for pedestrians to pass. Trees, gardens, and interesting architectural finishes are all nice”

“I really like string lighting. Concept A looks very cohesive. It doesn't look oddly placed yet it stands out due to the greenery and rest space.”

“I prefer the pavers and the plants in B than in A. I prefer the benches, art, bulb-outs and the street lights in A.”

“I love the idea of mosaic tiles to represent the local cultures and the more modern look of the steel planters”

“I like the addition of the bulb-outs, some bus stops have very little room for pedestrians to pass. Trees, gardens, and interesting architectural finishes are all nice. I like the clean modern look and art features.”

“The art is very cool in [concept B], and I like the height of the plants.”

## Concept A



Pedestrian Lighting  
(Classic Style)



String Lighting  
(Requires Private Sponsor)



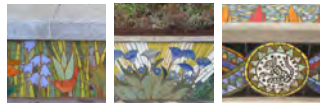
Planters and Benches (Concrete with Wooden Top)



Bike Racks



Trash Cans



Concrete Planter and Benches Walls



Concrete Pavers (Banding Pattern)

### Q2: "Which planting selection do you prefer?"

72%

Biodiversity & Native Plantings

28%

Mediterranean Plantings

### Q3: "Which lighting selection do you prefer?"

65%

Classic Style Lighting

35%

Modern Style Lighting

### Q4: "Which site furnishing selection do you prefer?"

48%

Concrete & Wood

52%

Steel & Wood

### Q5: "Which community identity feature selection do you prefer?"

68%

Mosaic on Benches & Planter Walls

32%

Mosaic Identity Markers

### Q6: "Which paving selection do you prefer?"

31%

Banding Pattern Pavers

69%

Weaving Pattern Pavers

## Concept B



Pedestrian Lighting  
(Modern Style)



String Lighting  
(Requires Private Sponsor)



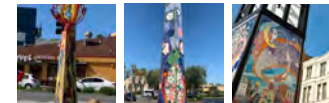
Planters and Benches (Steel with Wooden Seating)



Bike Racks



Trash Cans



Neighborhood Identity Markers



Concrete Pavers (Weaving Pattern)





# Chapter 4

# Design

The community engagement process delivered a vision for streetscape improvements along Mission Street. The community expressed their priorities for streetscape elements (lighting, trees, plantings, pavers, furniture, neighborhood themes, materials, and color) during all of the engagement phases. These priorities were used to develop the proposed designs presented in this chapter.

# Corridor-wide Treatments

The Planning Department and Public Works conducted site visits to the Mission Street corridor in an effort to identify potential areas for streetscape improvements, including neighborhood gateways and pedestrian and transit enhancements.

These areas are illustrated here, and include the transit, pedestrian, and corner bulb-outs (north of Geneva Avenue) proposed by SFMTA, as part of the Mission Street Excelsior Safety Project.

The EOM Streetscape Design Guidelines recommend streetscape improvements at these locations, in coordination with ongoing and future City projects. As of November 2019, no funding has been identified to implement these streetscape elements. This document acts as a tool for neighborhood leaders and elected officials to strategize and partner with City and State entities to identify the necessary funding and plan for short and long-term implementation.



Mission Street today

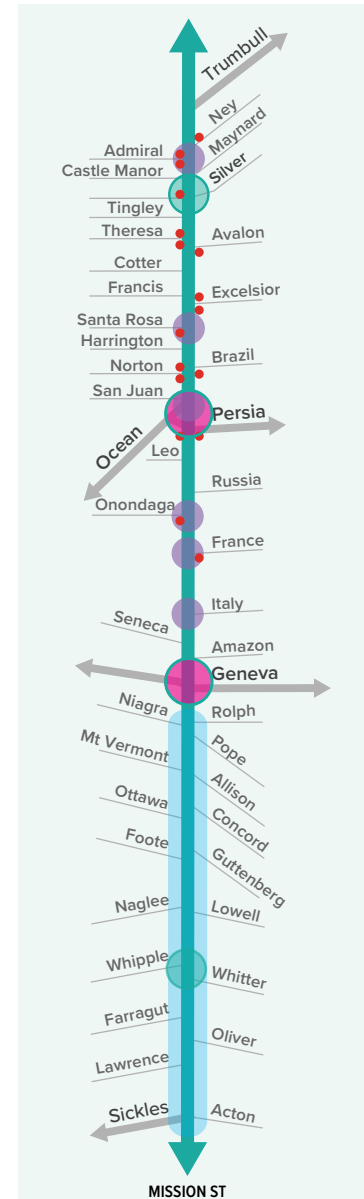
## PROPOSED UNDER SFMTA'S SAFETY PROJECT

- Pedestrian Bulb-out ●
- Transit Bulb-out ●
- Corner Bulb-out ●

## IDENTIFIED BY THE COMMUNITY

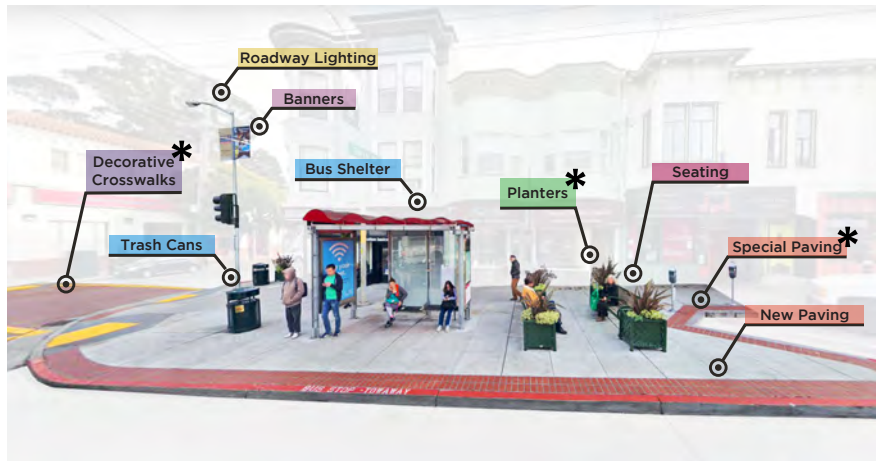
- Neighborhood Gateway ●

Additional safety improvements for this area will need further study



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



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.

## OCEAN AVENUE STREETScape IMPROVEMENTS PROJECT



Planning, design and construction and was funded by the 2011 Road Repaving and Street Safety Bond (Prop B). The contract had 1 year of maintenance/plant establishment and then the Ocean Ave Community Benefit District took over maintenance.



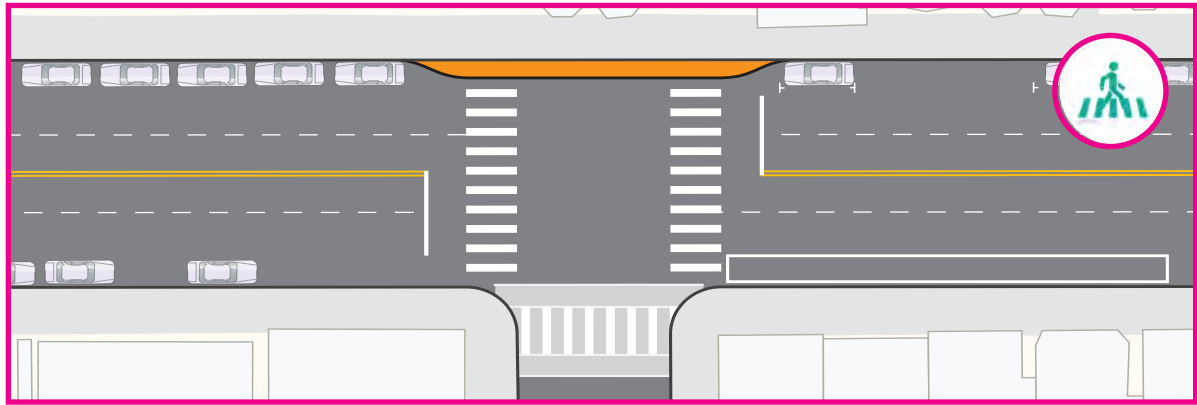
# Streetscape Typologies

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

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.

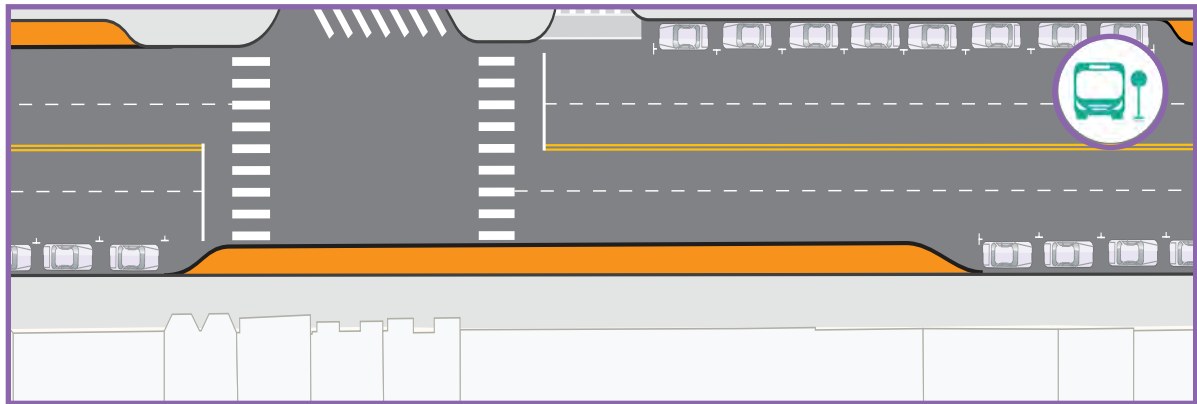
### (SIDEWALK EXTENSION AT T-INTERSECTION)



## Transit Bulb-Out Typology

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.

### (SIDEWALK EXTENSION AT TRANSIT STOP)



## DESIGN

The proposed design utilizes a weaving paving pattern, 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 bulb-outs. Seating is proposed within the sidewalk and will function as a place for transit riders and the general public to meet, greet, and mingle with each other in order to strengthen the sense of community in the neighborhood. Infill street trees and pedestrian lighting will be provided to support a safer and greener corridor.

## IN THIS SECTION

### **Pedestrian Bulb-Out Typology**

- » Perspective view (with maintenance partnership)
- » Plan view (with maintenance partnership)
- » Section (with maintenance partnership)

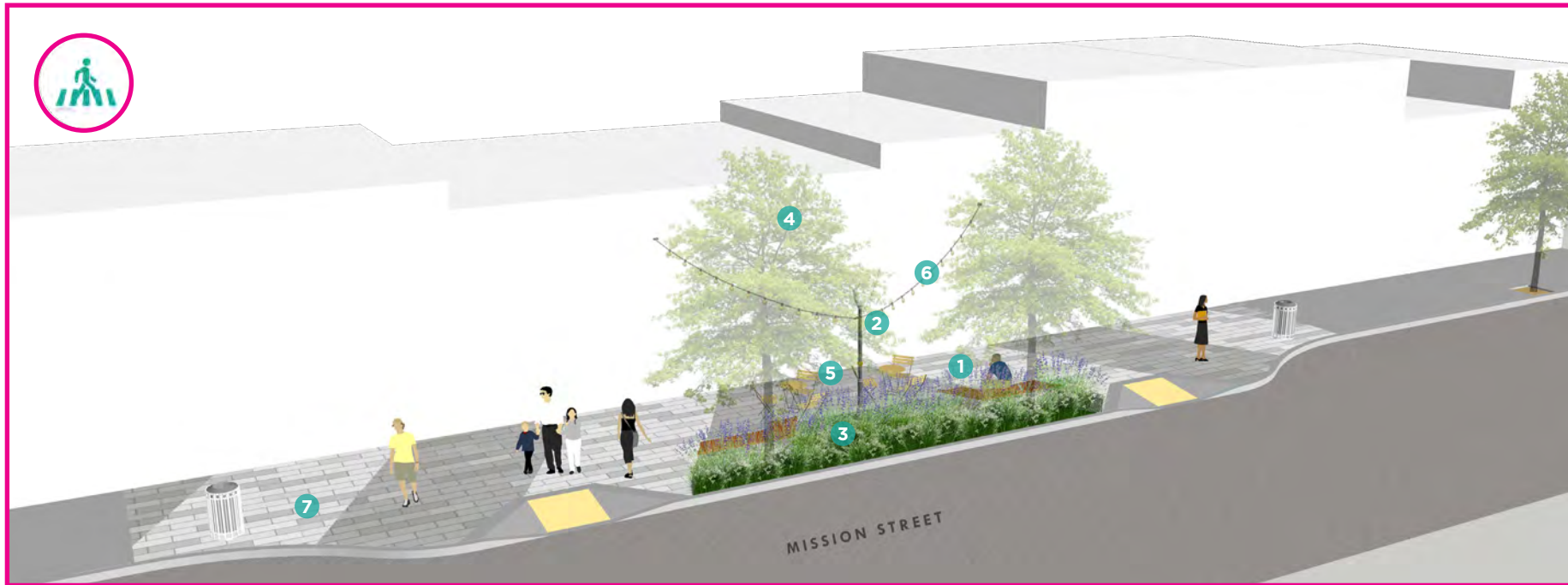
### **Transit Bulb-Out Typology**

- » Perspective view (with maintenance partnership)
- » Plan view (with maintenance partnership)
- » Section (with maintenance partnership)
- » Plan view (without maintenance agreement)

# Pedestrian Bulb-Out Typology Design

## Example: T-Intersection at Mission St and France St

Requires maintenance partnership.



### 1 Seating

Seating offers a place to stop and rest, and allow people to stay in the corridor for longer. Precast concrete bench with wood top and a mosaic feature on its sides.

### 2 Street Lighting

The community expressed preference for a more traditional, classic style that would prioritize pedestrian-scale lighting

### 3 Sidewalk Garden

A native plant palette of low water use pollinators, protected by a planting railing.

### 4 Street Trees

Will add greenery and shade to the corridor. Proposed species is Red Sunset Maple.

### 5 Movable Seating

Opportunities for sidewalk tables and chairs through private investment.

### 6 Hanging Lights

Through private investment and maintenance, hanging lights can be installed to enhance the pedestrian experience.

### 7 Special Pavers

Precast concrete pavers arranged in a “woven” pattern to reflect multicultural neighborhood identity.



## Plan View

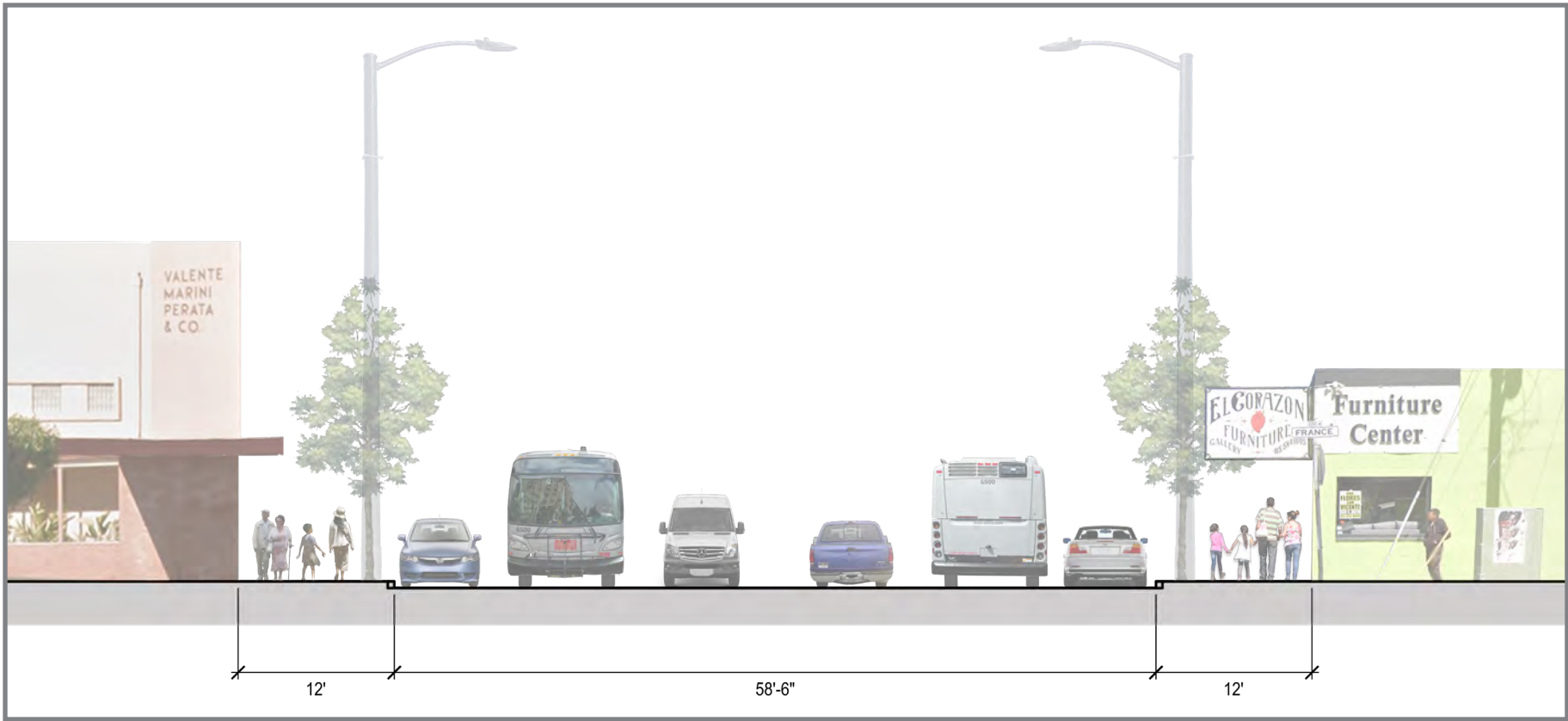
Requires maintenance partnership.



- 1 Seating
- 2 Street Lighting
- 3 Sidewalk Garden
- 4 Street Trees
- 5 Movable Seating
- 6 Hanging Lights
- 7 Special Pavers

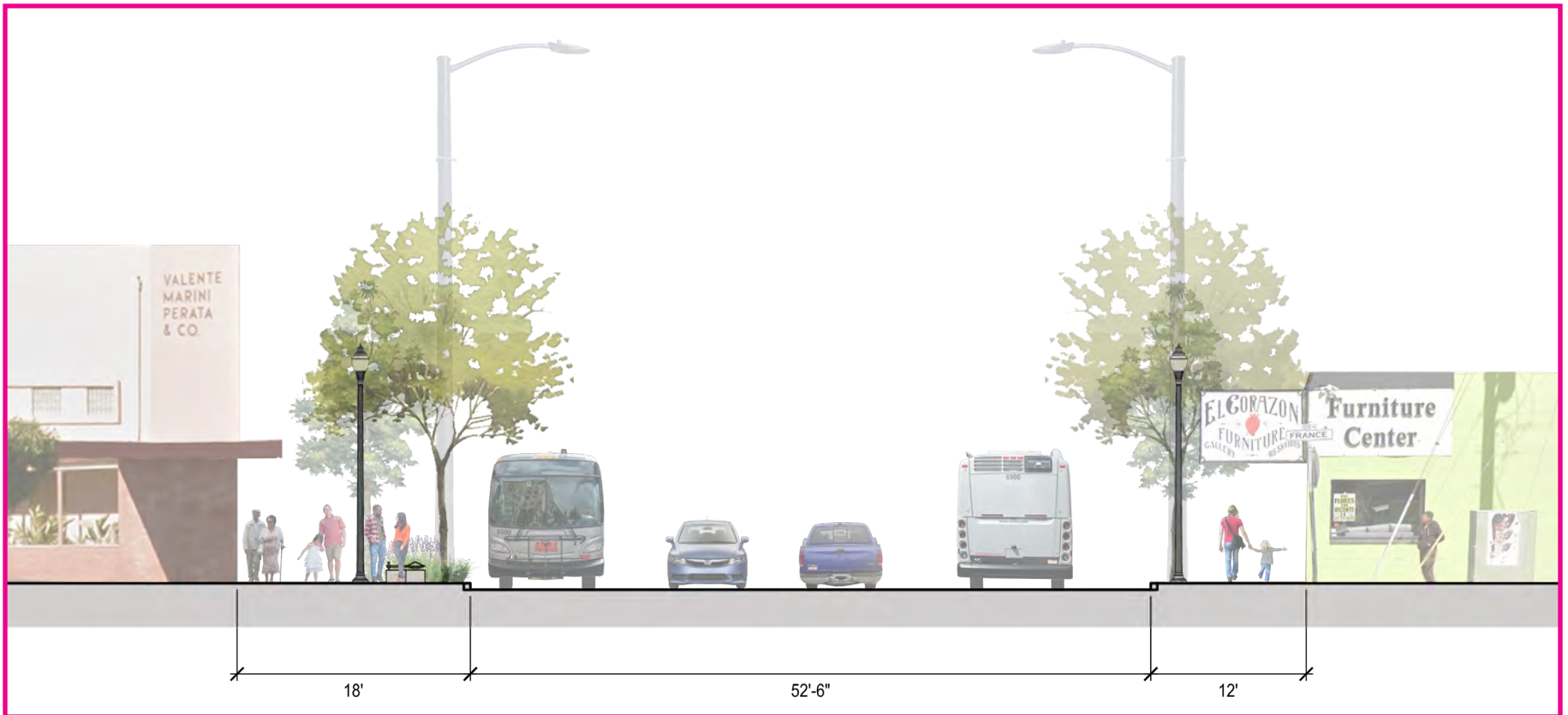
# Street Sections

The existing section of Mission Street shows a narrow sidewalk lacking greenery, lighting, and places to rest, pause, and gather.



Existing section of Mission Street

The proposed section for Mission Street offers a wider sidewalk at pedestrian bulb-outs and adds greenery, seating and lighting to enhance the pedestrian experience.



Proposed section of Mission Street



# Transit Bulb-Out Typology Design

## Example: Mission St at Persia Triangle

Requires maintenance partnership.



### 1 Seating

Seating offers a place to stop and rest, as well as engage with local businesses. Precast concrete bench with wood top and a mosaic feature on its sides.

### 2 Street Lighting

The community expressed preference for a more traditional, classic style that would prioritize pedestrian-scale lighting

### 3 Sidewalk Garden

A native plant palette of low water use pollinators, protected by a planting railing.

### 4 Street Trees

Will add greenery and shade to the corridor. Proposed species is Red Sunset Maple.

### 5 Hanging Lights

Through private investment and maintenance, hanging lights can be installed to enhance the pedestrian experience.

### 6 Special Pavers

Precast concrete pavers arranged in a "woven" pattern to reflect multicultural neighborhood identity.

## Plan View

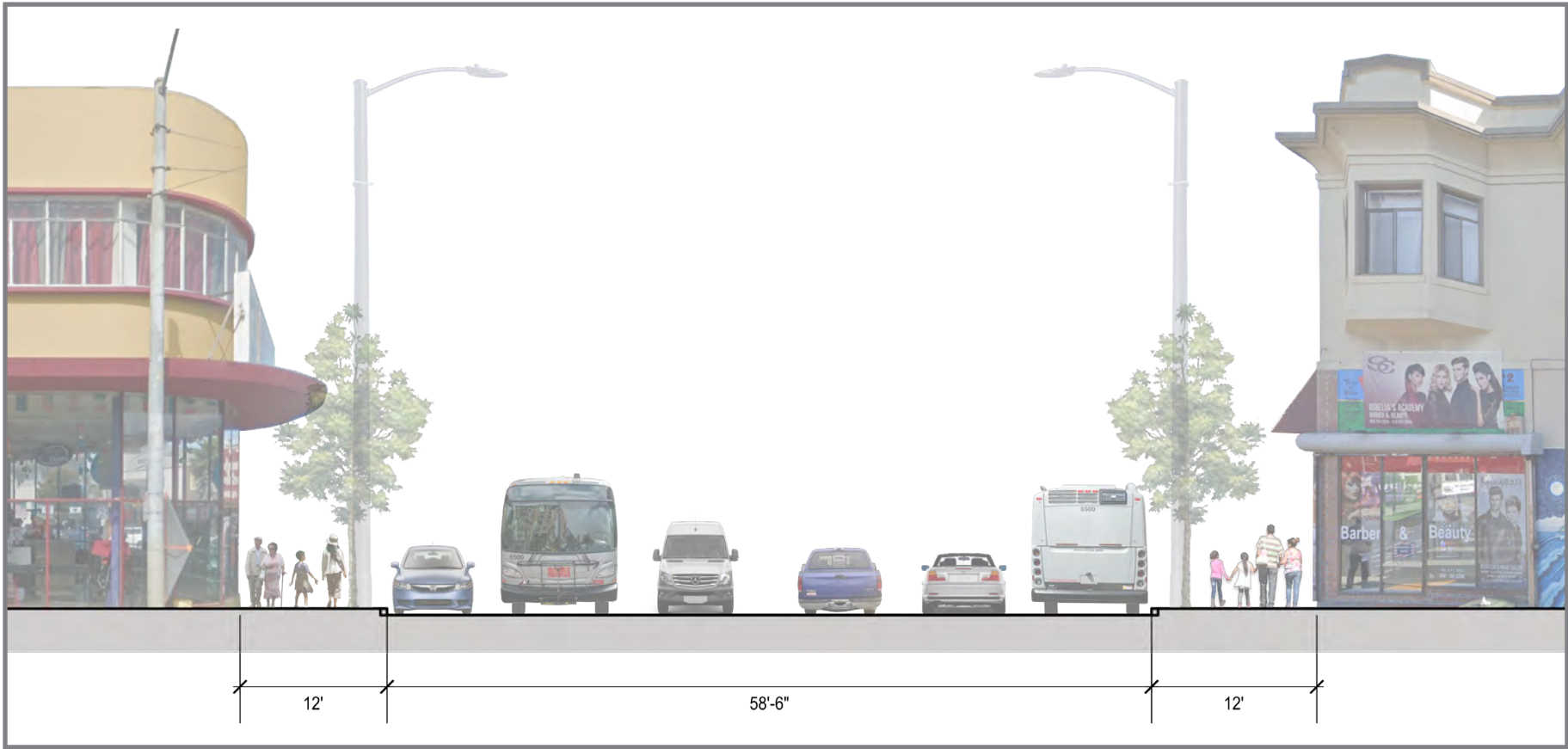
Requires maintenance partnership.



- 1 Seating**
- 2 Street Lighting**
- 3 Sidewalk Garden**
- 4 Street Trees**
- 5 Hanging Lights**
- 6 Special Pavers**

# Street Sections

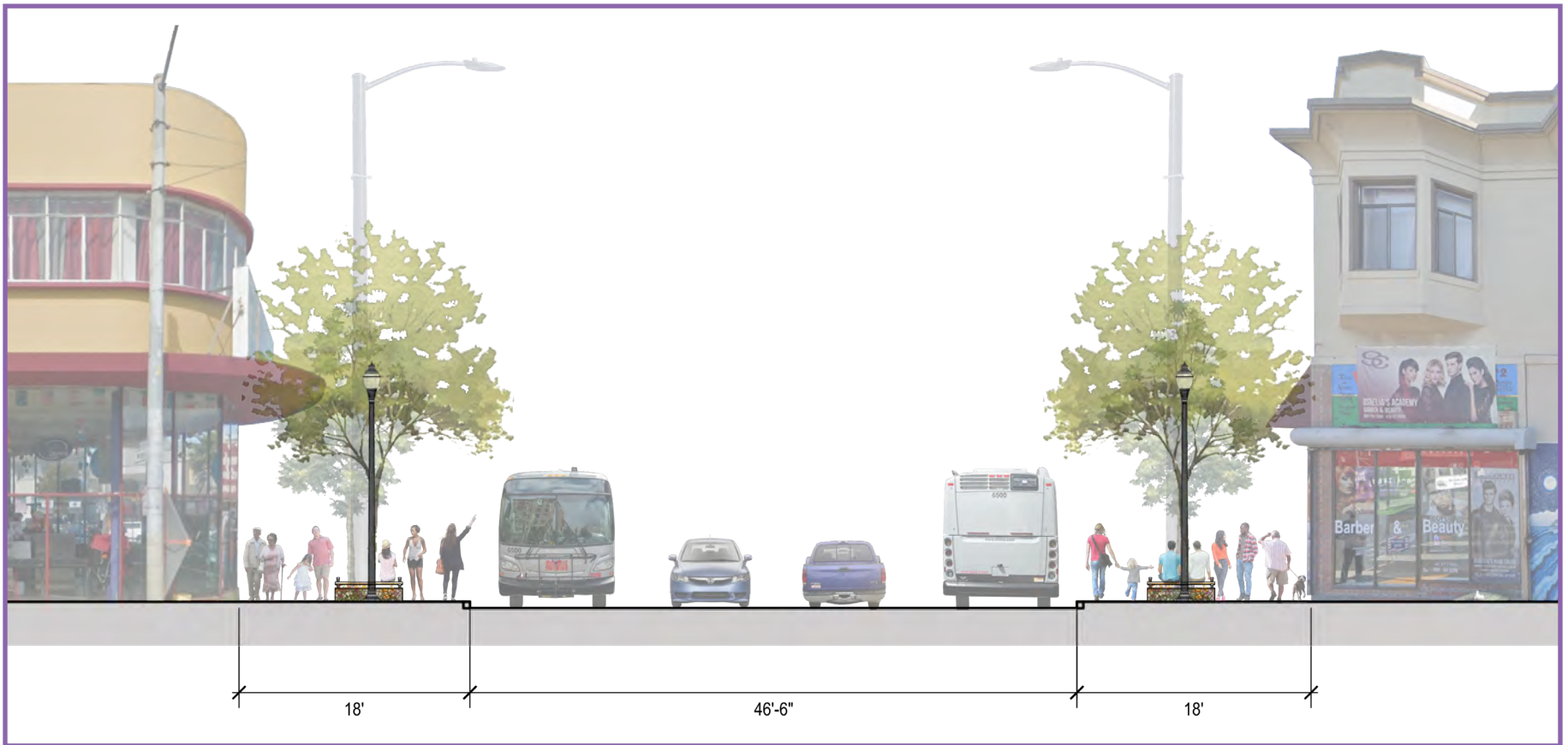
The existing section of Mission Street shows a narrow, crowded sidewalk at transit stops, and lacking seating.



Existing section of Mission Street



The proposed section for Mission Street at transit bulb-outs offers additional seating, as well as added lighting and greenery for an enhanced pedestrian experience..



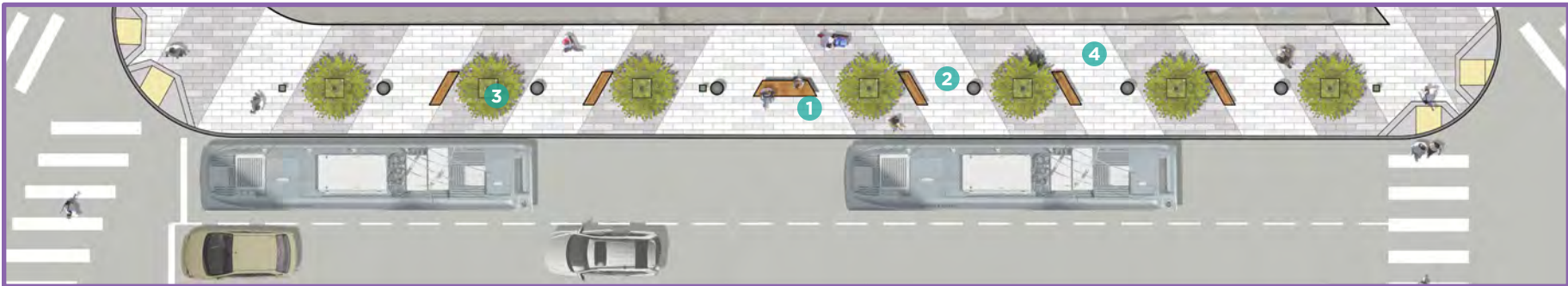
Existing section of Mission Street

## Alternative Without Maintenance Partnership

Streetscape elements like seating, lighting, street trees, and special pavers can be cleaned and maintained by the City, but additional elements will require maintenance partnerships. The process to create an Excelsior Community Benefit District is underway, but if no maintenance partnership is identified, some of the proposed streetscape elements will be reduced or removed.\*

### Plan View

Without maintenance partnership.

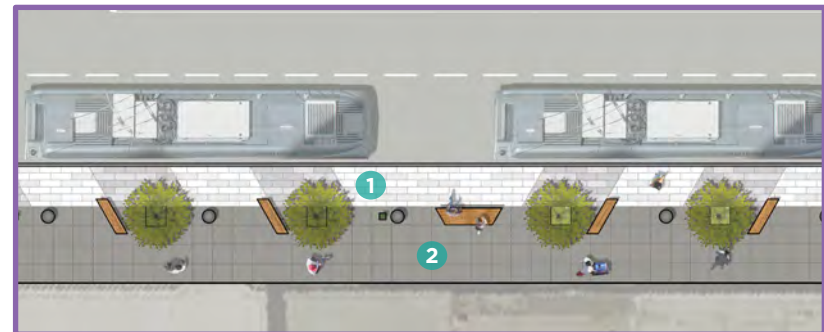


- 1 Seating** **2 Street Lighting** **3 Street Trees** **4 Special Pavers**

Once identified, funding for the implementation of the proposed streetscape elements might be limited or reduced. One strategy to implement the proposed designs without sacrificing an enhanced pedestrian experience is to limit the areas where special pavers are installed. Typical concrete sidewalks would be installed in the main pedestrian path of travel, and special paving would be located at the furnishing zones. \*

*\*See Chapter 5: Implementation for more information on funding and maintenance strategies.*

If limited implementation funding available.



- 1 Special Paving** **2 Concrete Sidewalk**

# Design Guidelines and Standards

The neighborhood-specific street typologies for Mission Street included in this document complement and build-off of San Francisco's Urban Design Guidelines (Adopted March 2018). Although the Urban Design Guidelines are primarily intended to facilitate design and review of private development, they also contain guidance for creating high-quality streetscapes. In this section, relevant guidelines (in ALL-CAPS BOLD) and prescribed means by which to achieve the guideline (in bold italics) from the San Francisco Urban Design Guidelines are listed, followed by neighborhood-specific standards for streetscape features on Mission Street in the Excelsior Outer Mission.

## GUIDELINES STRUCTURE



San Francisco Urban Design Guidelines: <https://sfplanning.org/project/urban-design-guidelines>



## EXPRESS NEIGHBORHOOD CHARACTER IN OPEN SPACE DESIGNS

The public realm of every neighborhood should serve and express its unique character and culture.

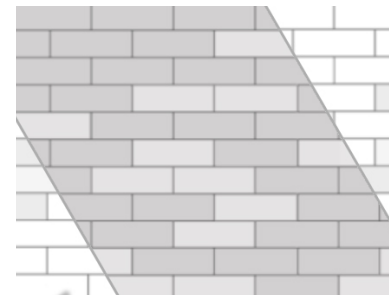
Open spaces should be inclusive, interactive, and accessible.

- » Find specific qualities of open space or landscape that express the culture or history of the community.
- » Respect neighborhood patterns of materials and public space.
- » Incorporate art, murals, and local artifacts as key public features, located with attention to visibility and educational opportunities.

### PRECAST CONCRETE UNIT PAVERS



6" x 36" modular pavers



Proposed diagonal pattern

Precast concrete unit pavers on a 4" thick concrete subslab are recommended as the sidewalk paving material. This material and the colors chosen are highly durable and the profile can be maintained by CCSF.

The pavers should be arranged in a running bond pattern w/ an alternating diagonal pattern that celebrates the culturally diverse neighborhood that is the Excelsior. Pavers should be neatly saw cut at an angle in order to achieve the weave pattern. The selected precast concrete unit pavers align with the Public Works order number 200369.

<b>Manufacturer</b>	Stepstone, Inc.
<b>Model</b>	Large Scale Modular Paver Size: 6"x36"
<b>Color</b>	Porcelain #1413 and French Gray #1404
<b>Pattern</b>	Running Bond with diagonal pattern shown on conceptual plans
<b>Mix A</b>	75% Porcelain #1413, 25% French Gray #1404
<b>Mix B</b>	75% French Gray #1404, 25% Porcelain #1413

## BENCH SEATING



\*Concrete base with wooden top seating



\*Several models for arm and back rest

The recommended bench seats provide a place of comfort with precast concrete supports that will function as a canvas for tile mosaics that are reflective of the various murals that exist throughout the neighborhood.

*\*Depicted mosaic/tile mural design is an example. Final selection of mosaic patterns to be determined, and will be vetted by the community.*

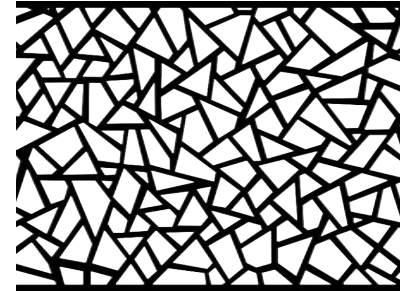
<b>Manufacturer</b>	Landscape Forms
<b>Model</b>	Generation 50 Bench
<b>Bench Material</b>	Jarrah Wood w/ embedded powdercoated metal support bracket
<b>Base</b>	Precast Concrete w/ Tile Mural
<b>Concrete Color</b>	To Match French Gray Pavers
<b>Dimensions</b>	18" Seat Height, 6' Length, 2' Width*

\*Dimensions will vary for some seats and benches based on final design

## PLANTER RAILING



Railing applied around street landscaping



Planter railing laser-cut pattern

The recommended planter railing has been proposed to help protect and allow plant material to thrive within the sidewalk. The fragmented custom laser-cut pattern is reflecting of mosaic tile murals. The recommended railing is 1/8"-1/4" thick powder-coated steel with 3"x3" square tube steel support posts set in a concrete footing. The railings will need to be heavy duty in order to be successful within the public right of way.

<b>Manufacturer</b>	Streetlife, Inc or other
<b>Model</b>	Custom Lasercut Metal Pattern
<b>Material</b>	Powdercoated Black Metal
<b>Support</b>	Metal tube post w/ embedded concrete footing
<b>Dimensions</b>	Height to align with top of precast concrete wall at bench seating

\*Dimensions will vary based on planter locations

## DESIGN SIDEWALKS TO ENHANCE THE PEDESTRIAN EXPERIENCE

A well-designed pedestrian environment increases walking, the success of the neighborhood, and overall comfort and safety.

**Sidewalk design helps to connect the public realm to ground floor activities.**

- » Design the furnishing zone as a buffer between the sidewalk and roadway.
- » Sidewalk elements should be scaled according to their context, including the intensity of activity, building heights, and noise.
- » Align trees and other sidewalk landscape features to provide a direct and continuous path of travel.
- » Size tree wells and planters to support healthy trees and increased foliage. Consider permeable paving wherever possible to reduce water flow during heavy rain.
- » Integrate pedestrian lighting into the composition of architecture and open space design.

## TRASH RECEPTACLES



Proposed trash receptacle with recycling



Available in other colors

The recommended trash receptacle is a CCSF standard furnishing that can be owned and maintained by the City and serviced by Recology. Placement of receptacles should be coordinated with Recology to ensure that operations can successfully service the proposed locations.

Featuring corrosion-resistant stainless steel construction, this hardened, streetwise receptacle has been specifically designed to defend against abuse, graffiti, vandalism and theft.

<b>Manufacturer</b>	Forms + Surface
<b>Model</b>	Urban Renaissance 36SS: side opening, split-stream litter & recycling receptacle, dome lid
<b>Capacity</b>	36 gallons
<b>Color</b>	Evergreen texture powder coat
<b>Pattern</b>	Updrop



## PEDESTRIAN SCALE LIGHTING



Proposed pedestrian light model



Other models included in product family

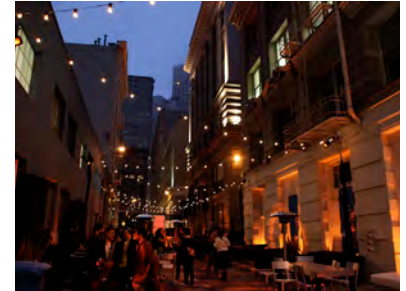
Pedestrian scale lighting was one of the highest priorities identified through the community outreach process. The selected fixture is a SFPUC standard that can be owned and maintained by the City of San Francisco. Pedestrian scale lights at key locations can be modified to include an outlet for stringing of catenary lights. These outlets and the catenary lighting would require private investment and maintenance.

LED Pedestrian Scale lights are to be post top mounted per manufacturer's recommendations and have been selected from the San Francisco Public Utilities Commission standards.

<b>Manufacturer</b>	Holophane, Inc
<b>Model</b>	Granville Premier Series
<b>Color</b>	Powder coated Black
<b>Height</b>	Recommended at 17 ft
<b>Pole</b>	Flute tapered steel monotube



Catenary lighting



Catenary lights at Annie Alley, San Francisco



Recommended model, installed at Masonic Avenue

## INTEGRATE SUSTAINABLE PRACTICES INTO THE LANDSCAPE

Sustainable and habitat-friendly landscaping and other green infrastructure features can promote local biodiversity, water and energy conservation, as well as provide a unique, more natural experience for the public the urban environment.

Landscape elements along sidewalks offer shade, a rhythm or walking cadence, texture and finer-grained scale, a sense of street enclosure, and a soft buffer from traffic.

- » Include materials and natural features that conserve and promote wildlife habitat and local biodiversity.
- » Use trees to provide shade and buffer from wind or exposure.
- » Select trees species to be compatible with the local microclimate and support habitat.
- » Use native or drought resistant plantings

### STREET TREES



'Red Sunset' Maple tree



Enlarged view of 'Red Sunset' Maple

The recommended tree (*Acer Rubrum*) tolerates urban conditions and is currently thriving along San Bruno Avenue in the Portola District of San Francisco. The tree will provide showy fall color and is a benefit to wildlife. The tree is climate appropriate and once established can tolerate little to moderate watering.

Size	36" Box/24" Box Minimum
Species	<i>Acer Rubrum</i> : 'Red Sunset' Red Sunset Maple

## SHRUB PLANTS



*Achillea Millefolium*



*Lantana Camara*



*Erigeron Glaucus*



*Zauschenria California*

The recommended 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.



*Buddleja Davidii*



*Dietes Bicolor*

Size	5 Gallon Plants
Species	<ol style="list-style-type: none"> <li>1. <i>Achillea Millefolium</i> 'Little Moonshine'</li> <li>2. <i>Lantana Camara</i> 'Irene'</li> <li>3. <i>Erigeron Glaucus</i> 'Wayne Roderick'</li> <li>4. <i>Zauschenria California</i> 'Everett's Choice'</li> <li>5. <i>Buddleja davidii</i> 'Ellen's Blue'</li> <li>6. <i>Dietes bicolor</i> Fortnight Lily</li> </ol>





## Chapter 5

# Implementation

The Excelsior Outer Mission Streetscape Design Guidelines outlines how to best implement streetscape and urban design elements along Mission street in partnership with City projects and private development. The goal for this document is to assist in delivering a cohesive urban design for Mission Street that aligns with the community's and key stakeholders' interests, while respecting past community outreach processes. All future development of the public right of way along Mission Street between Trumbull Street and Sickles Ave should fall within the framework of this document. Implementation is dependent upon two key factors: availability of construction funding and availability of maintenance resources. This chapter explains the potential funding, phasing, and maintenance strategies. Additionally, "community toolkits" were included in this chapter to inspire and guide the implementation of community-led public realm improvement projects.

# Corridor-Wide Implementation and 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 Geneva and Trumbull 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.

*\* Priorities are based on prior community outreach (see Chapter 3)*

Priority*	Location		Type of Hub
1	Persia Triangle		» Activity Hub » Transit Hub » Gateway
2	Mission & Geneva		» Activity Hub » Transit Hub » Gateway
3	Silver & Mission		» Transit Hub » Gateway
4	Excelsior Library		» Activity Hub
5	Onondaga & Mission		» Activity Hub
6	Whipple & Mission		» Gateway



## 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.














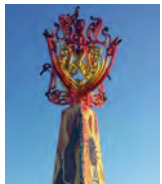
### Pros:

- » 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

*\* Priorities are based on prior community outreach (see Chapter 3)*

Priority*	Street Element	
1	Street Trees	  
2	Pedestrian Lighting	 
3	Trash Cans	  
4	Special Paving	  
5	Community Identity	  

## 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 (for more information, read the “Upcoming Projects” section on page 69).

### Pros:

- » Implementation can be streamlined through shared approval processes and construction costs.

### Cons:

- » Limited funding for implementation.
- » Limited to project’s scope and geography.

*\* Locations represent a hypothetical phasing strategy based on SFMTA’s Mission Street Excelsior Safety Project. If realized, further planning would be required. However, as of November 2019, no funding source has been identified for the incorporation of the streetscape elements recommended in the Guidelines into SFMTA’s Mission Street Excelsior Safety Project*

## Location\*

## Proposal

Persia Triangle



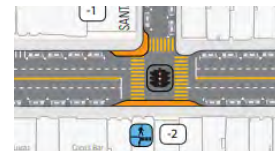
- » Transit Bulb-Out
- » Pedestrian Bulb-Out

Excelsior & Mission



- » Pedestrian Bulb-Out

Santa Rosa & Mission



- » Pedestrian Bulb-Out

Onondaga & Mission



- » Pedestrian Bulb-Out

France & Mission



- » Pedestrian Bulb-Out

Italy & Mission



- » Pedestrian Bulb-Out

Silver & Mission



- » Transit Bulb-Out

## 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.



# Funding and Maintenance Strategies

## CITY-FUNDED PROJECTS

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 (see other the funding and maintenance strategies in this section).

### *Examples:*

[www.sfpublicworks.org/projects](http://www.sfpublicworks.org/projects)

## CITY APPROVALS FOR PRIVATE DEVELOPMENTS

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).

### *Examples:*

Cheshill On Mission (5050 Mission Street),  
San Francisco Campus for Jewish Living (302 Silver Ave)

## PUBLIC-PRIVATE PARTNERSHIP

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

## GRASSROOTS PARTNERSHIP

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

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

# Upcoming Streetscape Improvement Efforts

## SFMTA MISSION STREET EXCELSIOR SAFETY PROJECT

With the project's focus on improving pedestrian safety, Muni reliability, and loading in the business district, the proposed project elements include (but are not limited to):

- » Pedestrian bulb-outs
- » Transit bulb-outs and islands
- » Transit stop improvements and changes

The project was approved by SFMTA Board of Directors on September 17, 2019. Near-term improvements will begin in early 2020. Design scope elements should be finalized at the 35% design phase, in spring 2020. Sidewalk and signal construction is planned to begin in late 2021.

These streetscape improvements provide an opportunity to apply the Guidelines. If additional funding is identified by Summer 2020, before 35% completion of the detailed design, then the SFMTA Mission Street Excelsior Safety Project will incorporate the streetscape elements recommended in the Guidelines. As of November 2019, no funding source has been identified.

## EXCELSIOR OUTER MISSION TEMPORARY PUBLIC SPACE ACTIVATION PILOT PROJECT

As part of the Excelsior Outer Mission Streetscape Design Guidelines project, SF Planning, in collaboration with the OEWD and EAG, will implement a temporary public space installation to:

- » **Demonstrate** the principles and recommendations presented in the Guidelines, which reflect the community's vision for a unified streetscape corridor.
- » **Pilot** streetscape elements that create places to pause, gather, wait for transit, enjoy the commercial corridor.
- » **Showcase** near-term streetscape improvements (refer to SFTMA's Mission Street Excelsior Safety Project) as a way to bridge long-term capital improvement projects.

Students from Youth Art Exchange's 2019-2020 Architecture Program will be responsible for community outreach, site selection, design, and construction of the temporary installation project, with supervision from SF Planning.

As of November 2019, the students are conducting outreach and developing conceptual designs. Continued outreach, design refinement, and permitting is planned for early 2020. Fabrication and construction of the project is planned for Summer 2020.

SF Planning and OEWD is working on creating maintenance partnerships with commercial sponsors to maintain and program the installation.



Youth Art Exchange Students at Sunday Streets Excelsior on October 20, 2019

# Community Toolkits

This section provides several resources available to the community, non-governmental and community-based organizations for City-permitted installations in the public space, public art, or storefront improvements. We've outlined the main steps and tools for applying and obtaining permits for these programs, but you can visit each program's website for more information. The programs included in this section are:

- » Parklet Program
- » Café Tables and Chairs
- » SF Shines: Storefront and Business Interior Improvements
- » StreetSmARTS: Mural Program
- » Temporary Public Art

## Parklet Program

Groundplay, the parent program to the Parklet Program, is part of the City of San Francisco's overall strategy for creating safe, complete streets and new open space for the public. The program provides opportunities for communities to create small but important public spaces right in your own neighborhood. Parklets repurpose part of the street next to the sidewalk into a public space for people, providing amenities like seating, planting, bicycle parking, and art.

### CITY APPROVALS

SF Planning, SFMTA, Public Works

### APPLICATION REQUIREMENTS

1. Contact & Site Information
2. Initial Site Plan
3. Photographs of the Existing Site
4. Project Narrative
5. Letter of Consent from Adjacent Property Owners and Businesses
6. Neighborhood Outreach (desirable)
7. Funding Strategy

### PROCESS

(See next page)

### RESOURCES AND DETAILED INSTRUCTIONS

[www.groundplaysf.org/resources](http://www.groundplaysf.org/resources)



## 1 Prepare a Parklet Proposal and Notice

You must prepare and submit a parklet proposal by completing the online form at: [parklets.org](http://parklets.org). Be sure to submit a complete proposal to avoid delays.

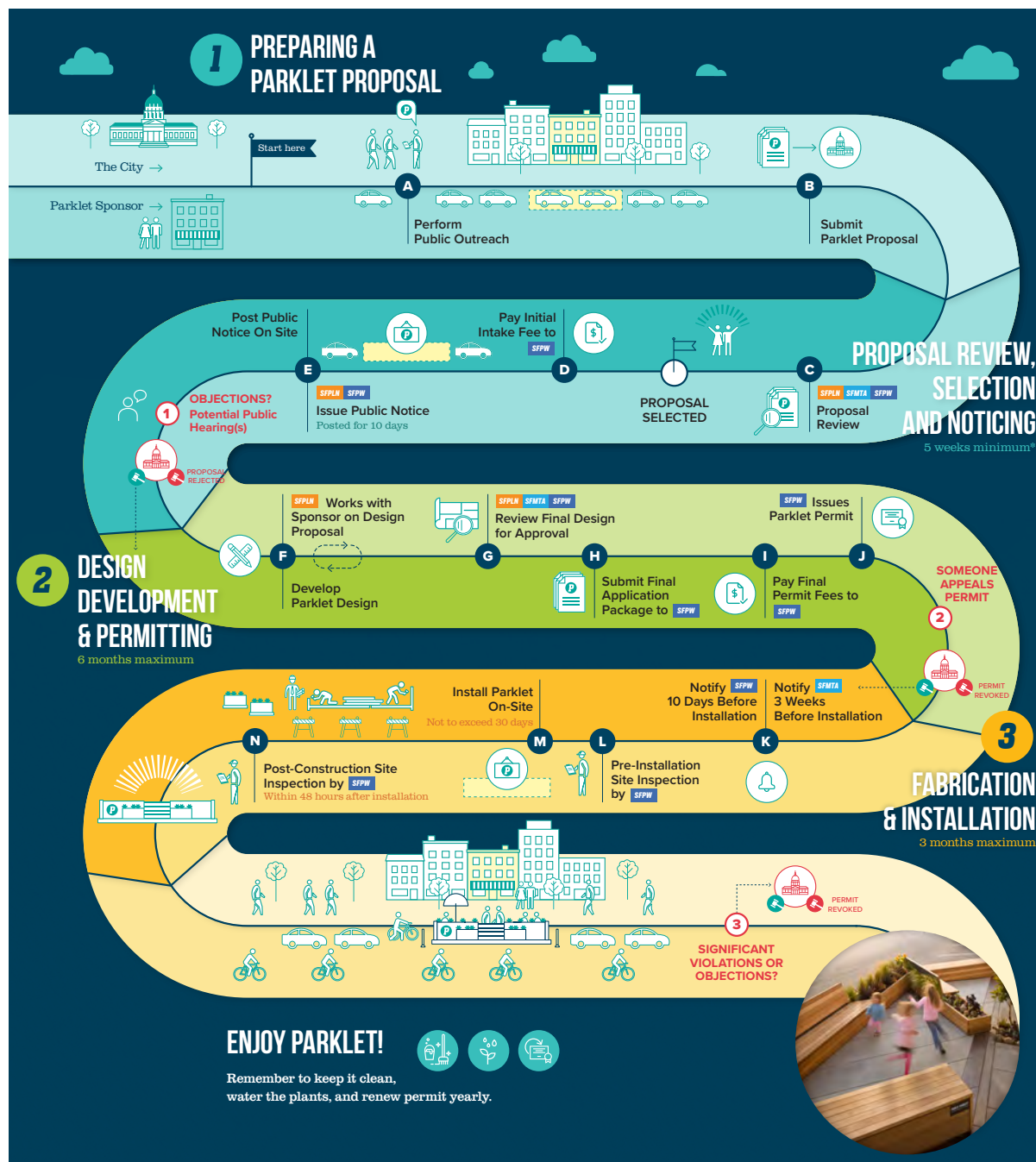
## 2 Develop a Design and Obtain Permits

Once your proposal has been reviewed, accepted, and noticed, you will be asked to submit design drawings that meet the Americans with Disabilities Act (ADA) standards for accessibility as well as City regulations.

This is an iterative process that can take 2-6 months to complete. When your parklet design has been approved, you will be asked to submit your Final Application Package to Public Works. A permit is then issued after payment of permit fees.

### 3 Install and Maintain Parklet

After the parklet permit is issued, you have up to three months to begin constructing your parklet. There will be a site inspection prior to and after construction. Enjoy your parklet! Be sure to have an ongoing maintenance plan. The parklet sponsor responsibilities are further detailed in the Parklet manual (see resources).



## Café Tables and Chairs Permit

The Revocable Café Tables and Chairs Permit was established to allow restaurants and cafés to utilize the public sidewalks and, in some cases, the roadway to provide customers with outdoor seating. Sidewalk cafés can contribute to a vibrant street life and make streets more dynamic places to walk, socialize and dine.

### CITY AGENCIES

Public Works

### APPLICATION REQUIREMENTS

1. Permit Application
2. Copy of SF Business Registration Certificate
3. Photographs of the Existing Site
4. Computer Generated Site Plan
5. Permit Application Fee
6. Copy of Valid Certificate of Insurance (COI)

### FOR MORE INFORMATION

[www.sfpublicworks.org/services/permits/cafe-tables-and-chairs](http://www.sfpublicworks.org/services/permits/cafe-tables-and-chairs)



Example: Café tables and chairs at Café Guatemalteco

### PROCESS

#### 1 Prepare a Permit Application

Complete the application form, available at the permit office or downloaded from the Public Works website: [www.sfpublicworks.org/services/permits/application-forms](http://www.sfpublicworks.org/services/permits/application-forms). Be sure to submit a complete application with other requirements to avoid delays.

#### 2 Permit Review and Provide a Public Notice

Your application and site plan will be reviewed for completeness and conformance with design requirements. If approved, you will be required to place a Public Notice on the front of the business for ten calendar days. If there are no objections during this period, you will be issued a permit. Unresolved objections will require a Public Hearing for the Public Works Director to issue a decision. If you are denied, you may appeal the decision to the San Francisco Board of Appeals within 15 calendar days of the decision.

#### 3 Pay Annual Assessment Fee

Submit the first payment for the annual Assessment Fee to Public Works prior to the permit approval and issuance.

#### 4 Set Up Your Tables and Chairs

Display a copy of the approved permit at the place of business in a visible location. Set up out your tables and chairs!

## SF Shines: Storefront and Business Interior Improvements

The SF Shines Program provides grants, design assistance and project management to property owners and merchants to improve commercial storefront facades and business interiors. The objectives are to encourage investment in the neighborhood, improve neighborhood safety and pedestrian experience, attract and retain business, improve business identity, preserve neighborhood character, and remove barriers to accessibility.

### CITY AGENCIES

Office of Economic and Workforce Development (OEWD)

### ELIGIBILITY

1. Business and property must be located within selected Invest in Neighborhood Program (INP) commercial corridors (see website)
2. Property must be commercial and/or mixed use buildings with first floor retail storefronts.
3. Have a minimum 3 years left on lease.
4. Have property owner's consent.
5. Be willing to undergo a business assessment

### FOR MORE INFORMATION

[www.oewd.org/sf-shines](http://www.oewd.org/sf-shines)



Example: Storefront improvements at Little Joe's Pizza

### PROCESS

#### 1 Submit Application

Email: [SFSHines@sfgov.org](mailto:SFSHines@sfgov.org) or call (415) 554-4720 to contact a SF Shines or Invest in Neighborhoods point person to discuss program requirements and obtain an application. Submit an application. If selected, you will need to complete a consultation and sign the program standards and preliminary agreement.

#### 2 Develop a Design and Obtain Permits

OEWD and the architectural partner will conduct a site visit, and assist with developing a conceptual design and permit drawings free of charge. Once designs are finalized, the architectural partner will help obtain required permits. Timeline for this phase may vary.

#### 3 Obtain Bids and Select Contractor

You will need to obtain qualified bids. OEWD will assist you in finding and selecting appropriate contractors.

#### 4 Finish Construction

Construction will be carried out. OEWD and/or the architect will monitor progress and ensure compliance. A final inspection will be conducted and a Certificate of Completion will be provided.

#### 5 Maintain Improvements

Maintain the improvements and fulfill your SF Shines contract.



## StreetSmARTS Program: Vandalism Prevention and Mural Financing Program

The StreetSmARTS Program pairs artists with private property owners who have received Notices of Violation for the removal of graffiti on their buildings. Instead of repeatedly having to remove graffiti and/or pay associated fines, private property owners may opt into the StreetSmARTS program and have a mural painted on their property, which can deter ongoing vandalism.

### CITY AGENCIES

SF Arts Commission (SFAC) and Public Works

### APPLICATION REQUIREMENTS

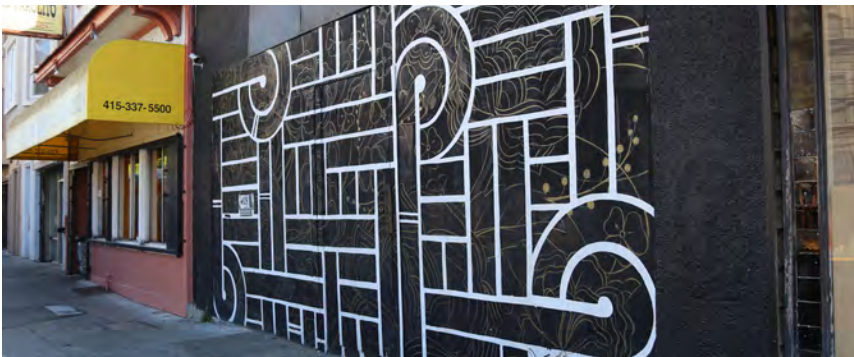
1. Notice of Violation
2. Address
3. Photograph of Wall
4. Dimension of Wall

### RESTRICTIONS OR LIMITATIONS

1. Mural should be less than 10 feet high and 20 feet wide (200 square feet).

### FOR MORE INFORMATION

[www.sfartscommission.org/information-for/murals](http://www.sfartscommission.org/information-for/murals)



Example: Mural at Mission St at Onondaga Ave

### PROCESS

#### 1 Contact the Program Manager

If you have received a Notice of Violation for the removal of graffiti on your building, visit the SFAC website to contact the StreetSmARTS program manager and discuss your eligibility and participation in the program.

#### 2 Pay the Program Fee

You will need to pay a program participation fee of \$1,500, all of which will go towards the cost of the mural. The remaining costs (estimated up to \$6,500 per mural) are covered by Public Works.

#### 3 Partner with an Artist

SFAC will provide you with a list of pre-approved artists from the StreetSmARTS Murals Pool with example images of their work for you to select from. SFAC will provide an agreement for you and the artist to sign.

#### 4 Review Artwork and Seek Approval

After a mural design is developed, it will need to be approved by SFAC Director. This process can take a week or more.

#### 5 Install Mural

Once approved, the artist will install the mural on your property. Completion of mural can take about 2 to 3 weeks, or more.

## Temporary Public Art

The Arts Commission must approve the temporary or permanent installation of any work of art on City and County of San Francisco (CCSF) property, or any proposal funded in whole or in part by City funds (regardless of its proposed location). This includes proposals initiated or funded by other City departments, or by outside sponsors, such as individual artists, organizations or commercial enterprises.

### CITY AGENCIES

SF Arts Commission (SFAC)

### APPLICATION REQUIREMENTS

1. Permission from Property Owner
2. Temporary Public Art Proposal Form
3. Community Support
4. Project Narrative, Scale Drawing, Image of Proposed Site, Proposed Materials, Budget, Timeline, Maintenance Plan, Structural Engineer Drawings, ADA Compliance Review, Resumes of Artists Involved, Signed Waiver

### FOR MORE INFORMATION

<https://www.sfartscommission.org/our-role-impact/about-commission/policies-guidelines/guidelines-for-temporary-public-art>



Example: Installations at Civic Center and Patricia's Green

### PROCESS

#### 1 Determine Installation Site Property Owner

Will your project take place on city property or private property, or public property under the jurisdiction of another governmental agency? Determining this is the responsibility of the project sponsor.

#### 2 Prepare a Proposal for Arts Commission Review

See detailed list of proposal requirements on program's website.

#### 3 Review of Proposal by Commission Staff

The proposal will be reviewed by Arts Commission Staff. Applicant may be asked to meet with staff to further explain or clarify proposal.

#### 4 Approval of Proposal by the Arts Commission

A proposal for temporary installation or exhibition is first reviewed by the Arts Commission's Visual Arts Committee. If the proposal is approved by the committee, the item will be placed on the agenda for the Full Arts Commission for approval by Resolution. Arts Commission approval is complete when the Full Arts Commission approves the temporary public art project by Resolution.

#### 5 Installation

# Potential Funding Sources

## Community Challenge Grants (CCG)

The CCG provides resources to community groups, businesses, schools and nonprofit organizations to make physical improvements to their neighborhoods. The CCG focuses on projects that directly engage residents and businesses in creating green spaces, gathering places, gardens, mini-parks, public art, and other neighborhood amenities featuring and applying ecologically friendly amenities and practices.

### ELIGIBILITY

Nonprofit organizations, community groups, merchant associations, community benefit district organizations and schools are eligible to apply for funding. Organizations performing a community project in their neighborhood must be a 501(c)3 nonprofit organization, or identify a 501(c)3 to serve as their fiscal sponsor. The grant contractor must be an approved and compliant City supplier. For more information on becoming a supplier, please visit <https://sfcitypartner.sfgov.org>.

### ELIGIBLE PROJECT CATEGORIES

Organizations are eligible to receive funding for the following types of projects (examples, but not an exhaustive list):

- » Green spaces: Including gardens, sidewalk gardens, median enhancements, tree planting, decorative planters/boxes, landscaping, and urban agriculture
- » Gathering places: Mini-parks, parklets, plazas, dog parks, open space and trail restoration
- » Public art: Sculptures, mosaics, murals, and new media
- » Neighborhood amenities: Community lighting, seating/benches, bike racks, neighborhood branding, community activation initiatives

### GENERAL REQUIREMENTS\*

- » Develop a detailed work plan in the specified format.
- » Provide a detailed budget in the specified format.
- » Have a 5-year maintenance plan for greening/beautification projects and a 10-year maintenance plan for public art projects detailing ongoing maintenance after project completion.
- » Identify key vendors prior to the contracting process, including obtaining quotes; and provide service agreements with all vendors engaged in the project.
- » Provide the insurance required to complete your project, as determined by the City's Risk Management Division.
- » Include installation of interpretive signage acknowledging CCG, including the CCG logo, explaining the function of the project to the public. Signage may include other project partners and funders.

### FOR MORE INFORMATION

<https://www.sfccg.org/>

*\*The application process may change each year. Make sure to check the latest CCG Guidelines for updated information.*



## Excelsior Community Benefit District (CBD)

As mentioned in the Funding and Maintenance Strategies section on page 68, the creation of a Community Benefit District would create a localized framework for the City to provide services focused on landscaping, improvements and maintenance in public realm areas. The Excelsior CBD (if passed by voters and approved by the Board of Supervisors) could allow for implementation and maintenance of sidewalk gardens, more frequent and localized cleaning and maintenance services for the public realm, as well as programming opportunities to activate public spaces.

As of November 2019, the proposed Excelsior CBD is in the process of convening a steering committee. Under the leadership of the steering committee and the guidance of the CBD consultant, a property owners' and community stakeholders survey will be sent out to all those within the proposed CBD boundary. The results of the survey will determine the services and boundaries, and help finalize the Management Plan and Engineers Report.

The aforementioned documents need to go through OEWD and City Attorney review and have to be finalized by January of 2020 in order to meet the proposed service delivery date of January 2021. The petitioning phase and election/voting phase will occur between spring through summer of 2020. Elections will last approximately 45 days. At the latest, the CBD has to be passed by majority of YES votes from property owners and approved by the Board of Supervisors at their last meeting on July 28th, 2020.

For more information about this process, please contact the Invest In Neighborhoods representative for the Excelsior at the Office of Economic and Workforce Development:

Patrick Santoro  
Patrick.Santoro@sfgov.org

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