MISSION STREET SEGMENTS

A Walk Along Mission Street

MISSION STREET

LAND USE TYPE

Residential

Commercial

Industrial/Manufacturing

Recreation

Service

Government

Public Open Space

Vehicular

Mission Street on this stretch becomes a neighborhood-serving street. The commercial character of the street has been strengthened by the investment in Neighborhood Initiative, promoted by the Mayor's Office of Economic Development (OEDW). This section of the corridor was identified as a priority corridor for the program and as a result a new merchant association, the Mission-Bernal Merchant Association, has been formed by active business owners.

The average lot size in this area is relatively large (6,000 sq. ft.), mostly due to the very wide lots of Mission Bernal Center and as several parking lots along the segment. These wide lots and block walls create a rather unpleasant pedestrian environment. Some positive elements of this stretch are popular restaurants in the area between 29th and Valencia and the upcoming Valencia Green Gateway Plaza (Mission and Valencia) a new public space funded by the Public Utilities Commission that will be installed in March 2015. The site will also become a great opportunity to combine transit, retail and event activities and it could become a center for the Mission Street area.

Mission Street on this stretch has a neighborhood commercial feel. We are approaching here the historic Mission Bernal Gateway. Retail is neighborhood-serving and various historic businesses such as the hardware store and the Italian pastry shop Dadt's with its new bistro and bakery and the Mission Mercantile. This is the heart of the neighborhood. Its cultural heart and commercial Main Street. Traces of this glamorous past are found in the unique historical signs and cobblestone decorations in the paving of the walkways and corners of the commercial storefronts. Several theaters are found in this stretch: El Capitan, Rio Theatre, the Grand and the iconic New Mission Theatre currently under restoration.

The average lot size on this stretch is smaller (5,000 square feet) creating a dense residential corridor featuring a significant volume of foot traffic. Most retail businesses serve as a destination for local and citywide residents as well as visitors from other places.

Mission Street along this stretch has also undergone a significant transformation in the past few years. Compared to other segments of the corridor, this stretch in particular is under construction for a large development project including 125 new residential units, retail, and the Mission 16th Street BART Station. This development, when complete, will add new life and energy to this area.

The average lot size in this stretch is very small (5,000 sq. ft.), similarly to the stretch south of 18th, the tight urban fabric creates a dense storefront condition that attracts a significant volume of foot traffic. The 18th Street corridor, nicknamed the "fancy block" in community interviews, has attracted new restaurants and business in the last five years and is the location of a new entertainment district along 18th Street that extends all the way to Dolores Park.

The 16th Street BART Station on the east side of the stretch serves as a gateway to the neighborhood and the rest of the city. The 16th Street BART Plaza is also a place for gathering, dining, and living. The northeast plaza more specifically provides an outdoor living room for residents living in the residential blocks mostly between the 16th and 18th streets, and for homeless individuals who spend the day sitting on the benches.

Mission Street on this stretch becomes less pedestrian-oriented. The lot size is significantly larger than the other segments (about 11,000 sq. ft.). The freeway over-pass on 18th Street imposes automobiles on the street, where intersections prioritize movements of cars over pedestrians. The major business type in this segment is auto services, followed by professional services. There are several vacant lots along the stretch: they make up a significant portion of street frontage and they include abandoned buildings between 14th and 15th on the west side, an abandoned building between 14th and 15th on the east side, and a vacant lot on the north-east corner of 14th and Mission. The imposing presence of the San Francisco Armory building with its thick blank walls creates a harsh, uninviting edge to the block of 14th Street. These businesses or lack thereof do not attract foot traffic within this wagner and in most cases create an empty and uncomfortable environment, especially at night. This is also a segment that offers little services as a living room for SRO residents or homeless individuals especially in front of the above mentioned vacant lots. The lack of maintenance in this stretch augments the feeling of grime and disarray.

https://mishionstreetpubliclifeplan.org
Please write your comments below. Let us know what you think of these typologies and what you like to see in them! (or you can also fill out the provided survey)

Por favor anote sus comentarios abajo. Díganos lo que piensa de la clasificaciones y de lo que les faltan (también se puede llenar la encuesta)
The Mission Public Life Plan seeks to provide options and design recommendations for key intersections and blocks along the corridor. In your experience, which stretches of Mission Street do you think could be improved?

El Plan de Vida Pública de la Calle Mission quiere proporcionar recomendaciones de diseño para intersecciones y cuadras importantes a lo largo del corredor. Por su experiencia en la calle Mission, ¿dónde se puede mejorar?

Which intersections/blocks along Mission Street do you think would benefit most from improvement?

¿Cuáles intersecciones / cuadras en la Calle Mission se pueden beneficiar más por los mejoramientos?
When thinking about public spaces, one also thinks of building facades and the cleanliness of the sidewalks. This analysis looks at cleanliness and maintenance of the buildings fronting the Mission Street corridor, and it gives an indication as to where additional services are needed and what programs can help.

Cuando pensamos en los espacios públicos, pensamos también en las fachadas de los edificios y el mantenimiento de los andenes. Este análisis se trata del mantenimiento de los edificios por lo largo de la Calle Misión y propone donde se necesiten servicios de mantenimiento y que programas puedan ayudar.

There are many components that make a successful public space. However, budget restrictions often play a role in the process as well. Muchos elementos hacen que un espacio público sea exitoso. Pero límites de presupuesto influyen en el proceso también.

If you had limited budget, which two projects would you pick to implement?

Suponiendo que solo hay presupuesto para dos proyectos de la lista, ¿cuáles escogería?

A. A new corridor-wide Business Improvement District (BID) - a merchant association that can sponsor events, cleaning efforts and maintenance projects

B. Comfortable Bus Stops - an initiative to improve the transit experience at the bus stops for its current users could be developed in coordination with SFMTA upcoming transit improvements

C. Regular Sidewalk Steam Cleaning - regular sidewalk steam cleaning that would complement Public Works' current cleaning services and individual merchants' current efforts

D. Additional Traffic Enforcement - targeted enforcement efforts would help solve the current double parking issue that is impacting transit operations, cycle circulation and pedestrian safety along the corridor.

E. Additional Festivals and Programs - these could be organized by merchants, schools or cultural centers along the street.

F. New Corridor Wide Business Improvement District (BID) - a merchant association that can sponsor events, cleaning efforts and maintenance projects

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The intersection of Mission Street and South Van Ness Avenue is challenging and often unpleasant for pedestrians, transit riders, cyclists and drivers. With multiple projects anticipated in the near future, there are many opportunities to improve safety and enhance the public realm at this central node.

1. Street meets the intersection, given the large residential development projects expected on either side. Seguir el Plan Market and Octavia y debido a la cantidad de proyectos residenciales que se esperan, se construirá un mini parque en la intersección de la Calle 12 a la Calle Avenida South Van Ness.

2. The Van Ness Bus Rapid Transit project will add transit-only lanes to this block of South Van Ness Avenue and a pedestrian refuge to the seven-lane pedestrian crossing. El proyecto Van Ness Bus Rapid Transit añadirá carriles de uso exclusivo para autobuses a esta cuadra de la Avenida South Van Ness y también un refugio peatonal al cruzar la cuadra.

3. A substantial bulb-out at this corner would significantly shorten excessively long pedestrian crossings on Mission Street and on South Van Ness Avenue. Un ensanchamiento de los acerines en esta esquina cortaría la distancia del cruce peatonal entre la Calle Mission y la Avenida South Van Ness.

4. The MUNI Forward project will add transit-only lanes to this block of Mission Street. A substantial pedestrian refuge would make crossing Mission Street more pleasant for pedestrians. El proyecto Muni Forward añadirá carriles de uso exclusivo para autobuses a esta cuadra de la Calle Mission. Un refugio peatonal haría el cruce más seguro para peatones.

5. Dedicated transit lanes and boarding islands were studied under the MUNI Forward project, but there are currently no immediate plans to route transit service through this block of South Van Ness Avenue. The excessively long pedestrian crossings should be shortened with bulb-outs and a pedestrian refuge that can be reconfigured so such service be implemented. Se estudió la posibilidad de añadir carriles exclusivos e islas para abordar transporte público en el proyecto Muni Forward, hasta ahora no hay planes para proveer rutas de autobuses por esta cuadra de la Avenida South Van Ness. Para mejorar los cruces peatonales se deben ensanchar los acerines y agregar un refugio peatonal en caso de que se provea una ruta de autobuses.

La Intervención Hoy: Deseño de la Avenida: 
- Paseos Urbanos en condiciones puros, fácil de seguridad peatonal.
- Crecen peatones laterales con chispas y semáforos frontales.
- Ráfagas de tránsito públicos importantes para autobuses reestablecidos y las paradas de autobús se enlazan.
- Buses importantes para pocos con conexiones y viajes lentos.
- Acuerde caminos para siempre con contactos.

Potential Improvement Concept Diagram:
- "Vision Zero" requires that safety concerns be addressed at the intersection.
- The Van Ness Bus Rapid Transit and MUNI Forward projects will add dedicated bus lanes and more digitized bus stops.
- New developments are expected to add many residents and workers to the immediate vicinity.
- New open space improvements are envisioned under the Market and Octavia Plan.
- The new private and public developments could also provide additional public space improvements.
- The Better Market Street Environmental Impact Report will study improved bicycle infrastructure in the area.

Diagrama Conceptual de Mejoramiento:
- "Vision Zero" requiere que se aborden las preocupaciones de seguridad en esta intersección.
- Los proyectos de Van Ness Bus Rapid Transit y MUNI Forward añadirán carriles exclusivos para autobuses y mejora de parada de autobuses.
- Se espera que muchos residentes y trabajadores se unan a la inmediata vecindad.
- Nuevos mejoramientos de espacio abierto se prevén bajo el Plan Market y Octavia.
- Las nuevas inversiones privadas y públicas podrían también proporcionar mejoras en el área.
- El informe Ambiental Impacto de la Calle de Mejoramiento estudiaremos la posibilidad de mejorar la infraestructura de ciclistas en el área.
Throughout our public outreach, we have heard concerns about the intersection at the 30th Street intersection. The intersection can be intimidating for pedestrians because of the large volume of vehicles passing at high speed. A safety audit revealed this problem and led to the development of potential treatments that could make the intersection safer and more pleasant. These treatments include the placement of planters, the addition of crosswalks, and the installation of traffic lights. The city is also considering the possibility of adding a pedestrian bridge to improve safety and accessibility. We invite you to provide your feedback on these proposals and to share any suggestions you may have for improving the intersection. Thank you for your participation in making our streets a safer and more enjoyable place for all.
The interaction of Mission, Randall, and San Jose is a very complicated place for pedestrians. Throughout our outreach process we have heard concerns about pedestrian safety at this intersection, especially concerning the Fairmount Elementary School and number of bikers who use this intersection. The pictures in this handout illustrate some of the problems at this intersection. We would like to know more about your concerns and challenges using this intersection. On February 3rd, we will hold a walking tour at this intersection to learn and observe these challenges more directly. Please join us!

La intersección de Mission, Randall y San Jose es un lugar muy complicado para los peatones. A través de nuestro proceso de difusión hemos escuchado preocupaciones sobre la seguridad del peatón en esta intersección, especialmente considerando la escuela Fairmount Elementary School y la cantidad de ciclistas que utilizan esta intersección. Las imágenes en este folleto ilustran algunos de los problemas en esta intersección. Nos gustaría saber más acerca de sus preocupaciones a respetar esta intersección. El 3 de febrero organizaremos una caminata en esta intersección para entender y observar estos retos de una manera más directa. Por favor, acompáñanos!

Do you feel that the Randall Street intersection works well?
¿Cree que la intersección de Randall St. funciona bien?

What can be done to make it better for pedestrians?
¿Qué se puede hacer para mejorarla para los peatones?
16TH STREET BART PLAZA

MOVEMENT | BREAKDOWN OF SPACE

The first step in analyzing a space is to see how people are moving through and using the space. Below you will see how people are moving through the space and how spaces may be broken down to facilitate different types of seating/walking and spaces for gathering/activation.

CONCEPTUAL DESIGN ELEMENTS

These design elements showcase what could happen on the BART plaza and on its sidewalk edge. By providing different types of seating and activation opportunities, you are able to accommodate a wider range of users. Keeping certain areas clear and open provide visibility and increase safety in areas that are blocked off or not very visible. Below you will find examples of what these elements might look like.

- WAITING FOR TRANSIT
- INFORMAL SEATING
- ACTIVE SEATING
- INFORMATION | VENDING | ART
- URBAN SHADING
- LED INTERACTIVE TRANSIT INFO
- DECORATIVE INTERSECTION TREATMENT

The two BART plazas located at 16th street are hubs of activity, serving both transit and residents. Waiting for transit is its primary function, but it also serves as a city gateway, back yard, open space, and general hang out space. Redesigned in the early 2000's, the BART plazas function to accommodate many users, however a perceived lack of cleanliness, safety, and activation prevented the plaza from being used to its full potential. Four working groups held in the summer helped to inform challenges and opportunities for 16th street BART plazas.
The two BART plazas (NW and SE) located at 16th street are hubs of activity, serving both transit users and residents. Although waiting for transit is the primary function, these plazas function also as city gateways, backyards, and open spaces to congregate. The SW plaza, rebuilt in 2012, improved pedestrian flow to and from the BART entrance by removing a tall fence along the west edge of the plaza (at Osage alley). Ideas to add trees and an info kiosk at the corner of Mission and 24th have been recently discussed at our meetings. The NE plaza has not undergone renovation in the recent past and it could be improved by opening up the business on the east side edge and by restoring the historic mural by Michael Rios on the Northern edge.

**MOVEMENT | BREAKDOWN OF SPACE**

The first step in public space analysis is to see how people are moving through and using the space. The diagram below illustrates how people are moving through the 24th BART plazas and how such spaces may be organized in different functional areas to facilitate uses such as seating/waiting and gathering/activation.

**CONCEPTUAL DESIGN ELEMENTS**

These design elements showcase what could happen on the BART plazas and on the sidewalk edge. By providing different types of seating and activities it is possible to accommodate a wider range of users.
24TH ST BART PLAZA STATIONARY ACTIVITY

In May 2014, the Planning Department engaged in a significant effort of conducting a Public Life Survey on 16th street and 24th Street BART plazas. As part of this survey, volunteers observed and documented activities on both plazas between 8 am to 8 pm. The series of maps below indicate where people were observed on these plazas at each hour.

(Please note that the tally in-person movement we can note - drawings indicate until 6 pm).

The goal of these observations is to inform any programming or design ideas that the community would like to pursue on the plazas and the surrounding areas. The Mission Public Life team has held multiple community focus groups specifically on the 16th Street BART plazas to help spur a community-driven effort to introduce new programming and new potential design elements. Please read about this effort on the 16th Street Plaza Focus Group Summary Tally.

WE NEED LATINO/A OPEN MERCADO ON 24TH & MISSION PLAZA 7 DAYS A WEEK FOR LOCAL ARTIST & VENDORS!
In your memories of the street, what were the:
- important events?
- significant places?
- eventful years?
- key organizations?

Write each historical point on a post-it note with the approximate year(s) it happened and place it on the timeline.

En sus recuerdos acerca de la calle, cuáles fueron:
- grandes reuniones/congregaciones?
- años memorables?
- momentos cruciales?
- organizaciones clave?

Escriba cada punto histórico en un post-it con el año o años aproximados en que sucedieron los hechos y colóquelo en la línea del tiempo.