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 (OED). This section of the corridor was identified as priority corridor for the program: as a result, a new merchant association, the Mission-Bernal Merchant Association has been formed by active business owners.

The average lot grain along this stretch is large (7,000 sq. ft.) mostly due to the very wide lot of Mission Link Career Center as well as several parking lots along the segment. These wide storefronts and blank 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 plaza will become a must opportunity to combine transit, art and new community events and it could become a center for the Mission Street area South of Chavez.

This is the “historic Mission Street”, the iconic theatre corridor that in the 1920’s and 1930’s was a booming entertainment district. It is also the heart of the neighborhood, its cultural heart and its commercial Main Street. Traces of this glamorous past are found in the elegant historic signage and elaborate decorations in the paving of the sidewalk and cornices of the commercial storefronts. Several theaters are found in this stretch: El Capitan, the Tower, the Grand and the iconic New Mission Theatre currently under restoration.

The average lot grain on this stretch is small (5,500 square feet) creating a dense storefront corridor attracting 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. The 21st block is particularly high in the 25th block stretch: benches on the sidewalk with floral landscaping (unique to the 25th and 26th blocks of Mission Street) provide a very pleasant seating and socializing opportunity, transforming this block in an “open-air living room”.

The average lot grain 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 corner, nicknamed “the fancy block” in community interviews, has attracted new restaurants and business in the last few years and is the bookend of a new informal gourmet district along 18th street that extends all the way to Dolores Park.

The 16th Street BART station on the other end 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 commuting, gathering, and living. The northeast plaza more specifically provides an outdoor living room for residents living in the residential hotels mostly between the 16th and 18th blocks, and for homeless individuals who spend the day sitting on the benches.