



MERCADO PLAZA

A NEW PUBLIC SPACE FOR THE MISSION DISTRICT



June 27, 2013 | THE WOMEN'S BUILDING



TONIGHT'S AGENDA

Presentation

- Introductions
- Project Background
- Proposed Design
- Pilot Projects
- Ongoing Operations & Maintenance
- Construction Coordination
- Schedule

Question and Answer

Open House



PROJECT TEAM



SAN FRANCISCO
PLANNING DEPARTMENT



SFMTA
Municipal Transportation Agency



You!
**Bartlett Street
Community**



PROJECT BUDGET

**Project Budget:
\$1.6 Million**

**Source:
2011 Road Repaving and Street Safety Bond**





PROJECT BUDGET

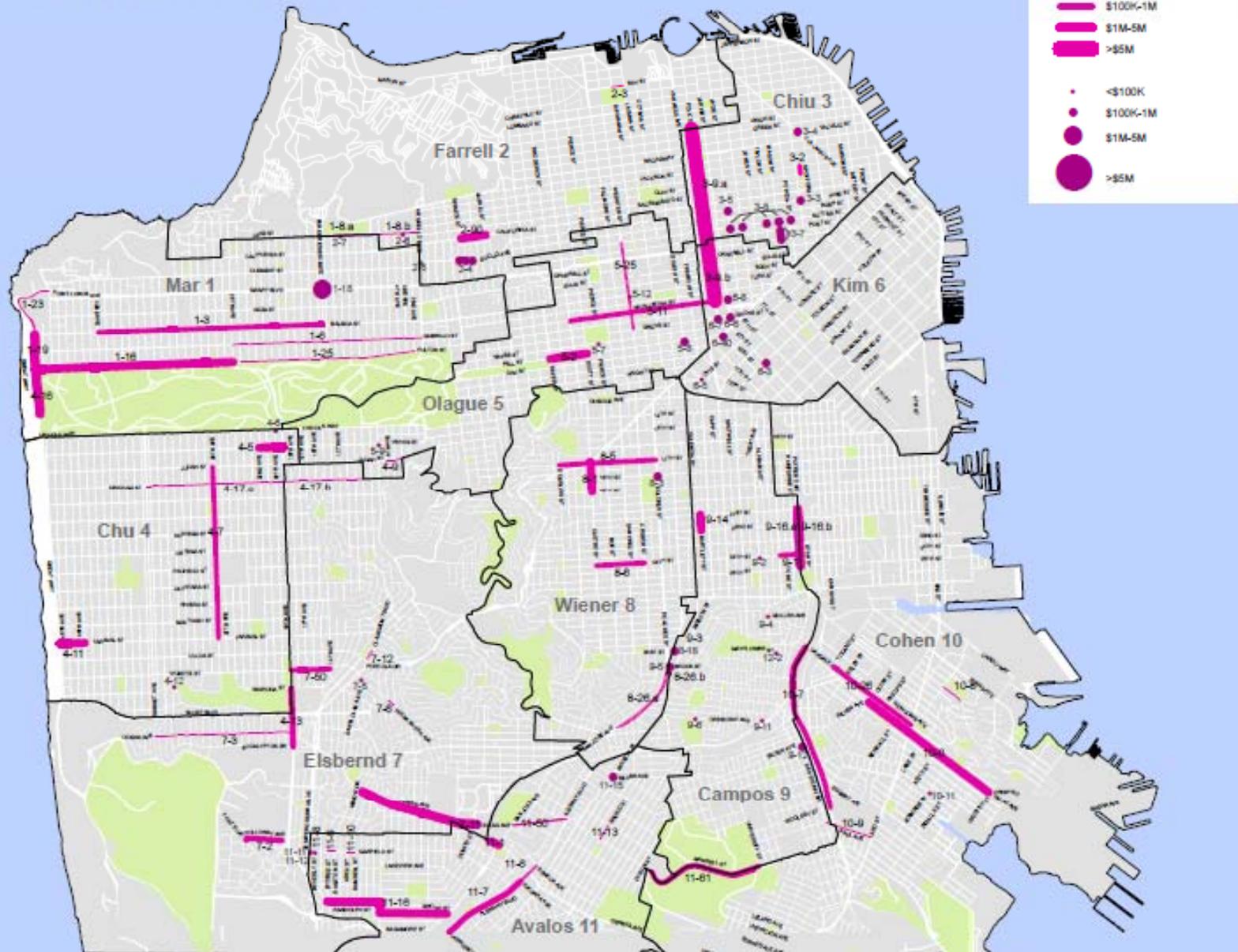
Program	Total Bond (\$ in Millions)
Street Repaving & Reconstruction	\$149
Sidewalk Accessibility Improvements	\$22
Street Structures Rehabilitation	\$7
Streetscape, Pedestrian & Bicycle Safety Improvements	\$50
Transit Signal Infrastructure	\$20
Total:	\$248





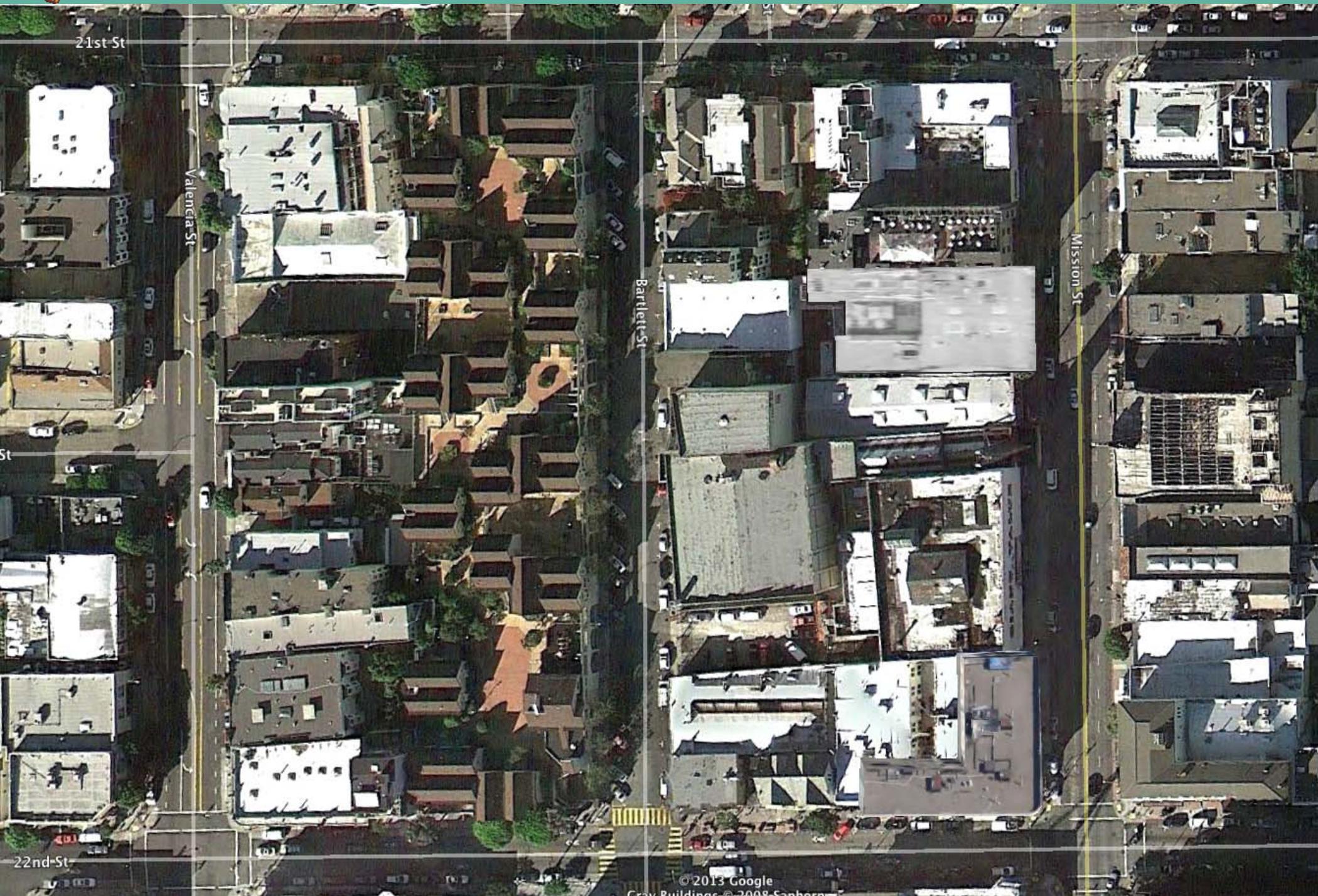
PROJECT BUDGET

2011 Road Repaving and Street Safety Bond
Streetscape, Pedestrian and Bicycle Safety Improvements





Existing Conditions





Existing Conditions





Existing Conditions





Existing Conditions





Existing Conditions





Existing Conditions





Existing Conditions





Public Outreach



Mission Streetscape Plan

“A streetscape improvement project that would provide space for a weekly community market, on Bartlett Street between 21st and 22nd Streets”



Developing a Community Vision

2008-2010
Mission District
Streetscape Plan Process

2010
MCM Established

2011
SF Arts
Commission and
private funds for
3 cultural murals

May 2012:
\$50,000 Community
Challenge Grant for
pedestrian safety and flexible
public space



OUTREACH SUMMARY

- 3 Community Meetings
 - May 16, 2012 City College
 - May 29, 2013 Women's Building
 - **June 27, 2013 Women's Building**
- 2 outreach sessions at Mission Community Market
 - May 24, 2012
 - May 17, 2012
- 4 outreach sessions at Sunday Streets
 - October 23, 2011
 - June 3, 2012
 - July 1, 2012
 - April 14, 2013
- Numerous meetings with immediate neighbors & businesses
 - Liberty Hill Neighborhood Association, SF Buddhist Center, Bartlett Neighbors, MMM BID,

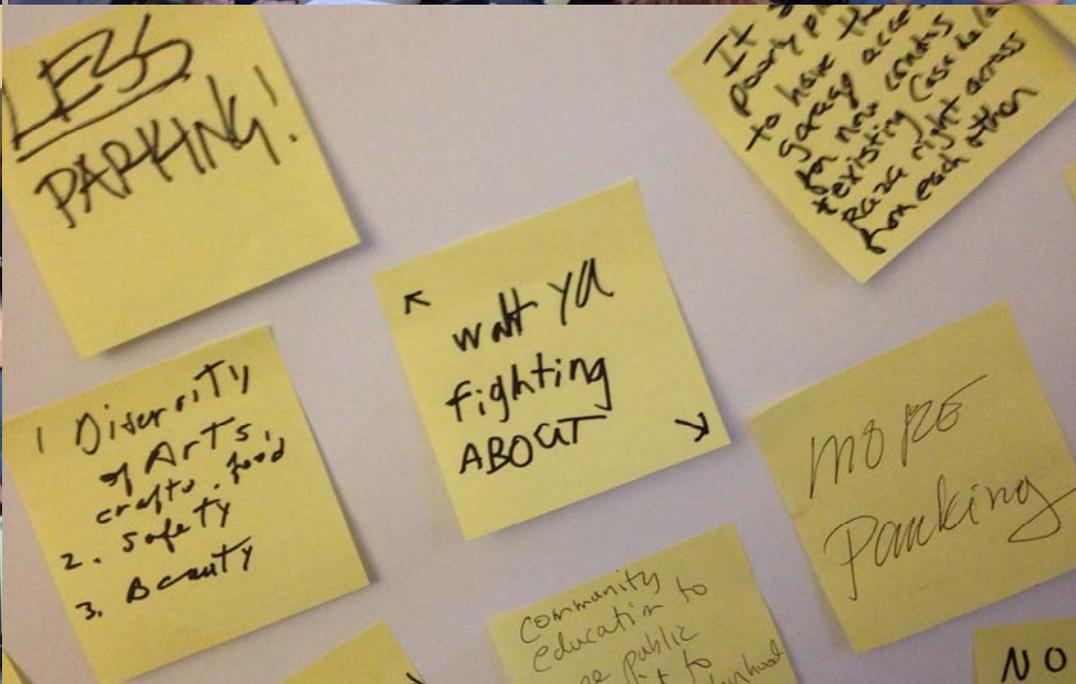


KEY OUTCOMES FROM PUBLIC INPUT

- Increase public safety, activation, lighting
- Create shared public way, slow traffic
- Create community serving event space
- Support entrepreneurs
- Create vibrant place to host public art, family activity, outdoor dining, visual and performance festivals and daily community gathering



Community Meeting #2



LESS PARKING!

It's hard to have the space access for new condos existing condos to be able to use right across from each other

1. Diversity of Arts, crafts, food
2. safety
3. Beauty

← what you fighting ABOUT →

MORE Parking

Community Education to public art to neighborhood

NO



DESIGN FEATURES OF PLAZA CONCEPT

Streetscape Improvements

- Lighting for pedestrian safety
- Street trees
- Improved surfaces
- Narrower roadway and traffic calming measures
- Create a multifunctional street: for community events and marketplace

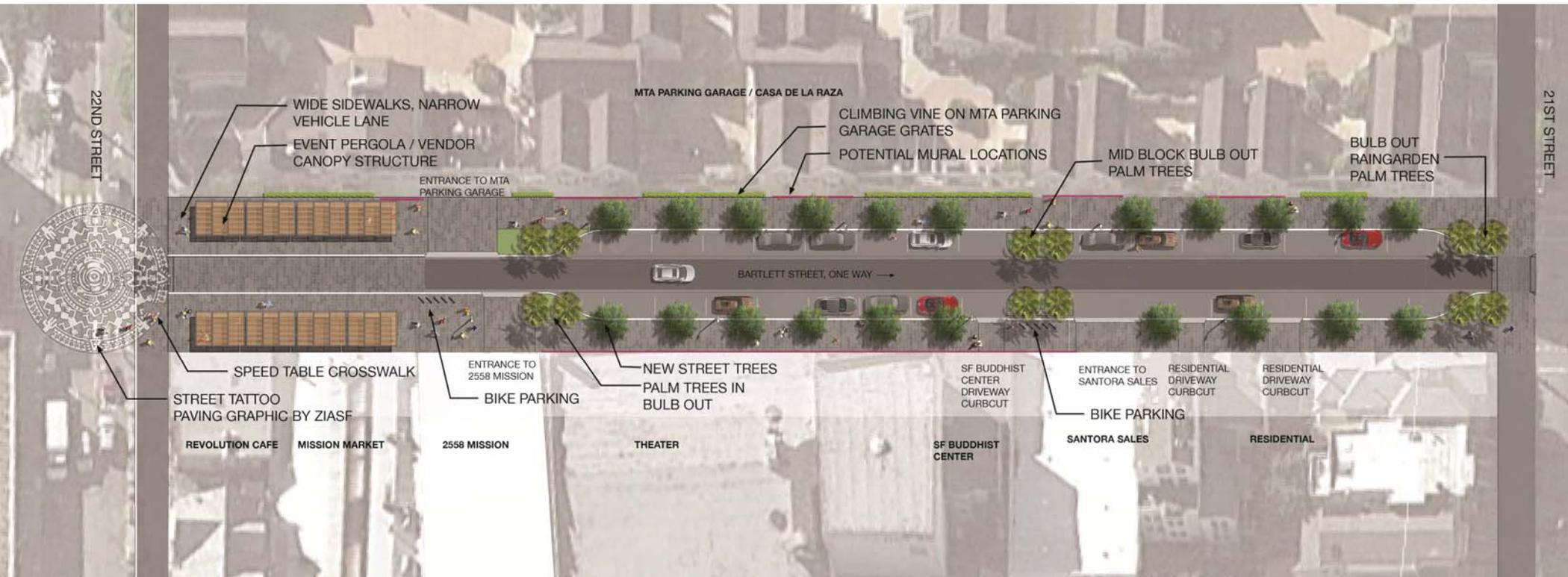
Public Amenities

- Bike parking
- Landscape, greenery, stormwater capture
- Canopy/Pergola structures
 - Include lighting : increase public safety, support evening events
 - Support new entrepreneurs, host events in variety of weather conditions
 - Wind and sun protection
 - Include utility connections for events, marketplace



CONCEPT DESIGN:

SITE PLAN: REGULAR DAY





CONCEPT DESIGN: REGULAR DAY

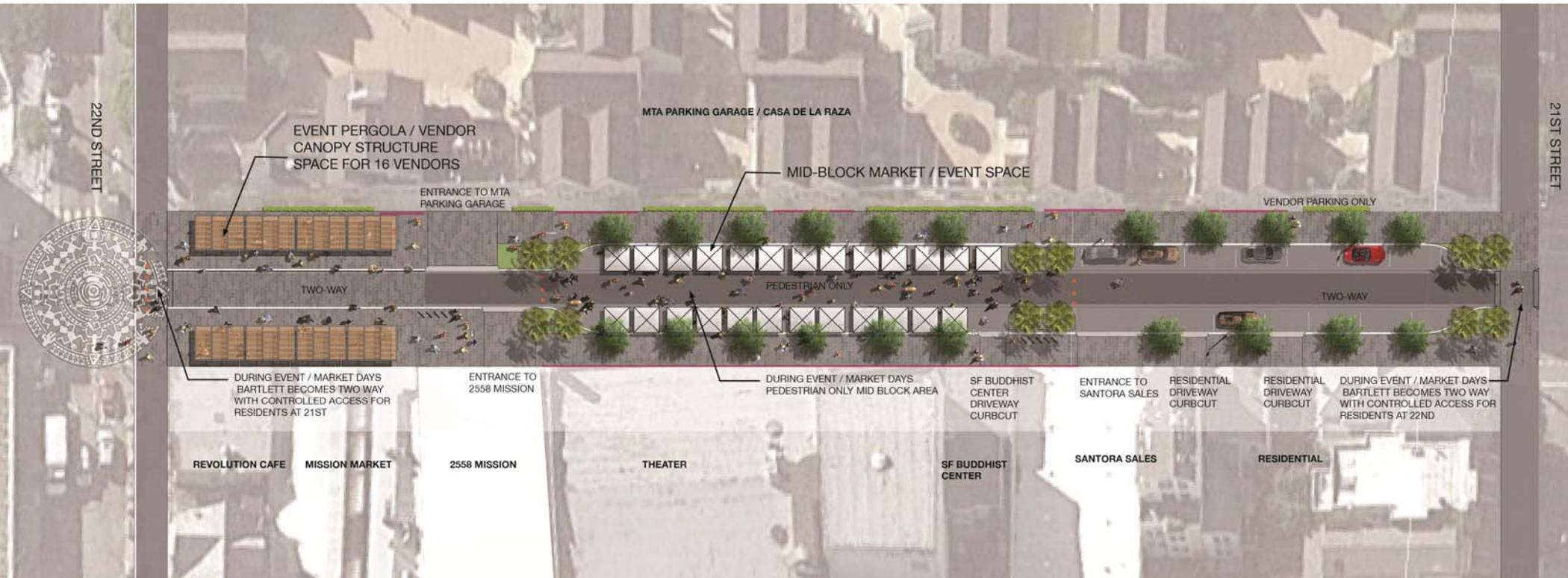
VIEW DOWN BARTLETT STREET- LOOKING NORTH





CONCEPT DESIGN

SITE PLAN: EVENT DAY





CONCEPT DESIGN: EVENT DAY

VIEW DOWN BARTLETT STREET- LOOKING NORTH





CONCEPT DESIGN: EVENT EVENING

VIEW DOWN BARTLETT STREET- LOOKING NORTH





CONCEPT DESIGN

STREETSCAPE ELEMENTS

STREET TREE *Albizia*



Albizia



PERGOLAS by REBAR



STREET LIGHTS



VINE *Bougainvillea*



ACCENT TREE *Washingtonia palm*



STORMWATER PLANTERS



BIKE RACKS





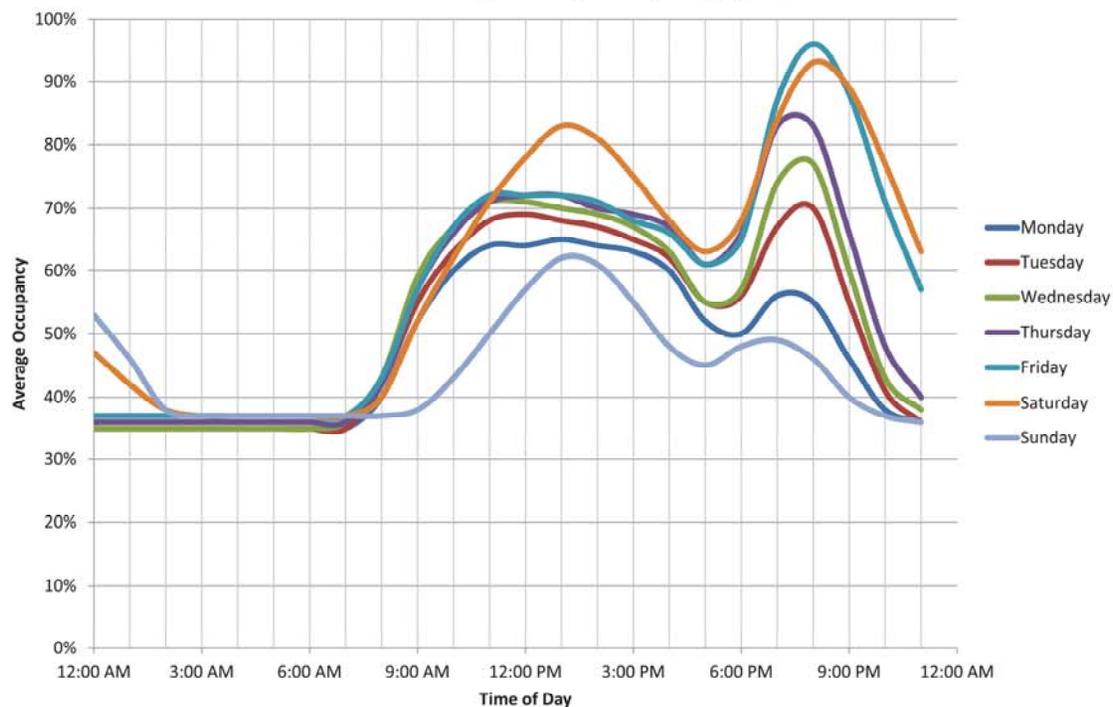
CONCEPT DESIGN

PARKING STRATEGY

*Bartlett Street between 21st and 22nd Streets:
on-street parking spaces (including loading spaces)*

Existing: 45 Proposed: 24

Mission-Bartlett Garage Average Occupancy By Day of Week



Average Metered Parking Space Occupancy
Measured During Metered Parking Hours



- 65% to 75% Parking Occupancy
- 75% to 80% Parking Occupancy
- 80% Parking Occupancy
- 81% to 85% Parking Occupancy



PILOT PROJECTS



Mercado Plaza creates opportunities for local art, participatory design and stewardship.

- Gateway Feature with local artist (funded: Community Challenge Grant)
- Street Graphic- with local artists *Zia SF* (funded: *Pavement to Parks* program)
- Street Stage- with local artists (funded: *Pavement to Parks* program)
- Mural gallery by *Precita Eyes* and local youth

Committed partners:



Mission Cultural Center for Latino Arts
A Unique Cultural Experience since 1977

Interested Partner:





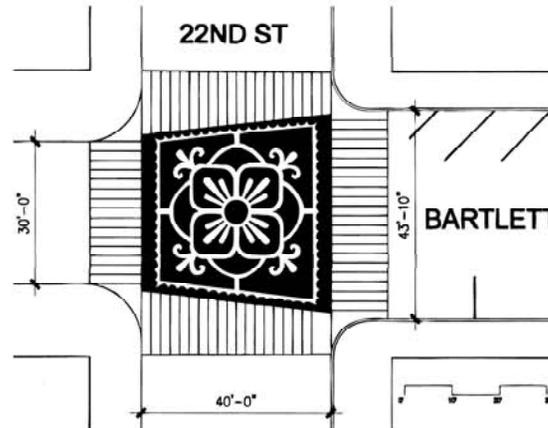
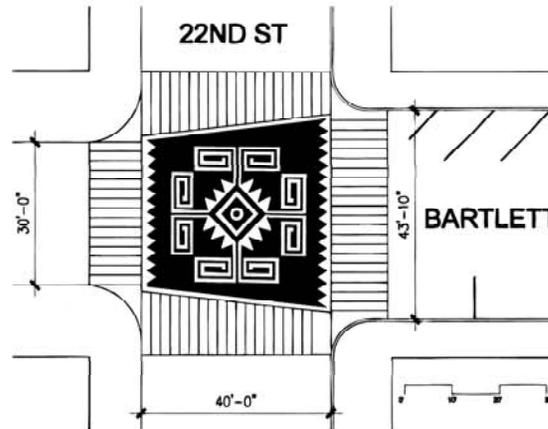
PILOT PROJECTS

MARQUEE



Preliminary design by REBAR

STREET GRAPHIC



Preliminary concepts by ZIASf

SEATING



STREET STAGE



Prototype by Ross Hansen and John Matthew Francis



PROGRAMMING: FESTIVAL STREET (LONG TERM)



Committed partners:

Mission Cultural Center for Latino Arts
A Unique Cultural Experience since 1977



Mercado Plaza fills the need with a flexible design for diverse events:

- Mission Cultural Center for Latino Arts: Youth/Arts Activities (monthly)
- Edison Academy: After-School Craft Sales (monthly)
- Abada Capoeira: Monthly dance event
- Rock the Bike: Annual Event
- Mission Community Block Party: Annual Event

Previous and Potential Events:

- Verizon: Quinceniera Annual Event
- Carnaval Performance/Spring Festival
- MCCLA anniversary
- Buena Vista, Sanchez Elementary, Marsh Theater



PROGRAMMING: FOOD ACCESS AND HEALTH



Committed partners:



Mercado Plaza creates accessible space for culturally-competent outreach and food access

- Urban Sprouts: Outreach 2 times per week to more than 3,200 annually.
- CARECEN / Urban Sprouts: Cooking demonstrations, meal planning, CalFresh signups for eligible families 2 times per week
- UCSF/SFGH: Food access and fresh food incentive study for WIC/CalFresh families
- Mercado Match incentive for at least 180 households annually
- Community Health Zone: physical space and infrastructure for health kiosk & play street
- Quarterly health fairs with partners, schools and local sponsors (e.g. Walgreens)



PROGRAMMING: SMALL BUSINESS INCUBATION



Mercado Plaza creates local business incubator and sales opportunities

- 35 new businesses: access to market, low barrier to entry, technical assistance.
- 68 additional sales opportunities per year
- Urban Sprouts/PODER: 100 youth sales opportunities per year
- Mission Market: Kitchen access

Committed partners:



Interested partners:

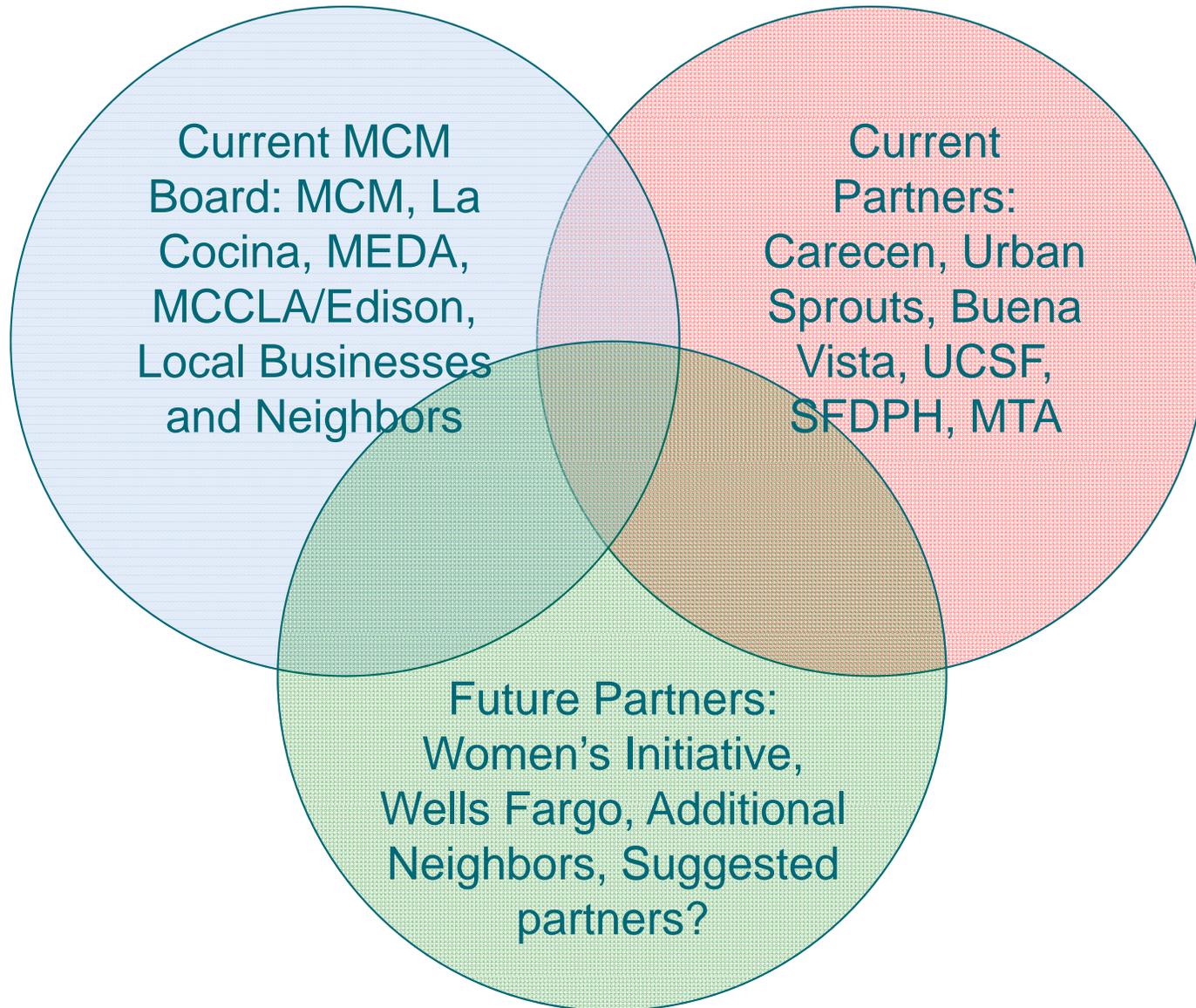


Mercado Plaza creates local jobs for youth

- SF Conservation Corps: Part-time job and training
- MCM/New Door: 4-8 part-time jobs, training opportunities annually. Opportunities for advancement.
- Urban Sprouts/PODER: Youth enterprise and sales training



ON-GOING STEWARDSHIP





ONGOING STEWARDSHIP / O&M



Sources of Funding/Stewardship

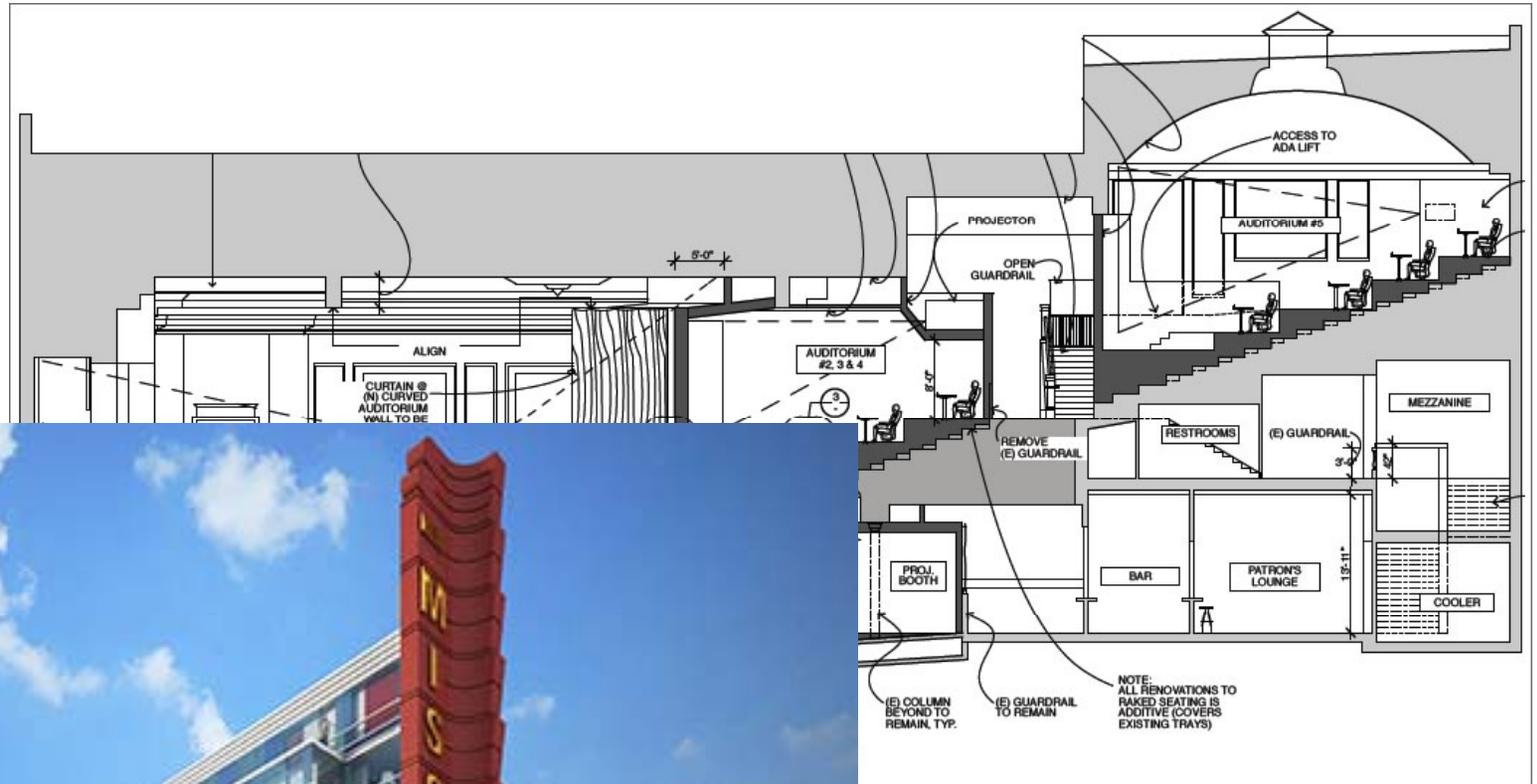
- Market Revenues
- Special events
- Possible expansion of Business Improvement District
- DPW basic maintenance
- Property Owners

Potential Synergies

- Local jobs
- Green training partnerships with CCSF and local schools
- Foster local stewardship of murals, plants, booths

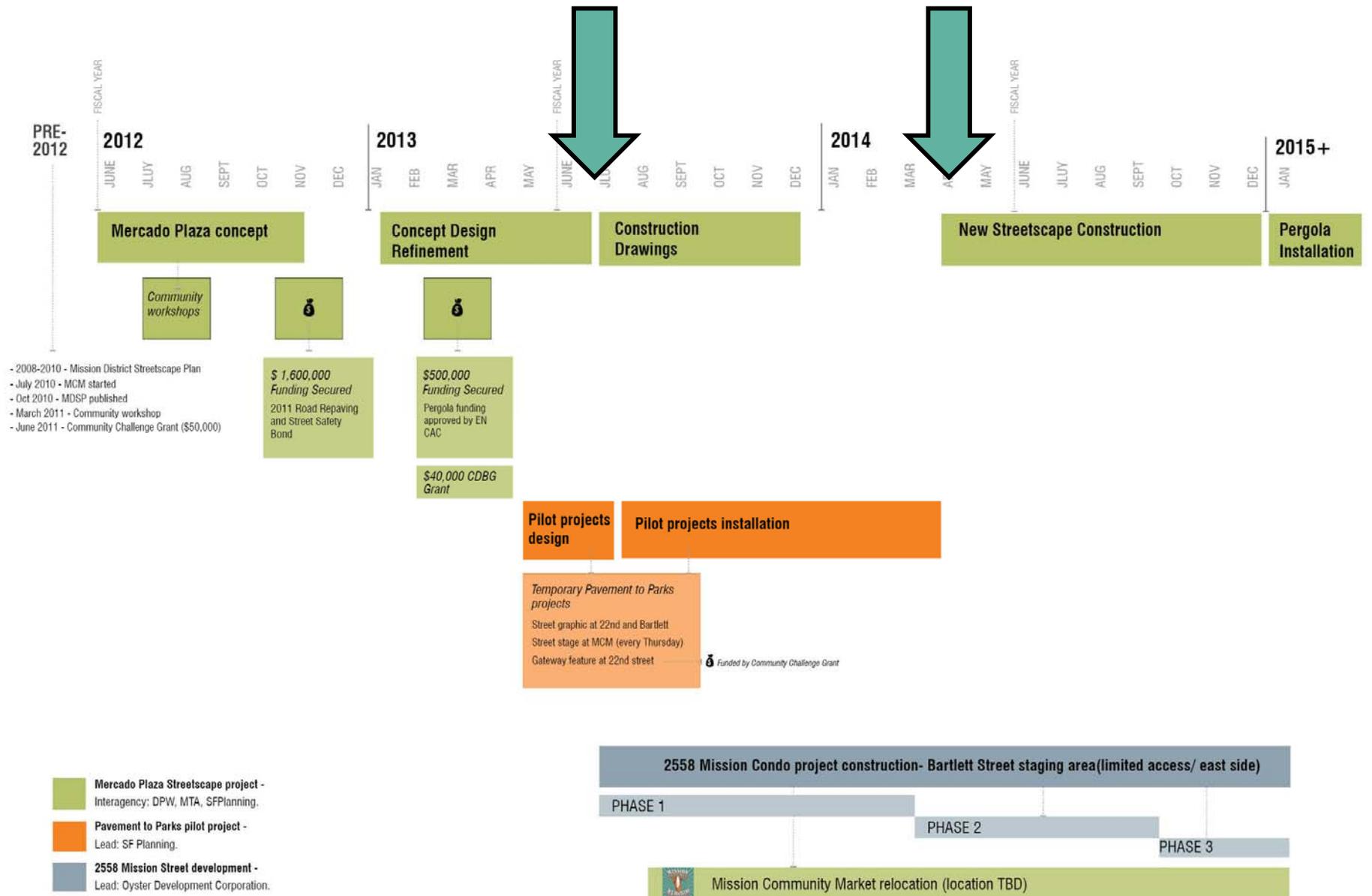


PROJECT DESIGN COORDINATION:





NEXT STEPS





COMPLETE STREETS:

*“If we can develop and design streets so that they are wonderful, fulfilling places to be, community-building places, attractive for all people ,
then we will have successfully designed about one-third of the city directly and will have had an immense impact on the rest.”*

-Alan Jacobs



QUESTION AND ANSWER





MERCADO PLAZA

A NEW PUBLIC SPACE FOR THE MISSION DISTRICT



- PLEASE REVIEW BOARDS AROUND ROOM
- TALK TO DESIGNERS
- TAKE YELLOW NOTES TO GIVE YOUR INPUT

PROJECT CONTACTS:

Streetscape Improvement Project
John Dennis-415-558-4495
SF Department of Public Works

Pilot Projects
Ilaria Salvadori- 415.575.9086
SF Planning Department