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:
$1.6 Million

Source:
2011 Road Repaving and Street Safety Bond
<table>
<thead>
<tr>
<th>Program</th>
<th>Total Bond ($ in Millions)</th>
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</thead>
<tbody>
<tr>
<td>Street Repaving &amp; Reconstruction</td>
<td>$149</td>
</tr>
<tr>
<td>Sidewalk Accessibility Improvements</td>
<td>$22</td>
</tr>
<tr>
<td>Street Structures Rehabilitation</td>
<td>$7</td>
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<tr>
<td>Streetscape, Pedestrian &amp; Bicycle Safety Improvements</td>
<td>$50</td>
</tr>
<tr>
<td>Transit Signal Infrastructure</td>
<td>$20</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td><strong>$248</strong></td>
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Existing Conditions
Existing Conditions
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
• 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
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

- Event Pergola / Vendor Canopy Structure
- Space for 10 Vendors
- Entrance to UTA Parking Garage
- Mid-Block Market / Event Space
- MTA Parking Garage / Casa de la Raza
- Two Way
- During Event / Market Days, Bartlett becomes Two-Way with controlled access for residents at 21st
- Entrance to 2558 Mission
- During Event / Market Days, Pedestrian Only Mid Block Area
- SF Buddhist Center
- Residential Driveway Cul-de-sac
- Entrance to Santora Sales
- Residential Driveway Cul-de-sac
- During Event / Market Days, Bartlett becomes Two-Way with controlled access for residents at 22nd
- Revolution Cafe
- Mission Market
- 2556 Mission
- Theater
- SF Buddhist Center
- Santora Sales
- Residential
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

PERGOLAS by HEBAH

VINE Bougainvillea

ACCENT TREE Washingtonia palm

STORMWATER PLANTERS

STREET LIGHTS

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
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:

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Interested Partner:
PILOT PROJECTS

MARQUEE

Preliminary design by REBAR

STREET GRAPHIC

Preliminary concepts by ZIAsf

SEATING

Prototype by Ross Hansen and John Matthew Francis

STREET STAGE
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
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 committed partners: 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:

- 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

Interested partners:

- women's initiative
- meda
- SAN FRANCISCO CONSERVATION CORPS
- MCM/New Door
- urban sprouts
- iPODER!
- renaissance Entrepreneurship Center
- Working Solutions
ON-GOING STEWARDSHIP

Current MCM Board: MCM, La Cocina, MEDA, MCCLA/Edison, Local Businesses and Neighbors

Current Partners: Carecen, Urban Sprouts, Buena Vista, UCSF, SFDPH, MTA

Future Partners: Women’s Initiative, Wells Fargo, Additional Neighbors, Suggested partners?
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:
“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
A NEW PUBLIC SPACE FOR THE MISSION DISTRICT

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

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