MERCADO PLAZA
A NEW PUBLIC SPACE FOR THE MISSION DISTRICT

MAY 29, 2013 | THE WOMEN’S BUILDING
TONIGHT’S AGENDA

Presentation

- Project Background
- Project site
- Design of new public space
- Operations & Maintenance of new public space

Discussion stations: tell us what you think

- Design configuration
- Design elements
- Street graphic preview
- Parking data
- Timeline
- Strong desire for public improvements on Bartlett
- Create a community based organization to promote public health, safety and economic development – Mission Community Market
Neighborhood Context
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

- 2 Community Meetings at CCSF
- 3 outreach sessions at Thursday market
- 2 outreach sessions at Sunday Streets
- Numerous meetings with immediate neighbors & businesses

- Strong community support
- Support from Supervisor Campos
- Support from MTA, DPW
- Support from Miracle Mile BID
El Mercado Comunitario de la Misión, Rebar Group, CARECEN, y PODER, junto con algunos vecinos están comenzando a imaginar alternativas de cómo la Calle Bartlett pueda servir mejor a nuestro vecindario.

Actualmente tenemos la oportunidad de re-diseñar la calle Bartlett y traer fondos para invertirlos en la calle, en coordinación con la propuesta de desarrollo en Giant Value.

Ahora nosotros necesitamos su aportación y su opinión sobre como mejorar la Calle Bartlett. Asista por 10 minutos o una hora. Díganos que piensa de las primeras ideas, conceptos y futuras posibilidades para la Calle Bartlett.

Únanse a sus vecinos:
**Miércoles, 16 de Mayo de 7:00-9:00 pm.**
City College de SF, Bartlett y 22nd, Sala 454

RSVP mcm@missioncommunitymarket.org  
vea la posibilidades at www.missioncommunitymarket.org
¿Cuáles son tus tres prioridades principales para MERCADO PLAZA?

What are your top three priorities for MERCADO PLAZA?
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
CURRENT PROJECT TIMELINE

2012
- Mercado Plaza concept
- - 2009-2010 - Mission District Streetscape Plan
- - July 2009 - MCM started
- - Oct 2010 - ABESP published
- - March 2011 - Community workshop
- - June 2011 - Community Challenge Grant ($50,000)

2013
- Concept Design Refinement
- - $1,600,000 Funding Secured
- - 2011 Road Reopening and Street Safety Break

2014
- Construction Drawings
- - $500,000 Funding Secured
- - Pergola funding approved by EN OC
- - $40,000 CDBG Grant

2015+
- New Streetscape Construction
- - Pilot projects design
- - Pilot projects installation
- - Temporary Pavement to Parks projects
- - Street graphic at 23rd and Bartlett
- - Street stage at MCM (every Thursday)
- - Gateur feature at 22nd street

2015+ Mission Condo project construction - Bartlett Street staging area (limited access/ east side)
- PHASE 1
- PHASE 2
- PHASE 3

2016 Mission Community Market relocation (location TBD)
DESIGN FEATURES OF PLAZA CONCEPT

Street Improvements
- Lighting for pedestrian safety
- Added trees
- Improved surfaces
- Narrower roadway and potential bulbout to slow traffic
- Create a multifunctional street: for community events and marketplace

Canopy / Pergola structure
- Lighting feature: support nighttime events, increase public safety
- Wind and sun protection
- Greenspace, quickly
- Event frame: support banners, posters, festival elements
- Vendor canopies: support new entrepreneurs, expand market, host events in variety of weather conditions
- Utility connections for events, marketplace

Public Amenities
- Moveable seating, stored off-site
- Bike parking
- Landscape, greenery
CONCEPT DESIGN: REGULAR DAY

VIEW DOWN BARTLETT STREET- LOOKING NORTH
CONCEPT DESIGN: EVENT DAY

VIEW DOWN BARTLETT STREET- LOOKING NORTH
CONCEPT DESIGN: EVENT EVENING

VIEW DOWN BARTLETT STREET - LOOKING NORTH
CONCEPT DESIGN: ELEMENTS

STREET FURNITURE

LIGHTING

BIKE RACKS

SEATING

STREET GRAPHIC

PEDESTRIAN LIGHTING: OPTION 1

PEDESTRIAN LIGHTING: OPTION 2

PERGOLAS by REBAR

STREET STAGE by ROSS HANSEN AND JOHN MATTHEW FRANCIS
CONCEPT DESIGN: ELEMENTS

TREES AND GREENING

**TREE OPTIONS**
- Queen Palm: Option 1
- Washingtonia Palm: Option 2

**VINE OPTIONS**
- Scarlet Trumpet Vine: Option 1
- Giant Burmese Honeysuckle: Option 2

**STORMWATER MANAGEMENT**
- Flow-Through Planter for Stormwater Management
- Green Corner Bulb-Out
CONCEPT DESIGN: PARKING STRATEGY

PARKING

AT A GLANCE

EXISTING CONFIGURATION:
- PARKING: 41 SPOTS
- LOADING: 4 SPOTS

PROPOSED CONFIGURATION:
- PARKING: 13 SPOTS
- LOADING: 8 SPOTS

MISSION- BARTLETT GARAGE AVERAGE OCCUPANCY BY DAY OF WEEK- Source MTA

AVERAGE METERED PARKING SPACE OCCUPANCY MEASURED DURING METERED PARKING HOURS
Source MTA
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:

Interested Partner:
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 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)

Committed partners:

CARECEN
SFUSD
urban
sprouts
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

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

PROJECT CONTACT:
Ilaria Salvadori- 415.575.9086