

# EOM STREETSCAPE DESIGN GUIDELINES PROJECT OVERVIEW

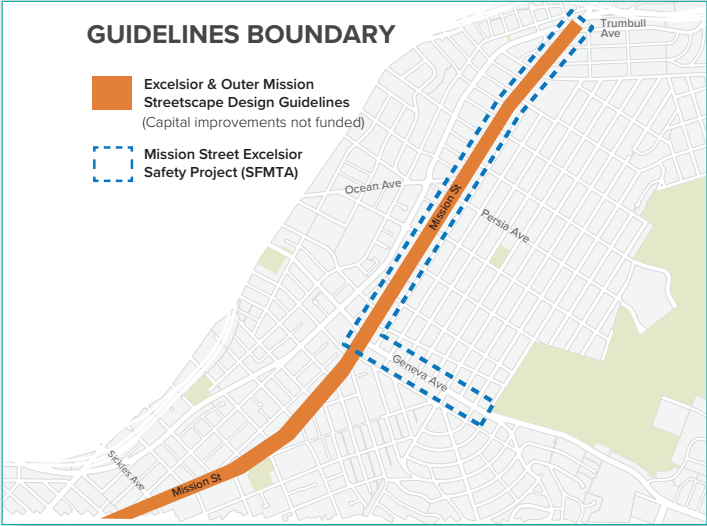


## WHAT?

The Excelsior Outer Mission (EOM) Streetscape Design Guidelines are an inter-agency effort to improve the safety, visual quality, and community character of the Mission Street corridor and surrounding area. The guidelines will reflect the community vision developed through the **Excelsior & Outer Mission Neighborhood Strategy**.

The goal of the EOM Streetscape Design Guidelines is to create a unified vision for near and long-term streetscape improvements on Mission Street. Examples of streetscape design concepts may include pedestrian and transit-bulb-outs, greening, lighting, streetscape furnishings, and community identity elements.

## WHERE?



## RESULTS/ OUTPUT

This project will build on and will deliver the following milestones:

	Project	Description
	SFMTA Mission Street Excelsior Safety Project	Pending capital funding, these Guidelines will inform how street amenities will supplement the proposed safety improvements. Expected to break ground in 2021.
	EOM Streetscape Design Guidelines document	This document will be published in September 2019 and available for public comment. It's intended to be a living document which the community can own and update accordingly.
	Temporary Public Space Activation Pilot Project	An opportunity to test the ideas shared in this document and the SFMTA's proposed improvements, in partnership with Youth Art Exchange. Projected to be installed in May-June 2020.
	Anti-Litter Campaign	Developed in collaboration with Y-PLAN and the Monroe Elementary students, a poster campaign to foster neighborhood pride and cleaner streets. Implementation TBD

## PROJECT TIMELINE

Excelsior Outer Mission Streetscape Design Guidelines	
Project Scoping	Fall 2018 - Winter 2019
Draft Designs	Winter 2019 - Spring 2019
Project Introduction	Spring 2019 (April 10 & 13)
Community Outreach	Spring 2019 - Summer 2019
Production	August 2019
Final Draft release	September 2019
Ongoing Implementation	Pending

Temporary Public Space Activation Pilot Project	
Proposal and Outreach	Fall 2019
Design	Winter 2020
Implementation	May-June 2020

Schedule subject to change pending scope of pilot project.

# EOM NEIGHBORHOOD STRATEGY AND OTHER CITY PROGRAMS



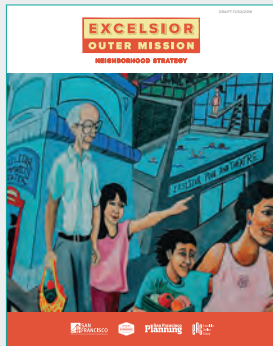
## COMMUNITY VISION: WHAT WE HEARD

The following goals were developed through the **Excelsior & Outer Mission (EOM) Neighborhood Strategy**, and reflect input received through community outreach and the focused conversations from the Strategy's Working Group sessions.

### NEIGHBORHOOD STRATEGY

### THEMES

### GOALS



**Public Realm**

**Mobility**



**PUB 1**  
Clean, green, and maintain the public realm



**PUB 2**  
Reinforce a sense of place, celebrate multicultural community character along Mission Street corridor



**PUB 3**  
Build a coherent network of vibrant public spaces integrated and connected to surroundings



**MOB 1**  
Walking in and around the mission neighborhood commercial district (NCD) is safe, convenient, inviting, and enjoyable

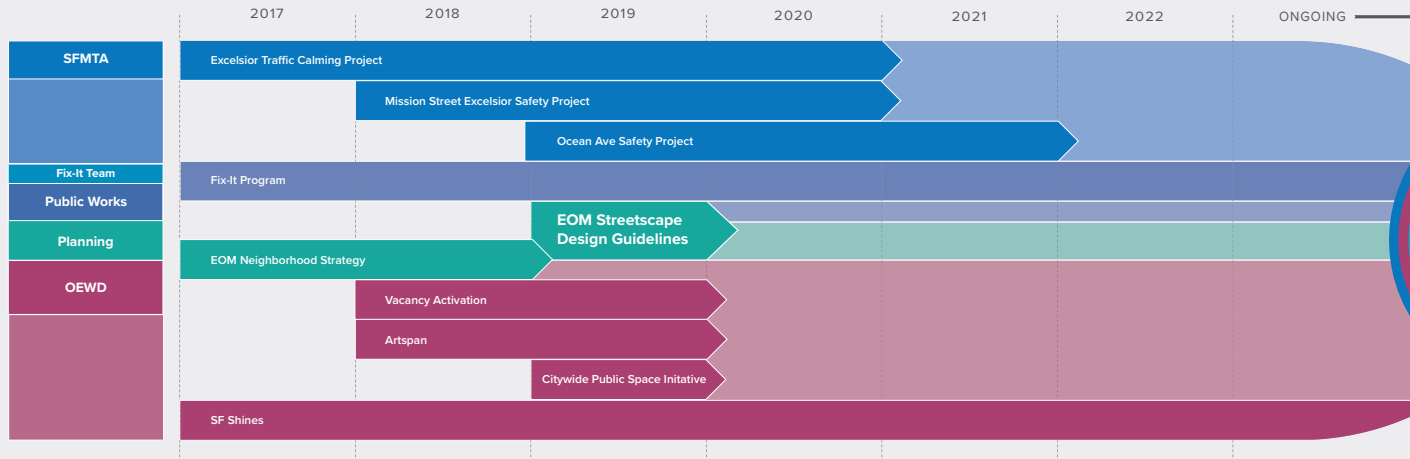


**MOB 2**  
Promote complete streets that balance the diverse needs of users of the public right-of-way

You can read the complete EOM Neighborhood Strategy document by visiting the link at the bottom of this board, or ask our staff to see a copy.

## ONGOING CITY PROJECTS AND PROGRAMS

For a full list of projects and programs, please see the EOM Neighborhood Strategy document, available at the link shown on the bottom of this board. These programs have been developed in partnership with the community, and most of them are possible through partnerships with neighborhood community organizations like Excelsior Action Group, Youth Art Exchange, PODER, and many more.



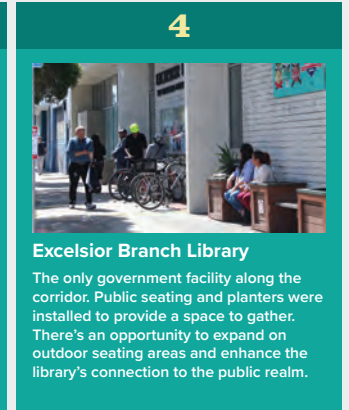
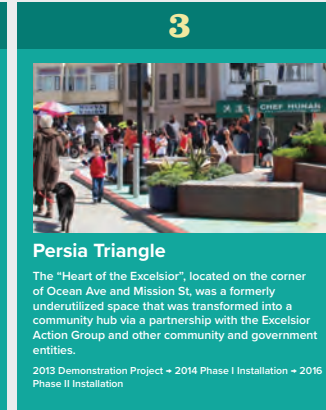
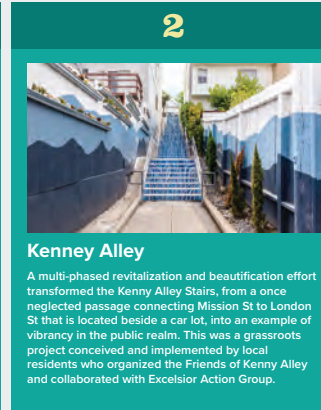
For more information and to sign up for project updates, visit:

<https://sfplanning.org/excelsior-outer-mission-streetscape-design-guidelines>

**JULY 2019**

# MISSION STREET PUBLIC REALM EXISTING CONDITIONS

## HIGHLIGHTED EXAMPLES OF STREET ACTIVATION PROJECTS



## CHALLENGES & OPPORTUNITIES Identified through the Excelsior & Outer Mission Neighborhood Strategy outreach efforts.

	Place	Comfort	Delight	Safety
Challenges	 Few public open spaces along the commercial corridor or in other parts of the neighborhood	 Around bus shelters, wider sidewalk would benefit both bus passengers and passers-by	 Inactive facades and storefronts	 Trees and plantings in poor condition or dead
	 Crime Heat Map SF Fix-It Team	 Unsafe crossings do not protect from traffic		
Opportunities	 Support temporary activation (e.g. Sunday Streets)	 Pedestrian and transit bulb-outs	 Public amenities	 Clean, replant, and maintain trees and plantings
	 Community revitalization projects (e.g. Kenney Alley)	 Improve facades, signage and murals	 Lighting, active storefronts, and clear walkways	 Traffic calming (e.g. signalized crossings, bulb-outs, etc.)



# OUTREACH TIMELINE AND SUMMARY

Throughout spring and summer 2019, San Francisco Planning and Public Works conducted outreach through various events, neighborhood group meetings, and community partners.

## EXCELSIOR OUTER MISSION STREETSCAPE DESIGN GUIDELINES



Curated swatches of Excelsior's materials, textures, and identity.

"CLEAN STREETS ARE SAFE STREETS SO WE WANT 'NO LITTERING' SIGNS EVERYWHERE TO REMIND PEOPLE."



SF planners and landscape architects surveyed Persia Triangle.

### SUNDAY STREETS

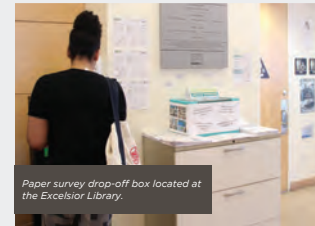
SF Planning attended Sunday Streets in Excelsior to promote the EOM Streetscape Guidelines and encourage attendance at the Open House.



Monroe 3rd graders voted on which street elements would benefit their community the most.

"WE ALSO WOULD LIKE COLORFUL TRASHCANS TO ATTRACT ATTENTION FOR THE NEED TO PUT TRASH IN THE TRASHCANS."

— MONROE 4TH GRADERS



Paper survey drop-off box located at the Excelsior Library.



Library-goer stopped at SF Planning pop-up table to complete survey.



Library-goers stopped at SF Planning pop-up table to vote on streetscape elements.

### EXCELSIOR LIBRARY POP-UP

SF Planning had a pop-up table at the library to promote EOM Streetscape Design Guidelines, launch the survey, and encourage the library-goers and passersby to fill it out.

### EXCELSIOR LIBRARY DROP-IN (TODAY!)

SF Planning and Public Works held a drop-in event to collect feedback on design concepts developed for Mission Street from the survey and previous outreach.

### SITE VISITS

SF Planning and Public Works conducted multiple site visits to photograph and assess the existing conditions of the neighborhood.

### PROJECT KICK-OFF OPEN HOUSE

SF Planning and Public Works kicked off the EOM Streetscape Design Guidelines by introducing it at the SFMTA Traffic Safety Project Open House.

### Y-PLAN

#### MONROE ELEMENTARY

In partnership with UC Berkeley's Y-Plan, SF Planning worked with 2nd-4th graders to develop a vision for Mission Street through physical models, posters, and surveys.

### NEIGHBORHOOD GROUP MEETINGS

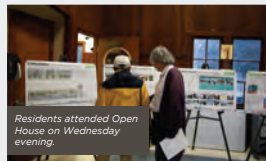
SF Planning and Public Works met with neighborhood groups (e.g. Excelsior Action Group, Excelsior District Improvement Association, PODER SF, Excelsior Works! and District 11 Council) during the months of June to introduce and collect feedback for the EOM Streetscape Design Guidelines.

### 4TH OF JULY BALBOA PARK PICNIC

SF Planning attended the 4th of July Balboa Park Picnic to talk to families about EOM Streetscape Design Guidelines and encourage interest in the survey.



SF planners and landscape architects surveyed Mission St.



Residents attended Open House on Wednesday evening.

"STREET TREES!!!"

— OPEN HOUSE GOER



Residents attended Open House on Saturday morning.

"BIKE RACKS IN PLACES WHERE THERE IS PLENTY OF SPACE FOR ALSO SITTING AND ACCESSIBLE FOR ALL PEOPLE"

— OPEN HOUSE GOER



Monroe 2nd graders identified important "gems" along Mission Street.



Monroe 2nd graders presented their vision and model of Mission Street to SF city planners.



Presentation of the Excelsior Outer Mission Streetscape Design Guidelines to PODER + Excelsior Works!

"MANY OF THE MURALS TELL STORIES, WHICH MADE US THINK HAVING MURALS THAT SHARE THE HISTORY OF OUR NEIGHBORHOOD WOULD BE NICE."

— MONROE 4TH GRADERS



Completed surveys returned to SF Planning by mail and drop-off box.

April

May

June

July



City & County of San Francisco  
London Breed, Mayor



For more information and to sign up for project updates, visit:

<https://sfplanning.org/excelsior-outer-mission-streetscape-design-guidelines>

JULY 2019

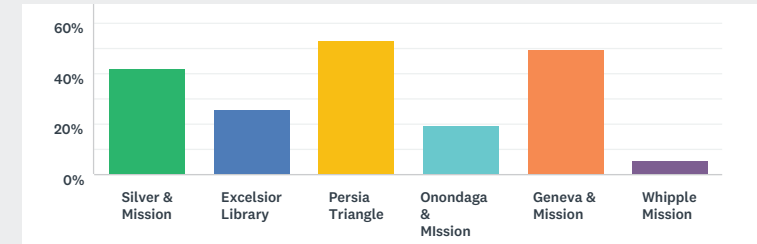


# SURVEY RESULTS: PRIORITIZING PLACES

SF Planning launched a survey in late June 2019 to collect feedback on the community's priorities for locations of streetscape improvements, types of amenities, and neighborhood identity. We received nearly 150 responses!



Based on prior outreach, we identified six community hubs along the Mission Street corridor. We've highlighted three areas where streetscape improvements would be most beneficial for the community, according to survey results.



Survey results (out of 147 responses)

## TYPES OF COMMUNITY HUBS

### GATEWAYS

Key entrance and connection points between neighborhoods. These spaces offer the opportunity to reaffirm the neighborhood's identity and establish landmarks.



### TRANSIT HUBS

Areas that have frequent transit service and high volumes of passenger loading. Typically, opportunities here include improving comfort, safety, and way-finding.



### ACTIVITY HUBS

Areas with commercial, cultural, and community institutions that attract many visitors. Improvements here would help connect these places and provide spaces for the community to pause and to gather.

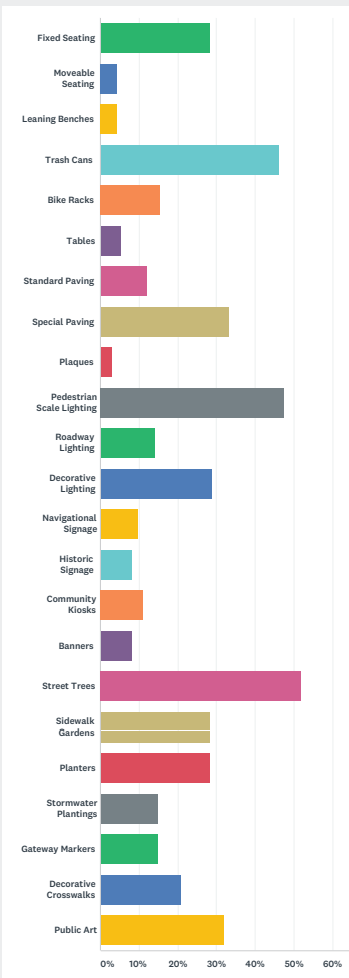


# SURVEY RESULTS: PRIORITIZING AMENITIES

SF Planning launched a survey in late June 2019 to collect feedback on the community's priorities for locations of streetscape improvements, types of amenities, and neighborhood identity. We received nearly 150 responses!

Survey results  
(out of 147 responses)

These are the top five (5) streetscape elements that would benefit the community the most, according to survey results.



## STREET TREES

52%



## PEDESTRIAN LIGHTING

47%



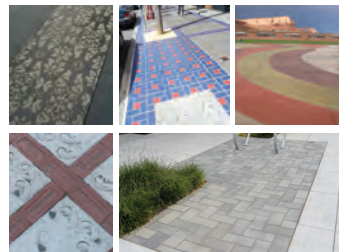
## TRASH CANS

46%



## SPECIAL PAVING

33%



## PUBLIC ART

32%



COMMENT



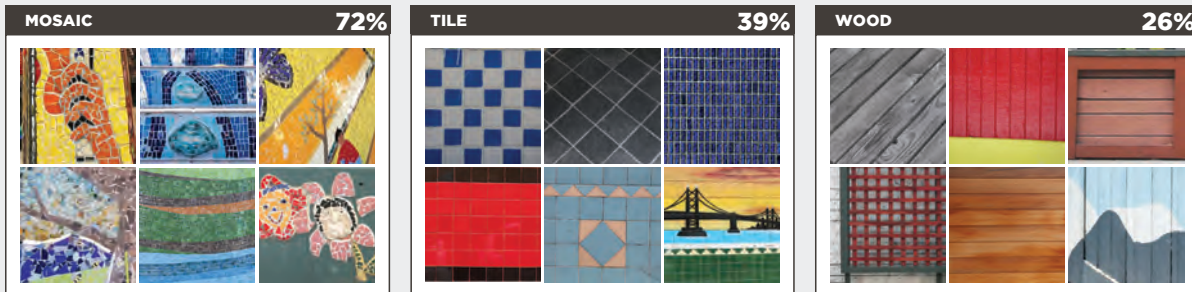
# SURVEY RESULTS: NEIGHBORHOOD IDENTITY

SF Planning launched a survey in late June 2019 to collect feedback on the community's priorities for locations of streetscape improvements, types of amenities, and neighborhood identity. We received nearly 150 responses!

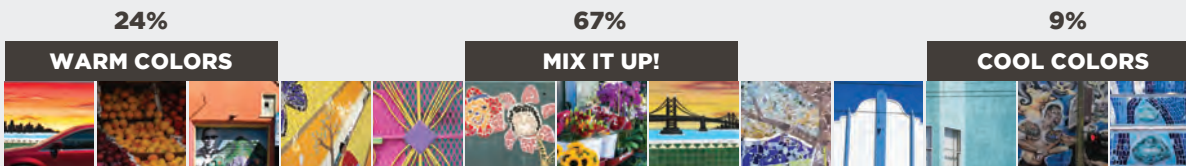
Which themes best reflect Excelsior's identity: Top 3 choices



Which set of textures and materials best reflect Excelsior's identity: Top 3 choices



Which color palette best reflects Excelsior's identity?



COMMENT



# HOW A CORRIDOR COMES TOGETHER

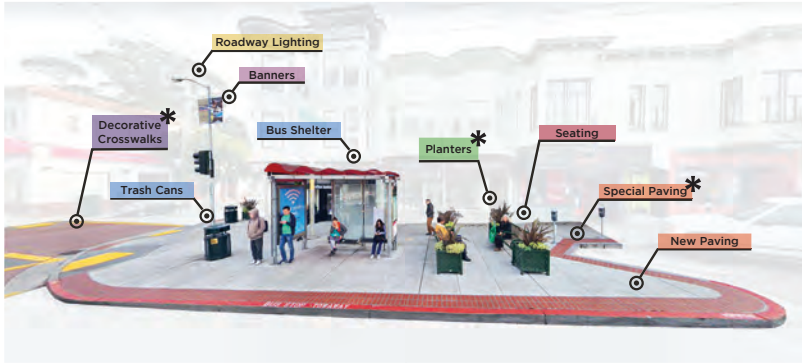
Streetscape elements can serve as neighborhood anchors, reflect cultural identity, and provide opportunities for greening and gathering while addressing the community's needs and desires.



## CITY-INSTALLED PROJECTS

● SEATING ● SIDEWALK ● LIGHTING ● GREENING ● FURNISHING ● SIGNAGE ● IDENTITY \* MAINTENANCE AGREEMENT PLAN REQUIRED

### 24TH STREET URBAN VILLAGE STREETScape PROJECT



This project was funded by Prop B Streetscape and Paving Bond in partnership with SFMTA as some signal work was included. The scope included sidewalk widenings at Sanchez and Castro Streets, decorative crosswalks and site furnishings (benches and planters). The project is maintained jointly by Public Works and Noe Valley Association.

### BALBOA STREETScape IMPROVEMENTS



This project was a Public-Works-led project that was paid for by the 2011 streetscape bond measure. The budget included paving, planting, gateway feature, trees, and road repaving. There was a three-year landscape maintenance period completed by the contractor before Public Works took over maintenance. Merchants helped fund maintenance.

### OCEAN AVENUE STREETScape IMPROVEMENTS PROJECT



Planning, design and construction and was funded by the 2011 Streetsbond. The contract had 1 year of maintenance/plant establishment and then the Ocean Ave CBD took over maintenance.

## PARTNERSHIP MODELS FOR PUBLIC SPACE MAINTENANCE AND PROGRAMMING

### GRASSROOTS PARTNERSHIP

Group of residents, business owners, or other parties from grassroots organizations to steward a public space. Varying in structure, they often partner with a fiscal sponsor to help them fundraise.

**Examples:** Friends of Kenny Alley, Linden Living Alley, Friends of Duboce Park.

### PUBLIC/PRIVATE PARTNERSHIP

Partnership between a government entity or service, and one or more private sector companies

**Examples:** Powell Street Promenade, San Francisco Parklet Program, Los Angeles People St Program

### SPECIAL ASSESSMENT DISTRICT

- **Community Benefit District:** creates a localized framework for the City to provide services focused on landscaping, improvements and maintenance in public realm areas
- **Green Benefit District:** Designed to facilitate community investment in green infrastructure (tree-lined streets, parks, gardens).



For more information and to sign up for project updates, visit:

<https://sfplanning.org/excelsior-outer-mission-streetscape-design-guidelines>

JULY 2019

# GUIDELINES COMPONENTS

The EOM Streetscape Design Guidelines will define two to four street typologies and a selection of streetscape materials.

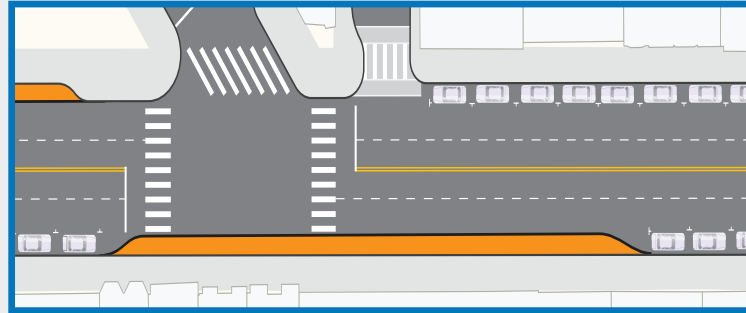


## STREET TYPOLOGIES

A **street typology** identifies a type of intersection, in this case along the Mission Street corridor, from Trumball St to Sickles Ave. These typologies will propose a standard treatment and layout for street furniture, sidewalk pavers, trees, and seating elements.

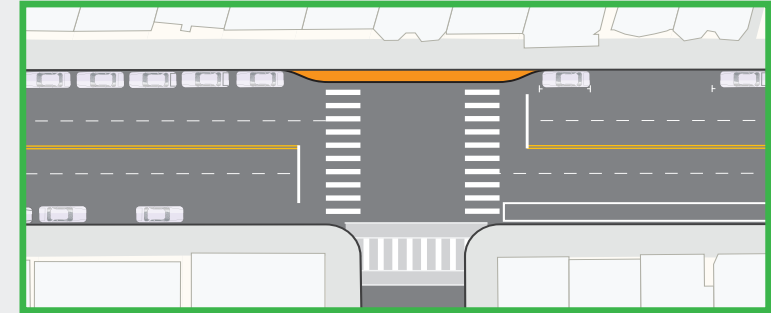


## TRANSIT BULB TYPOLOGY



Whenever a transit bulb is present, this typology will prioritize passenger loading, while providing additional options for seating, as well as greening. The proposed street amenities can also be adapted to reflect the neighborhood's identity.

## PEDESTRIAN BULB TYPOLOGY



A pedestrian bulb is meant to improve the walking conditions and safety of pedestrians. For this typology, it spans two crosswalks on a "T" intersection, and can provide amenities for the public to pause and activate the commerces around the area.

## FOR REFERENCE: MISSION STREET EXCELSIOR SAFETY PROJECT



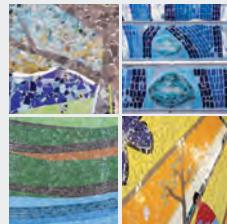
Portion of proposed safety improvements from the SFMTA Excelsior Mission St Safety Project

LEGEND ■ Bus bulbs ■ T-intersection Bulb-out

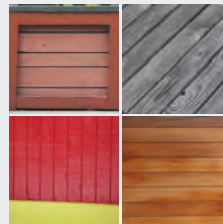
## MATERIALS SELECTION

The **materials selection** will define specific styles, materials, and colors for greening, lighting, furnishing, and community identity elements to encourage a unified identity. Here are some examples of materials found around the neighborhood

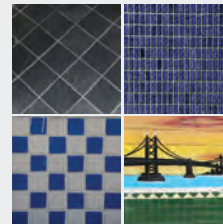
### MOSAIC



### WOOD



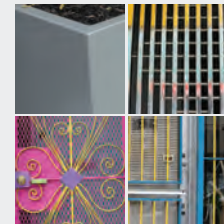
### TILE



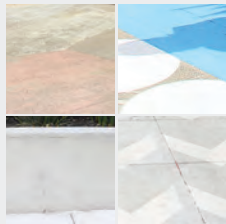
### BRICK



### METAL



### CONCRETE



For more information and to sign up for project updates, visit:

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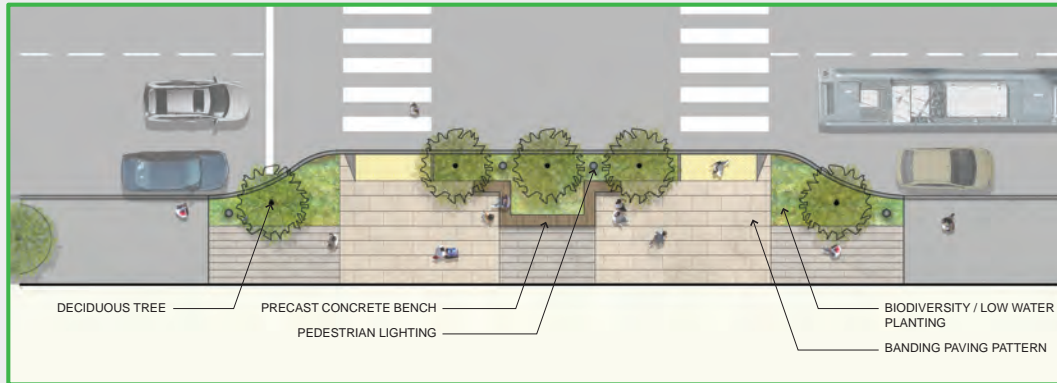
JULY 2019

# CONCEPT A

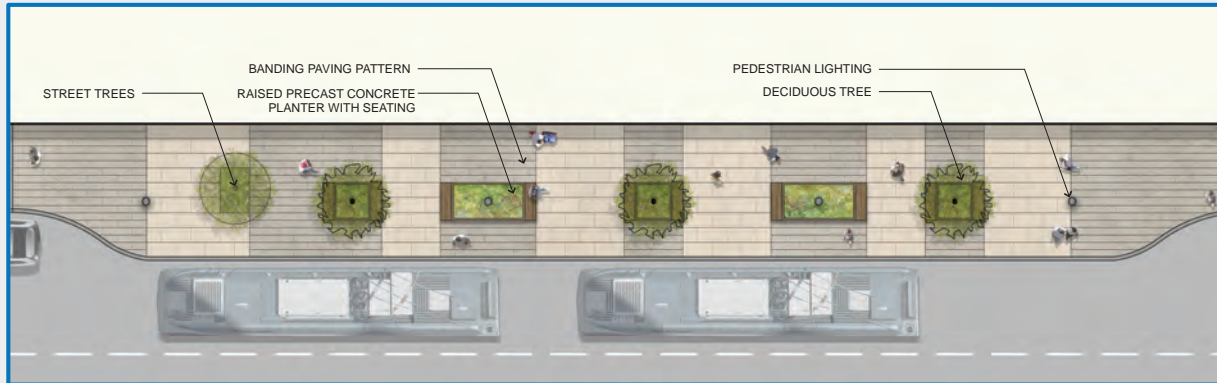
THIS DESIGN UTILIZES A BANDING PAVING PATTERN THAT CONNECTS THE SIDEWALK TO GATHERING SPACES AT KEY LOCATIONS. THE DESIGN INCLUDES RAISED PLANTERS AND SEATING WITH MOSAIC TILES THAT REFLECT THE NEIGHBORHOOD MURALS. PLANTING WILL CELEBRATE AND SUPPORT BIODIVERSITY AND INCLUDE NATIVE CHOICES. NEW LIGHTING, BIKE RACKS, & TRASH RECEPTACLES WILL BE INCLUDED. THESE TYPOLOGIES WILL SERVE AS GATHERING SPACES WITHIN THE NEIGHBORHOOD.

\*THE LOCATIONS AND DESIGN OF STREETScape ELEMENTS ARE SUBJECT TO CHANGE DEPENDING ON AVAILABILITY OF MAINTENANCE RESOURCES.

## PEDESTRIAN TYPOLOGY

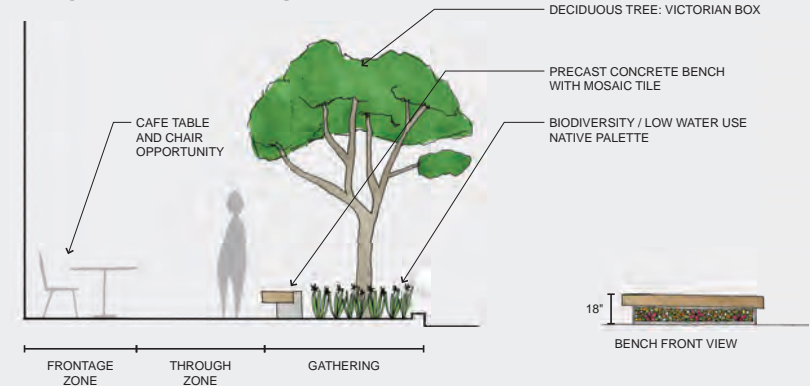


## TRANSIT TYPOLOGY

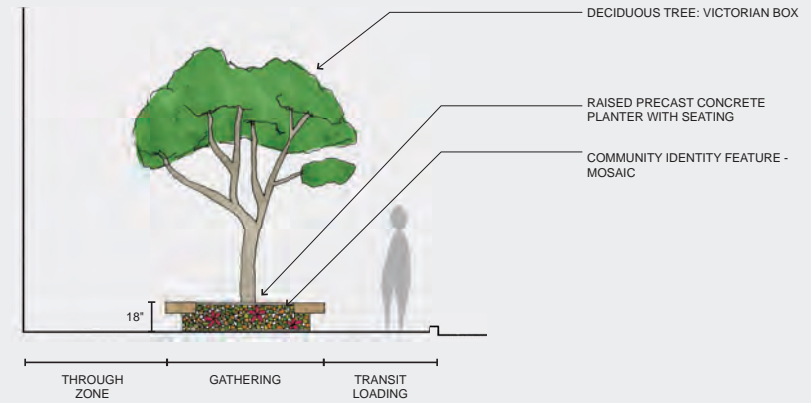


## DESIGN SECTIONS

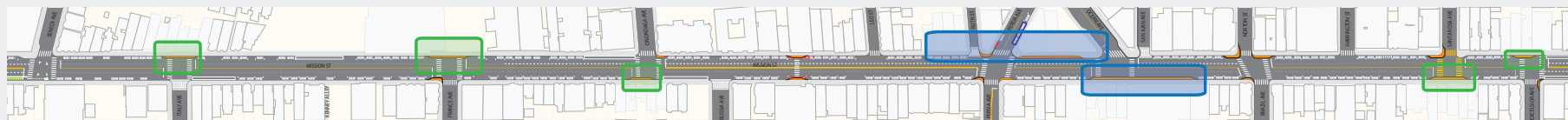
### BENCH AND PLANTING



### RAISED PLANTERS



## MISSION STREET EXCELSIOR SAFETY PROJECT



### CONCEPTUAL DESIGN

#### LEGEND

- Bus bulbs
- T-Intersection Bulb-out



# STREETSCAPE ELEMENTS

VOTE ON YOUR FAVORITE IMAGE IN EACH CATEGORY

## CONCEPT A IMAGERY

### PLANTING



DECIDUOUS TREES



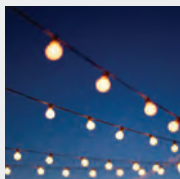
BIODIVERSITY / LOW WATER USE NATIVE PALETTE



### LIGHTING



TEARDROP PEDESTRIAN LIGHTING

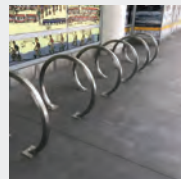


CATENARY LIGHTING (BY OTHERS)

### SITE FURNISHINGS



PRECAST CONCRETE PLANTER / BENCH WITH WOOD TOP

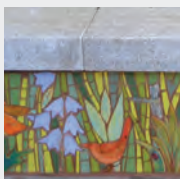


BIKE RACKS

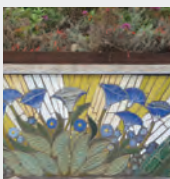


TRASH RECEPTABLES

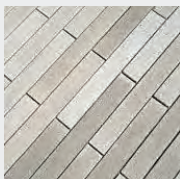
### COMMUNITY IDENTITY FEATURE



MOSAIC ON PRECAST CONCRETE



### PAVING



PRECAST CONCRETE PAVERS - BANDING PATTERN



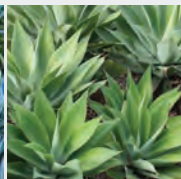
## CONCEPT B IMAGERY



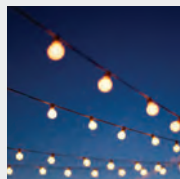
MULTI-TRUNK PALM



MEDITERANEAN / LOW WATER USE PLANT PALETTE



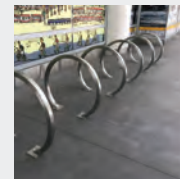
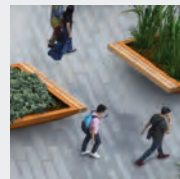
POST TOP PEDESTRIAN LIGHTING



CATENARY LIGHTING (BY OTHERS)



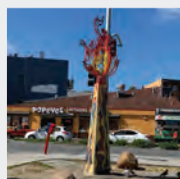
RAISED STEEL PLANTERS WITH SEATING



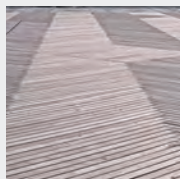
BIKE RACKS



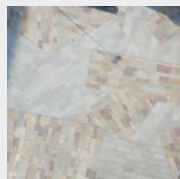
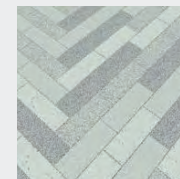
TRASH RECEPTABLES



GATEWAY FEATURE



PRECAST CONCRETE PAVERS - WEAVE PATTERN



City & County of  
San Francisco  
London Breed, Mayor

SAN FRANCISCO  
Office of Economic and Workforce Development



SFMTA

San Francisco  
Planning



JULY 2019

FOR MORE INFORMATION AND TO SIGN UP FOR PROJECT UPDATES, VISIT:

[HTTPS://SFPLANNING.ORG/EXCELSIOR-OUTER-MISSION-NEIGHBORHOOD-STRATEGY](https://sfplanning.org/excelsior-outer-mission-neighborhood-strategy)

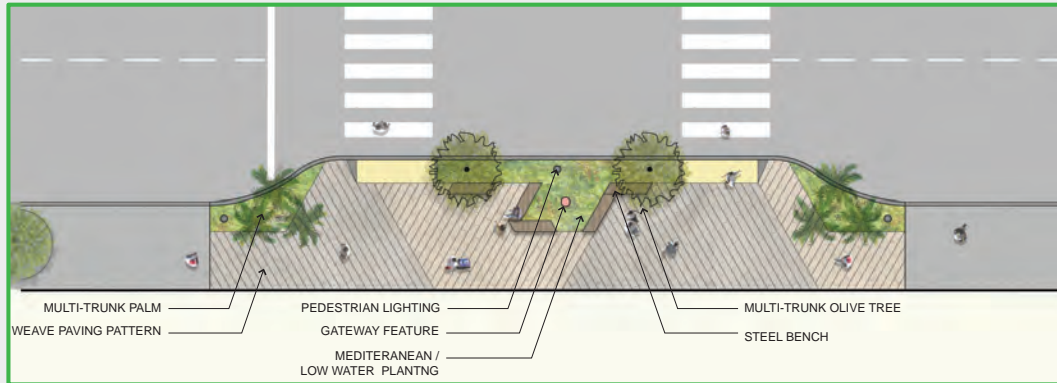


# CONCEPT B

THIS DESIGN UTILIZES A WEAVING PAVING PATTERN THAT IS REFLECTIVE OF THE VARIOUS CULTURES THAT EXIST IN THE NEIGHBORHOOD. RAISED STEEL PLANTERS W/ SEATING ELEMENTS ARE BEING PROPOSED THAT ARE ANGULAR AND REFLECTIVE OF MOVEMENT. FREESTANDING 'GATEWAY' STYLE FEATURES WILL BE INSTALLED AT KEY LOCATIONS AND WILL INCLUDE MOSAIC TILE MURALS. THE PLANTING CONCEPTS CELEBRATES THE MEDITERRANEAN CLIMATE OF CALIFORNIA AND WILL INCLUDE LOW WATER USE SUCCULENTS. NEW LIGHTING, BIKE RACKS, & TRASH RECEPTACLES WILL BE INCLUDED. THESE TYPOLOGIES WILL SERVE AS GATHERING SPACES WITHIN THE NEIGHBORHOOD.

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## PEDESTRIAN TYPOLOGY

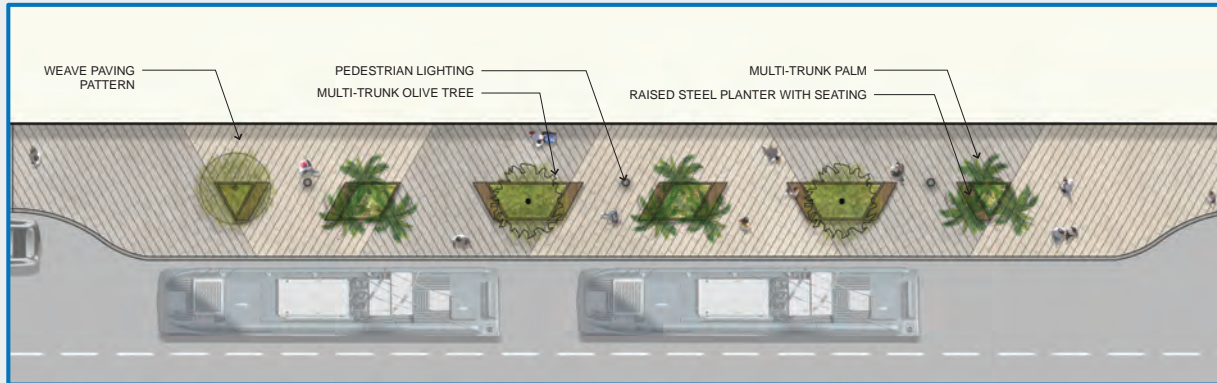


## DESIGN SECTIONS

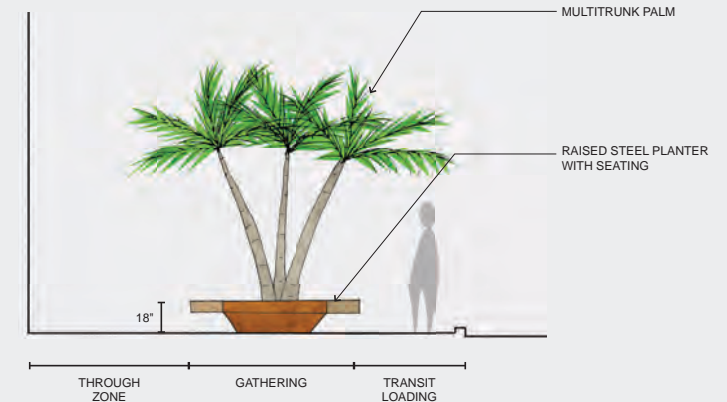
### BENCH AND PLANTING



## TRANSIT TYPOLOGY



### RAISED PLANTERS



## MISSION STREET EXCELSIOR SAFETY PROJECT



### CONCEPTUAL DESIGN