Public Realm Strategies

I. Create a public realm plan that fully addresses lighting, street furniture, banners, art.
   a. Consider major sidewalk and street reconfiguration.
      i. Closing Ocean from Persia to Mission; making it only passable for buses?
      ii. Pedestrian connection from Mission to Alemany through the funeral home site
         iii. ?
         iv.
   b. Budget for planning
   c. Budget for implementation
   d. Impact Fees for implementation/Developers implement

II. Form a Community Benefits District to maintain streetscape

III. Develop anti-litter and anti-dumping campaign
   a. Messaging
   b. Enforcement
   c. Fines
   d. Solve Issue of trash cans

IV. Green the Corridor
   a. CBD or Green Benefits District to maintain
   b. Encourage small-scale through planter boxes, street trees,
   c. Larger scale bioswales/green infrastructure, green walls

V. Use Public Art to communicate neighborhood identity; creating a sense of cohesion and creating a pleasing and inviting place to be. Art can also designate the different “nodes” within the corridor.
   a. Murals
i. Pow Wow Event

ii. Walls

iii. Sidewalk Murals

b. Distinctive Entry Signs

c. Street Banners

d. Statues/Durable public art

e. Activate vacant storefronts w/art

f. Historic signs as art; designate

g. Wayfinding through art

VI. Focus on one node to implement catalytic interventions to showcase potential

a. Fund 18 month pilot

b. Trees, flowerboxes; tables & chairs; safety cameras, lighting, public art, enforcement, façade enhancements.

c. Measure before and after impacts on businesses.

VII. Fully realize the Persia Triangle

VIII. Expand Opportunities for storefront program

a. Loan fund for property purchase

b. Require façade improvements to include sidewalk lighting

c. Require greening of some level