



## **People's Plan for Housing, Jobs, and Community**

Objectives and Policies, Part 2: Arts and Culture, Parks and Open Space, and Transportation

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Prepared by the Mission Anti-displacement Coalition | March 1, 2007



## Introduction

The People's Plan for Housing, Jobs, and Community presents a long-term vision for a healthy, sustainable, and equitable community in the Mission District. It is based on the needs and ideas expressed through focus groups, surveys, workshops, and small and large-scale community meetings organized by the Mission Anti-displacement Coalition since 1999, and it reflects the participation of hundreds of Mission residents and workers over seven years.

This document—Part 2 of the People's Plan—sets out objectives, policies, and implementation strategies for three broad areas affecting life in our community: Arts and Culture, Parks and Open Space, and Transportation . It is presented to the San Francisco Planning Department on March 22, 2007, to be incorporated in the community-based planning process for the Mission District and the Eastern Neighborhoods.



## Part 1: Arts and Culture

Art and culture are the foundation upon which the Mission has built its identity. The character of the neighborhood is, in large part, derived from the vibrant expressions of culture that can be seen in the form of murals, street musicians, festivals, cultural centers and art galleries found throughout the neighborhood. Just as clearly, it is Latino/a culture from throughout the Spanish speaking world that predominates and gives the Mission its unique place in the City. Not only does the art and culture of the neighborhood nurture and attract Latino immigrants, it is also a source of pride for all who live here.

The People's Plan endorses the idea of art and culture as an engine for community building. Art and culture also act as a means of engaging our youth in positive activities that will improve the lives of all of our residents and continue a proud tradition that has made the Mission a hub of Latino cultural life in Northern California.

The City's planning process must take into account the heritage of the neighborhood and ensure that new development in the neighborhood not only integrates the cultural language of the Mission but that development result in enhanced access to art and culture for all sectors of the community. This means increased funding for arts institutions of all sizes, funding for the arts coming directly from new development fees, and the direct involvement of neighborhood residents in arts related planning and funding decisions.

### **Objective 1: Preserve and promote the cultural heritage of the Mission District.**

Policy 1.1: Recognize Latino/a immigrant working families as an important cultural resource by creating protections against displacement.

Policy 1.2: Preserve and advance murals that serve as significant visible reminders of the Missions cultural vibrancy, social history and citywide influence.

Policy 1.3: Make new development, streetscape improvements and public spaces reflect the Mission District's unique character through visible public art.

### **Objective 2: Support art service organizations that provide opportunities for neighborhood youth & children**

Policy 2.1: Increase funding for youth arts and cultural programs.

Policy 2.2: Support programs that involve youth in preservation and creation of artwork in the Mission.

Policy 2.3: Encourage community arts and diverse cultural activities such as dance, music, theater that reflect the cultural identity of the Mission.

Policy 2.4: Encourage schools to work collaboratively with art and cultural organizations and use school facilities for art and cultural activities.

**Objective 3: Increase public awareness and accessibility to art and culture activities for low income Mission residents.**

Policy 3.1: Publicize the work and services of existing art and cultural groups and organizations that represent the diversity and character of the Mission District.

Policy 3.2: Increase City funds for subsidized free-to-low cost admission to neighborhood and citywide arts events & activities.

Policy 3.3: Increase the participation of low-income immigrants and Latinos in citywide art and cultural events by providing low-to-no cost transportation.

Policy 3.4: Increase funds for outreach activities that include information and publicity in other languages besides English.

Policy 3.5: Encourage the use of schools and park facilities for low-to-no cost art and culture activities in the Mission.

**Objective 4: Increase and improve spaces for art and cultural activities.**

Policy 4.1: Dedicate a portion of development impact mitigation fees to go towards funding existing arts and culture facilities.

Policy 4.2: Incorporate community based art in both market-rate and affordable mixed-use housing developments.

Policy 4.3: Make sure The Mission Cultural Center for Latino Arts receives substantial and stable support.

Policy 4.4: Pursue the creation of a new neighborhood cultural center in the North part of the Mission- between 14<sup>th</sup> & 20<sup>th</sup>, Guerrero & Potrero.

Policy 4.5: Make public centers, such as schools and parks, available for arts and cultural activities.

Policy 4.6 Encourage the use of Mission BART plazas, parks and other public spaces for free arts and cultural activities, and ensure that old and new public spaces and streetscapes be designed for public arts uses.

**Objective 5: Ensure funding for community based arts and cultural programs**

Policy 5.1: Ensure neighborhood participation in the funding, planning & programming of arts and cultural activities in the Mission.

Policy 5.3: Ensure that smaller community based arts and cultural organizations receive an equitable share of arts funding through Cultural Equity Grants.



## Part 2: Parks and Open Space

The Mission is a family-oriented neighborhood, hence, the need for parks and public open space is great. The link between physical and mental health and parks and other open spaces is beyond dispute. The People’s Plan encourages not just the development of new parks, but also other kinds of public open space, such as plazas, zocalos, and kiosks, to promote interaction between community residents and to create a more a lively and interconnected neighborhood.

Both the number of neighborhood parks in proximity to one’s residence and the types of amenities at the park (i.e., lighting, sports fields, programming) are important factors in assuring that the community will use its parks. It is critical that parks and open spaces be adequately maintained for the security of its present users, as well as to encourage new users. At the same time, thoughtful planning requires that the use of community facilities be managed in such a way as to provide nearby residents and community organizations ready access to playing fields, clubhouses, and other park resources. Similarly, the programming offered by our parks must meet the needs of community residents and be promoted in a linguistically and culturally appropriate manner.

### **Objective 1: Provide and maintain a variety of well-designed and easily accessible open spaces that meet the needs of area residents**

Policy 1.1: Create new parks and recreational facilities for area residents and workers, especially families with children. This is a high priority in areas without adequate open space such as: 14<sup>th</sup> St and Mission, and in the North East Mission Industrial Zone.

Policy 1.2: Assure the provision of adequate public open space to serve existing and new residential development.

Implementation:

1.2a: Encourage community recreation facilities and creation of open space as part of major rehabilitation projects or planned unit developments.

1.2b: Encourage new open space to be available and visible to non-residents.

Policy 1.3: Provide and maintain adequate playground equipment in all area parks, with a priority on Franklin Square Park, Folsom Park, and Mission Playground.

Implementation:

1.3a: Rotate capital improvement efforts to provide equal maintenance to all parks.

Policy 1.4: Provide adequate bathroom facilities at all recreational areas that are open during park hours.

Implementation:

1.4a: Ensure maintenance of these bathroom facilities throughout the day through increased staffing.

Policy 1.5 Provide consistent maintenance of general recreational areas and open spaces, ensuring they are free from debris, garbage, or other elements that maybe harmful to area residents.

Policy 1.6 Provide adequate open space for people to congregate, such as within the expansion City College at 22<sup>nd</sup> and Bartlett, with the possible closure of 22<sup>nd</sup> St, and other spaces such as plazas, zocalos, and kiosks.

Policy 1.7 Expand community garden opportunities throughout the Mission, and encourage collective use of these gardens.

Implementation:

1.7a: Through zoning, set aside plots for community gardens and encourage use by schools, community groups, and families.

1.7b: Use development impact fees to fund development of community gardens.

Policy 1.8: Improve the usefulness of streets as open space.

Implementation:

1.8a: Study the feasibility of using parts of Folsom Street as a public greenway.

Policy 1.9 Encourage the use of surplus property that is not suitable for housing for open space and parks.

**Objective 2: Maximize use of existing facilities by expanding programs and services for area residents, as well as increasing access to community groups**

Policy 2.1: Expand no to low cost year round programs aimed at low income families with school age children, with a priority to programming during off school times.

Policy 2.2: Expand evening programs for youth in parks, including: art, and individual and team sports.

Policy 2.3: Create programs at parks and other open spaces aimed at improving the mental and physical well being of adult residents of the Mission, such as fitness, arts, and education, prioritizing residents who lack easy access to open space.

Policy 2.4: Facilitate access to area parks and recreational facilities for community organizations to hold community events.

Implementation:

2.4a: Decrease fees for permits and subsidize security costs for community organizations.

Policy 2.5: Improve the City's managing of the use of park athletic fields.

Implementation:

2.5a: Create a balance between use of athletic fields based on prior reservation and open time for free forming games.

2.5b: Encourage use by local organization and groups, such as the Youth Soccer League.

Policy 2.6: Encourage and facilitate the use of recreational and open spaces for art and cultural activities (see People's Plan Art and Culture Section).

Policy 2.7: Provide materials for access to recreational facilities and programs in languages other than English.

### **Objective 3: Provide employment opportunities for area residents to maintain parks and open spaces in plan area**

Policy 3.1: Expand employment opportunities in Mission parks for local residents.

Policy 3.2: Expand summer internships for youth to maintain parks and open spaces.

Policy 3.3: Expand summer internship opportunities for youth to facilitate and manage City funded programs.

Policy 3.4: Hire local residents and businesses for publicly-funded park projects.

Implementation:

3.4a: Mandate First-Source hiring practices for all publicly funded park projects.

### **Objective 4: Improve the livability of the Mission District streets, sidewalks and public spaces.**

Policy 4.1: Improve street and sidewalk maintenance to encourage access to the street as open space.

Policy 4.2: Maintain and expand the planting of street trees and the infrastructure to support them. Provide street trees with tree grates that have removable sections to adequately accommodate tree growth.

Policy 4.3: Encourage the careful location and maintenance of street furniture such as bus shelters, public phones, public toilets, news racks, kiosks, trash and recycling receptacles, drinking fountains, lighting, benches sidewalk surface treatment, and canopies that provide a sense of identity and cohesiveness throughout the Plan Area. Transit stops should be a priority.

Policy 4.4: Require sponsors of major renovation or new development projects to improve and maintain the sidewalk space abutting their properties.

Policy 4.5: Widen sidewalks where intensive commercial, recreational, or institutional activity is present, where sidewalks are congested and where residential densities are high.

Policy 4.6: Preserve pedestrian-oriented building frontages to encourage its use for free forming gatherings.

Policy 4.7: Provide adequate lighting in public areas, especially on transit corridors and near parks.

Policy 4.8: Encourage pedestrian serving uses on the sidewalk.

**Objective 5: Preserve the existing character of the Mission's streets as multi-purpose spaces for the people who live and work in the Mission.**

Policy 5.1: Maintain the residential streets and alleys as safe places where children can play.

Implementation:

5.1a: Improve and maintain lighting in residential streets.

Policy 5.2: Recognize as legitimate activities the use of streets and sidewalk spaces by local street vendors.

Policy 5.3: Recognize as a legitimate activity the use of streets and sidewalk by local artists and musicians.

Policy 5.4: Recognize as a legitimate activity the use of streets by day laborers for job placement.

Policy 5.5: Recognize as legitimate activities the use of streets and sidewalk spaces for artistic expression, socializing, and free speech.

## **Objective 6: Improve community safety in parks and open space areas**

Policy 6.1: Improve street and sidewalk maintenance (See Parks and Open Spaces Objective 4).

Policy 6.2: Provide adequate lighting in parks and sidewalks at night, especially in areas frequented by youth and children.

Policy 6.3: Enforce non-drinking, non-smoking, and local leash laws to ensure the adequate enjoyment of area parks and open spaces.

Policy 6.4: Increase adequate job opportunities for people in the Mission to decrease the risk of violence (See People's Plan Economic Development Section Objective 1).

Policy 6.5: Create and fund a community safety program that would include a community policing model, and encourage peer based observation, park monitors, using the Mission Resource Center as a model.

Policy 6.6: Apply funds from development to increase public events that would increase presence of Mission residents, such as festivals, and community block parties.

Policy 6.7: Encourage a diversity of community serving uses around park areas.

Policy 6.8: Promote accessibility of parks and open spaces.

### Implementation:

6.8a: Actively advertise, in a linguistically and culturally appropriate manner, the use of community parks and open space to community members and organizations.

Policy 6.9: Encourage culturally appropriate community oriented alternatives to traditional security methods.

Policy 6.10: Require free emergency phones distributed throughout the plan area.

### Implementation:

6.10a: Use development impact fees to fund development of community gardens.



## Part 3: Transportation

The Mission District is home to a great diversity of people engaged in a broad array of commercial, recreational and residential activities. The neighborhood contains a large industrial area in its northeast sector, active commercial strips running the length of Valencia, Mission, and 24<sup>th</sup> Streets, and residential housing for families with children, SRO tenants, artists and newly arrived immigrants. The majority of the residents in the neighborhood are moderate to very-low income, do not own cars, and rely on public transit and walking for meeting their transportation needs. The overriding goal of this section of the People's Plan is to preserve the character of the neighborhood while supporting a full, equitable range of choices for the movement of people and goods.

There are a number of health and environmental issues linked to our transportation system that the People's Plan seeks to address by discouraging the use of autos as the primary means of transportation. These include:

- Proximity to transit links is associated with reduced vehicle trips and improved access to social, medical, employment and recreational activities;
- Walking to accessible transit provides significant physical activity;
- Higher pedestrian quality promotes leisure and utilitarian walking and physical activity;
- Vehicle trips and miles traveled are directly proportional to air pollution and greenhouse gas emissions;
- Reduced traffic volume increases safety for pedestrians and motorists.

Rapid, reliable, public transit must be promoted and expanded through the planning process. Public transit, and other alternatives to the automobile, must be knitted into the fabric of the neighborhood. This means that the new commercial and residential development that will place pressure on the existing transit system requires a well planned and commensurate expansion of our transit options. At the same time, the neighborhood's transportation system must continue to cater to industrial uses, by addressing the conflicts that heavy freight traffic in particular creates with other users.

We also strive to increase the health of the neighborhood, and the safety of pedestrians in particular, by discouraging the use of automobiles and promoting the development of alternative forms of transportation such as bicycling. The overall health of the neighborhood would also be improved by making its streets more walkable and by making the neighborhood's parks and open spaces more interconnected and accessible.

The City to conduct any streetscaping and transportation planning processes with an emphasis on assessing the needs of the neighborhood's existing community, including issues of safety, displacement, and cultural appropriateness. The principles of inclusiveness, transparency, and engagement of historically disenfranchised populations that have guided the Mission's Community Planning Process should also be used when implementing any transportation or streetscape planning.

## **Objective 1: Develop transit as the primary mode of travel to and from the Mission.**

Policy 1.1: Expand local transit lines linking the Mission to the rest of the City and to regional transit facilities.

### Implementation

1.1a: Establish more cross neighborhood lines along the East/West axis.

1.1b: Frequency for the 14 and 49 lines should be increased and service improved.

Policy 1.2: Improve speed of transit travel and service by giving priority to transit vehicles where conflicts with auto traffic occur, and by improving the transit preferential streets system.

### Implementation:

1.2a: Create a transit only lane on Mission Street in order to reduce transit travel times and improve transit reliability.

Policy 1.3: Provide incentives, such as reduced fares and vouchers, for the use of transit, taxi, carpools, car share services, vanpools, jitney service, and bicycling.

Policy 1.4: Keep fares low enough to obtain consistently high patronage and encourage more off-peak use.

Policy 1.5: Increase the maximum income requirements for Lifeline pass holders.

Policy 1.6: Make MUNI routes more reflective of and responsive to Mission District ridership.

### Implementation:

1.6a: Provide clearly readable bilingual signage, schedules, and maps.

Policy 1.7: Provide safe and comfortable waiting areas for transit patrons.

### Implementation:

1.7a: Use well-directed street lighting, bus shelters, rest areas, clear and effective schedule and route information displays, and public art that is cohesive with the neighborhood aesthetic.

Policy 1.8: Require new developments [OF A CERTAIN SIZE] to provide pedestrian amenities and transit access improvements such as pedestrian resting areas, bus stop shelters, clear and effective transit information displays such as Next Bus and public art.

Policy 1.9: Require that transit infrastructure in the NEMIZ is improved as a

precondition to accommodating new development.

Policy 1.10: Development shall be subject to "springing conditions" for future transportation fees imposed for the area to provide and/or enhance MUNI service.

Policy 1.11: Increase the amount of Nite Owl service for all transit service in the neighborhood. [Determine at Community Meeting]

Policy 1.12: Require transit shuttles to operate at least every 30 minutes in off peak and 15 minutes during peak travel times with hours to match BART schedules.

Policy 1.13: Phase out all diesel buses by 2010.

Policy 1.14: Match amount and frequency of transit service to new residential density. Increase service on routes with growing ridership, in order to sustain desired service levels, to allow room for growth, and to attract new transit users.

Policy 1.15: As low and moderate income residents are less likely to own private automobiles, and as the People's Plan encourages higher residential housing density along the neighborhood's commercial corridors, new residential housing built within these corridors shall be required to provide 30% inclusionary housing units (see the People's Plan Housing section, Policy 1.5).

## **Objective 2: Ensure comfortable and safe movement of pedestrians.**

Policy 2.1: Protect vulnerable users of the streets such as children, the disabled, and the elderly, through the use of proven traffic calming strategies such as: pedestrian countdown signals, brighter warning signs, priority signal timing, sidewalk bulb-outs, and median island improvements, particularly in traffic-heavy streets such as Potrero and Cesar Chavez. [WE WILL ADD MORE SPECIFICITY TO THIS POLICY AT THE COMMUNITY MEETING]

Policy 2.2: Ensure convenient and safe pedestrian crossings.

Implementation:

2.2a: Minimize the distance pedestrians must walk to cross a street and provide sufficient time at signalized intersections for pedestrians to cross streets at a moderate pace.

Policy 2.3: Avoid reducing sidewalk widths, eliminating crosswalks and forcing indirect crossings to accommodate automobile traffic.

Policy 2.4: Future city landscaping processes shall focus on improving the neighborhood's commercial corridors and will take into consideration community needs, be culturally sensitive, and ensure that any improvements do not contribute to the displacement of current residents or a decrease in the neighborhood's affordability.

Policy 2.5 Improve pedestrian safety and personal security at night.

Implementation:

2.5a: Create evenly-lit pedestrian-scaled lighting that makes the pedestrian visible, and avoid elements that create dark corners with poor visibility.

Policy 2.6: Provide pedestrian warning signs or lights at all crossings or cross walks with high traffic volumes (>5000) and without traffic signal lights.

Policy 2.7: Institute speed limit reductions to less than 20mph in mixed-use residential areas and heavily trafficked pedestrian corridors.

Policy 2.8: Remove or mitigate all pedestrian safety hazards on key walking routes to schools.

**Objective 3: Ensure that bicycles can be used safely and conveniently as a means of transportation.**

Policy 3.1: Expand and improve access for bicycles on city streets and develop a well-marked, comprehensive system of bike routes.

Policy 3.2: Eliminate hazards to bicyclists on city streets.

Implementation:

3.2a: Improve lighting, improve street maintenance, improve signage, improve enforcement of existing regulations and appropriate streetscaping.

Policy 3.3: Accommodate bicycles in the design and selection of traffic control facilities.

Policy 3.4: Provide quality bicycle parking, particularly at transit stops, outside stores, near concentrations of employment, schools and in new housing.

Policy 3.5: Increase education about bicycle use amongst the Mission's immigrant communities.

Policy 3.6: Provide secure bicycle storage protected from the weather at BART

Policy 3.7: Ensure at least one north south and one east west class I or II bike lanes integrated into the local bike network.

**Objective 4: Encourage the use of public transportation resources and create more space for affordable housing public open space and other community needs and commercial by limiting the development of new commercial and residential parking spaces.**

Policy 4.1: Encourage the creation of employee transportation programs that include the following parameters:

- Preferred car pool parking;

- Minimum parking prices should exceed the unsubsidized cost of transit fares;
- Set prices at par with market price for area all day parking facilities
- No discount for long-term passes;
- Not allowing any reserved parking spaces for individual employees at existing facilities.

Policy 4.2: Discourage the use of automobiles along the Valencia, Mission and 24th Street Commercial Corridors:

- For new commercial parking: no minimum required. Developers may provide up to a maximum of 1 space per 2,500 sf commercial use. Commercial parking garages shall be a conditional use.
- Residential Parking. Recognizing that parking is an added burden on development costs, there shall be no minimum parking requirements.
- Permitted parking shall not exceed .66 parking spaces per residential unit.
- Parking Location. Parking shall not be permitted on the ground story to a depth of 25 feet horizontal distance from a street grade, except along alleys.
- The maximum width of a residential garage door opening shall be 11 feet, or 12 feet for loading.
- Valet parking (car share parking exempted), and parking spaces dedicated to valet parking, shall not be permitted.
- Curb Cuts. In general, curb cuts shall be minimized. No curb cuts for parking shall be permitted along Mission Street, and no parking ingress or egress shall be permitted that would disrupt or delay transit service. Parking ingress and egress shall be encouraged to be located on alleys. The maximum width of curb cuts shall be 10 feet.
- Unbundle parking costs from all future residential housing development to encourage residents to reduce their car ownership rates.

Policy 4.3: Make above-grade parking a nonconforming use.

Policy 4.4: Price area residential parking permits on a sliding scale so as to discourage car usage but not disproportionately affect low and moderate-income families that are reliant on auto use.

Policy 4.5: Establish a parking assessment district whereby 5% proportion of all parking meter revenue in designated neighborhood districts is earmarked for public infrastructure improvements in the Mission.

Policy 4.6: Encourage the use of transit for Mission workers.

Implementation:

4.6a: Establish program for Mission employers whereby they pay for the full or partial cost of commuting by transit as a pre-tax employee benefit (Commuter Checks); provide information about alternative transportation modes; provide “parking cash-out” programs; provide incentives for carpools and vanpools;

limit the total number of parking spaces provided, and locate SOV parking remotely while locating bicycle, rideshare and transit access on-site.

**Objective 5: Design streets that reflect their role as an important part of civic space and for multiple users and means of travel.**

Policy 5.1: Streets shall be designed so that street vendors can conduct their business without coming into conflict with other street traffic.

Policy 5.2: Design streetscape amenities such as street crossings, street furniture, landscaping strips, and other elements to consider how people use spaces and to maximize human comfort, and not to deter people from using streets and sidewalks.

Policy 5.3: Include large framed maps of the Mission at major intersections to promote awareness of the many civic and social locations in the neighborhood

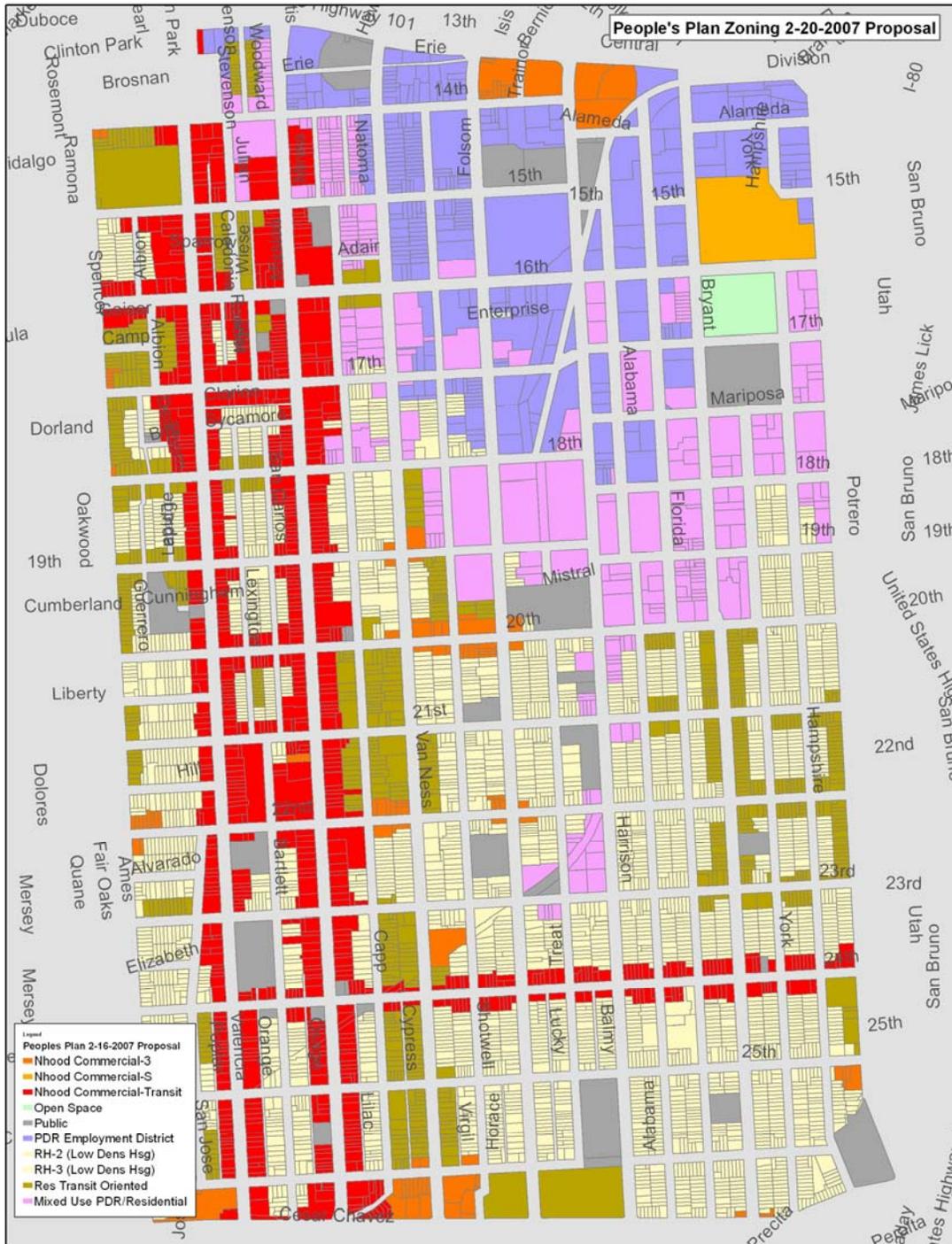
**Objective 6: Support the transportation needs of the PDR uses in the area and ensure they do not conflict with the residential nature of the neighborhood.**

Policy 6.1: Re-designate truck routes away from sensitive areas, including schools, residential areas, parks, and child care centers.

Policy 6.2: Enforce fines for illegal truck idling.

Policy 6.3: Require warehouse and distribution facilities to provide adequate on site truck parking.

**Appendix A: Proposed Zoning for the Mission District**



**Appendix B: Proposed Affordable Housing Zoning Scheme for the Mission District**

