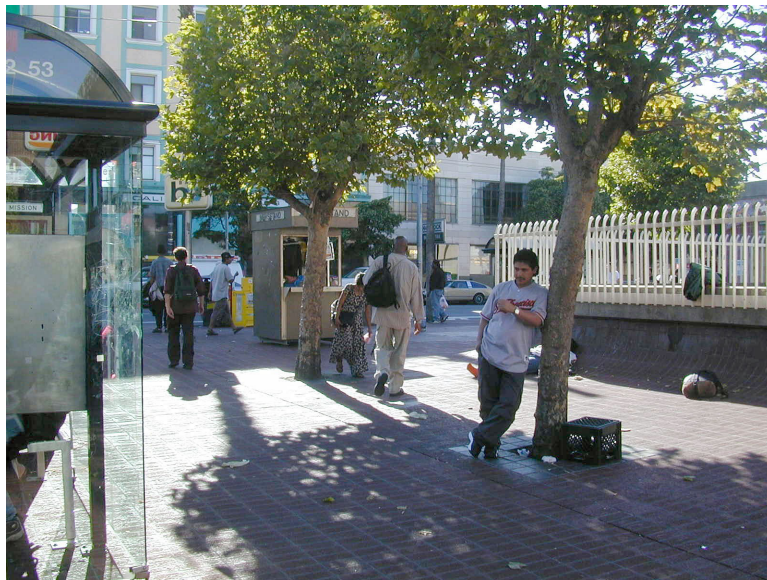


The Mission

The Mission is a neighborhood of strong character and a sense of community developed over many decades. The area referred to as The Mission is home to almost 50,000 people and is bounded by Guerrero to the west, Potrero to the east, Division to the north and Cesar Chavez to the south. Including streets and sidewalks, this district is over 841 acres.

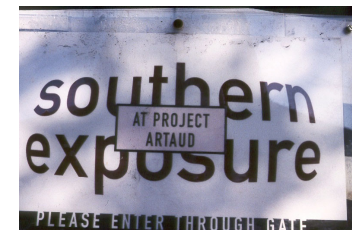
The Mission is actually a group of small vibrant neighborhoods tied together by Mission Street, itself a prominent and strong retail/transit spine. In addition to Mission Street, Valencia and 24th Streets serve as significant retail spines, while Folsom, Bryant and Potrero serve as alternative transit corridors. Bicyclists typically travel on Valencia or Folsom. Folsom Street was the first planked street in San Francisco, linking the Yerba Buena to the Mission Dolores Church. It provided a route from an urban setting to the open space of the countryside.



Strengths of the Mission as a Neighborhood and a Place to Work

Busy retail streets and diverse transit systems contribute to many great neighborhoods. The Mission possesses these two vital qualities as well as many other important assets that make it a great place to live, work and shop. BART makes 2 stops in the Mission within walking distance of many shops as well as hundreds of homes and apartments, providing easy access to the Mission from the rest of the Bay Area. It facilitates living, working and shopping in the Mission as well as giving Mission residents many work and shopping options throughout the Bay Area. MUNI runs 10 bus lines in the Mission. The buses are well used to get around the Mission and to travel to or from other parts of the city.

Although the blocks are long traveling from one numbered street to the next, traveling east to west within the Mission is relatively quick. People do a lot of walking in



the Mission. Shopping is often done on foot as there are many complementary shops adjacent to one another. In some shopping districts within the Mission, the street takes on the feel of a mercado or bazaar. One might pick up a few things from one shop and walk down the street to another for additional items, enjoying the vibrant community on the way.

Because of the closely linked residential and commercial activities, the people who live in the Mission own fewer cars than elsewhere in San Francisco. There are also fewer garages in the neighborhoods. Instead of seeing a lot of garage doors when walking down a street in the Mission, a person might see stoops, doors and windows; places where residents have opportunities to interact with passers by. Density is also a major contributor to the vibrancy of the Mission. There are over 85 residents per acre in the Mission compared to 34 people per acre in San

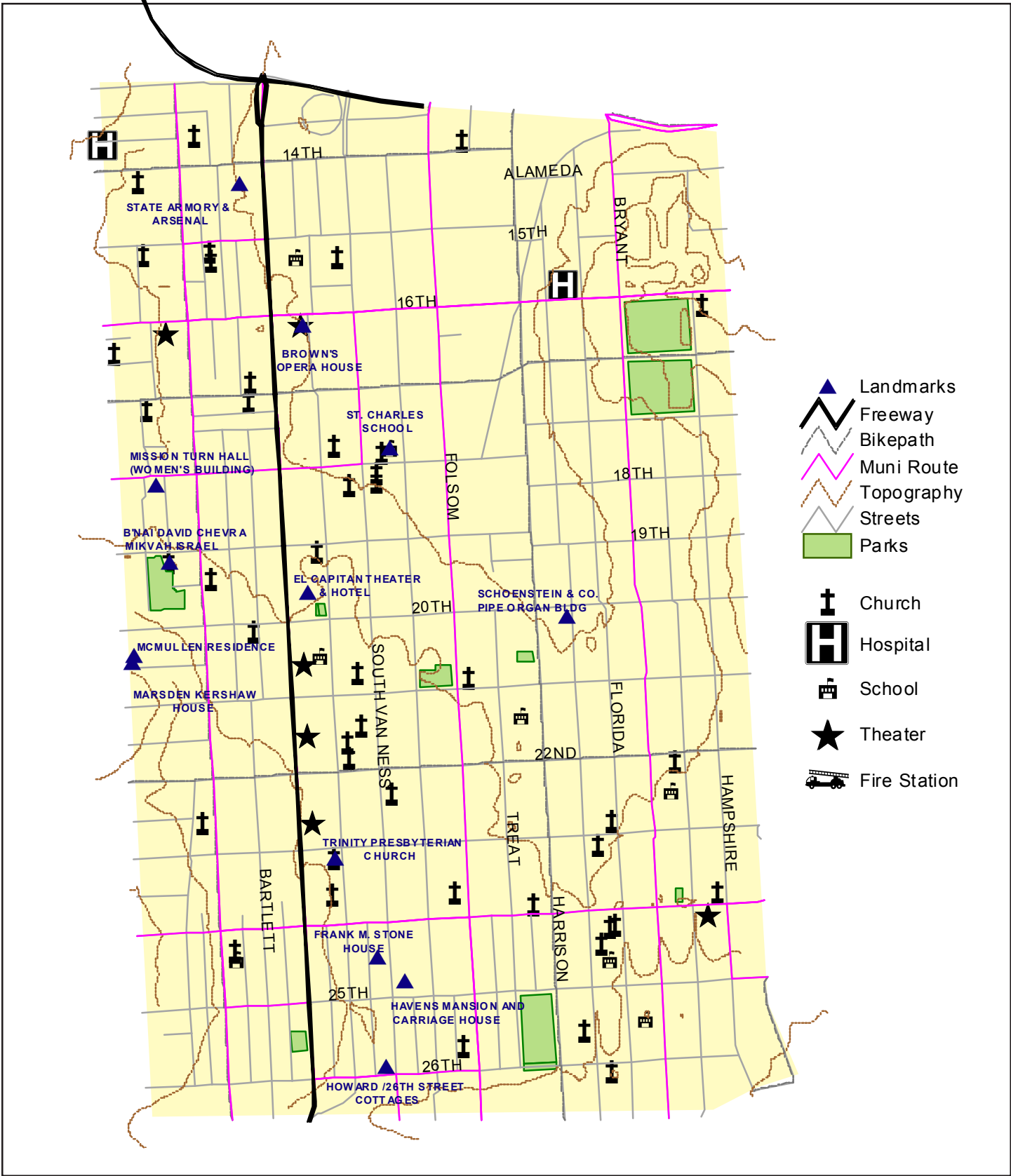


Figure 6.2.1 Mission Community Facilities

Francisco overall. Apartment density is higher than many other neighborhoods in San Francisco as well. There are about 30 units per acre in the Mission.

The Mission is host to a variety of ethnic and cultural resources. The diversity of its residents makes it a place full of lively performance, activity and interaction. Today, Latinos make up over half the population of the Mission. Although Latinos have long gravitated towards the Mission, until the late 1960s, Irish-Americans, and Italian-Americans dominated the Mission's population. The Mission is famous for annual public celebrations such as ¡Carnival!, ¡Cinco de Mayo! and ¡Encuentro del Canto Popular. The Mission also houses a variety of community and cultural resources including Centro del Pueblo, the Mission Cultural Center, Mission Economic Development Association, ODC, the Cell Space, The Mission Language Vocational Space, the Bay Area Video Coalition, The Mission News and El Teco Lote. The most visible cultural resource, however, is the Mission's vast collection of murals. These themed illustrations on the sides of buildings throughout the area provide a historic and cultural context for both the resident and the tourist of the Mission.

The NEMIZ or Northeast Mission Industrial Zone is also located in the Mission. This area has fewer residents and fewer places to shop, but many more businesses that produce, distribute or repair all types of goods. This area provides the bulk of the Mission's jobs as well as support to the thriving San Francisco service and tourist industry. Furniture makers, wholesale meat distributors, auto repair shops, plumbing supply stores, lumber yards, photography studios and other businesses which serve the neighborhood as well as residents and businesses citywide are located in this part of the Mission.

Mission as Community of Multiple Activities: Industrial, Retail and Residential Uses Coexist

The Mission has a broad geographic split between Production/ Distribution/ Repair jobs in the northeast area and housing and retail establishments in the rest of the area.

In addition to providing almost 19,000 jobs for the city of San Francisco, the Mission also provides a place for about 50,000 residents to live. There are over 17,000 units of housing in the Mission, mixed with shops, churches, schools and playgrounds. Although there are not that many open spaces in the area, residents make greater use of them than in most other neighborhoods in San Francisco. This healthy mix of uses makes it possible for some people to live and work in the same neighborhood!



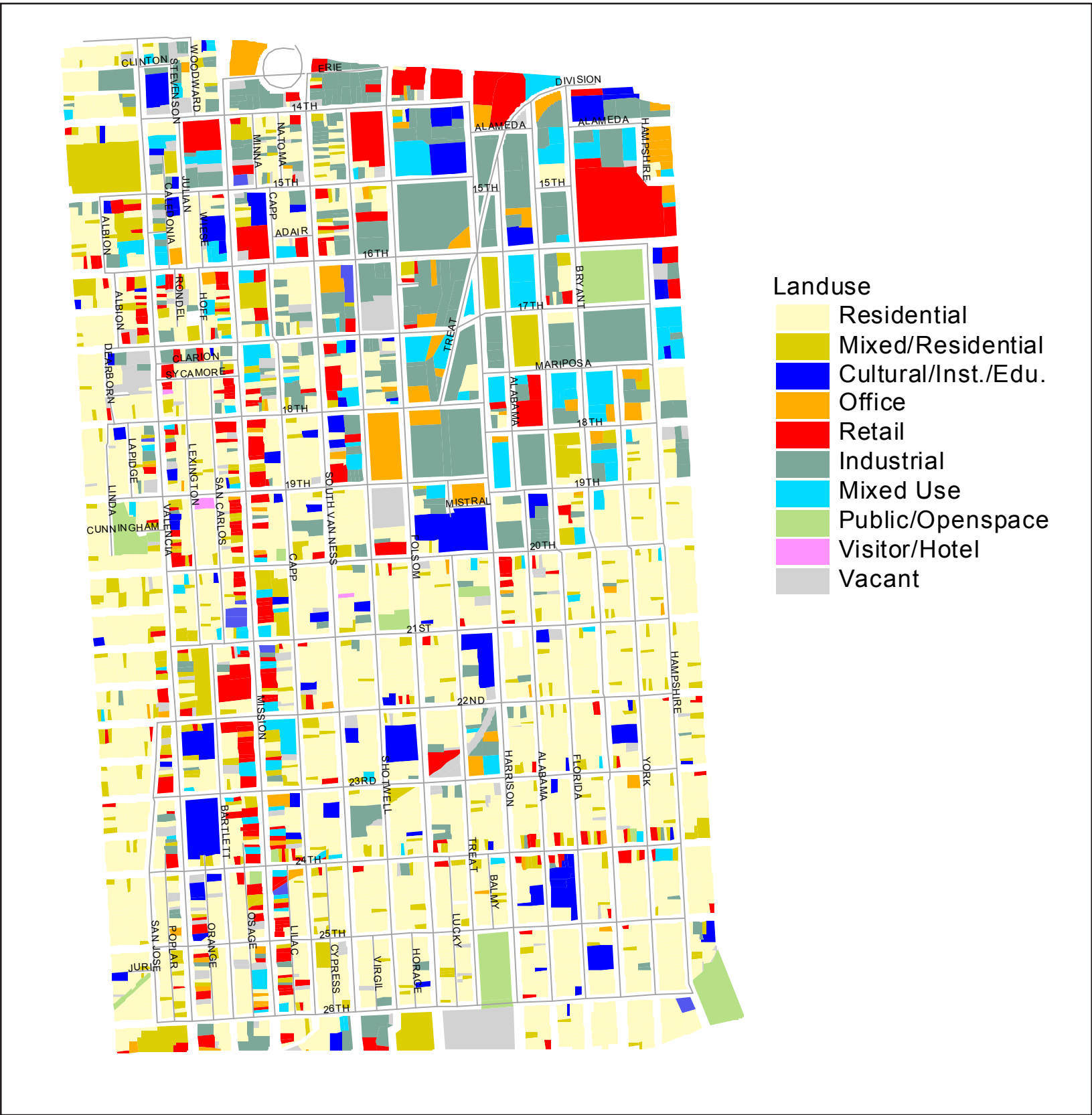


Figure 6.2.2 Mission Land Use Map

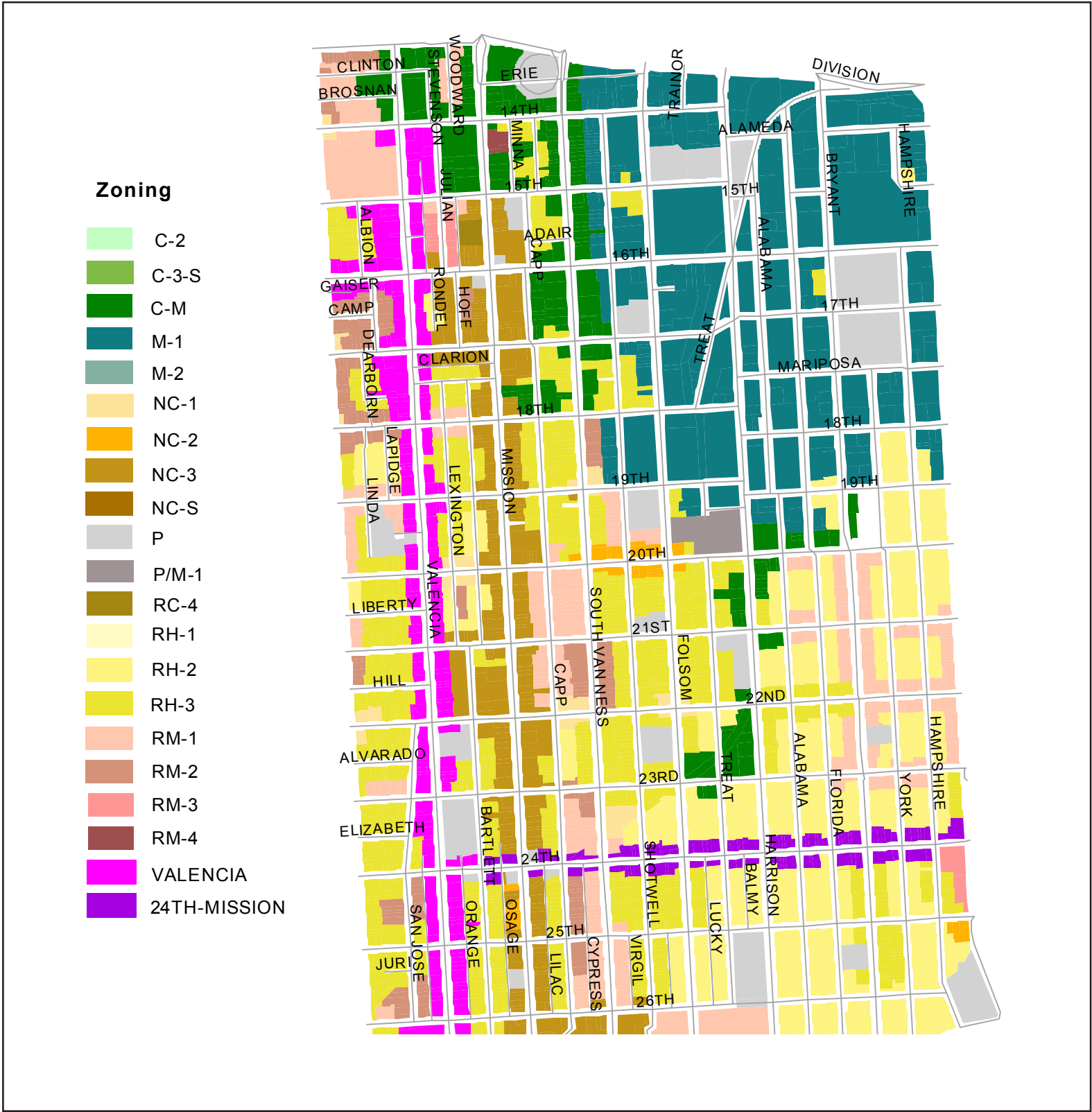


Figure 6.2.3 Mission Zoning Regulations Map



Retail is the predominant business type in the Mission. The Mission offers a variety of retail including many small grocery stores, beauty shops and restaurants. There are over 900 stores and restaurants in the Mission, employing over 4,500 people. However, retail does not employ as many people as the Production/Distribution/Repair industries. There are over 6,500 jobs in the Production/Distribution sector. The majority of the PDR jobs are in the apparel-manufacturing sector, the construction sector and the utilities and communications sector. Although most of these places of employment are located in the northeast area of the Mission, there are about 300 PDR businesses outside of the NEMIZ, distributed throughout the entire Mission, often discreetly tucked into a residential block.

During the past four years, both the number of businesses and the number of jobs in the Mission has increased. There has been a struggle for available space in all sectors and the number of businesses has not increased as much as the number of employees. Some businesses have had to relocate or close shop. Interestingly, the remaining businesses have often been able to hire more employees because of good economic times and the demand of the consumer. Businesses in the Mission serve customers citywide.

Attractions for New Residents and Businesses

The Mission has a well-developed neighborhood infrastructure, easy access to shops and restaurants, an architecturally rich and varied housing stock, rich cultural resources, good weather and excellent transit access. Decades of deferred maintenance in the Mission had contributed to an affordable real estate market. These attributes have not gone unnoticed, and over the past five years, the Mission has seen an incredible wave of change. Conversions, improvements, seismic retrofits and new construction are all signs of investment in the neighborhood. There are currently 389 live/work units in the Mission with another 267 either under construction or in possession of a permit to build. The Mission is second only to SoMa in its number of live/work units. Almost all of those units are market rate sale or rental units. These units were often built on lots that formerly housed lower paying tenants, employed people in production/distribution/repair jobs or were vacant lots.

During the economic boom, some business and residential tenants could not keep up with the market pressure placed on valuable land in the Mission. Some residents and businesses moved to





other places within the Mission, but unfortunately some were displaced from the neighborhood or from San Francisco. Buildings were bought and improved, restoring the architectural value of many structures, and establishing new uses to cater to new residents.

Planning the Mission District

In 1991, the Mission community voiced its concern about protecting Industrial businesses from the influx of biotech companies wanting to relocate in the northeast Mission. They worked with the Planning Department to create the NEMIZ (Northeast Mission Industrial Zone). As a result of this cooperative effort, an area was delineated where policies encouraged industrial businesses to locate and thrive in an unthreatened environment.

Mission AntiDisplacement Coalition and the Mission Planning Council are just some of the many community centered non-profit/activist organizations that exist in the Mission. They were established to represent the views of the larger community, and speak for those who disagreed with the pace and nature of development in the neighborhood.

The Mission's savvy residential population has been known to resist change it does not support. In reaction to the ad hoc development occurring in the Mission between 1996 and 2000, community groups proposed, and Supervisors Tom Ammiano and Chris Daly sponsored the Mission Interim Controls in July 2001. These controls preclude many types of developments such as large office projects, live/work projects and market rate housing with less than 25% affordable units, while encouraging non-profit community services as well as affordable housing. These Controls are in effect for one year. They represent an effort to make housing and jobs for the existing residents in the Mission a higher priority than new development and change in the neighborhood.

The Community Planning process in the Mission District will build on this history of activism on land use issues. It will address the need for housing, especially affordable housing, and jobs for Mission District residents and others. The unique culture of the Mission District will flavor the results.

