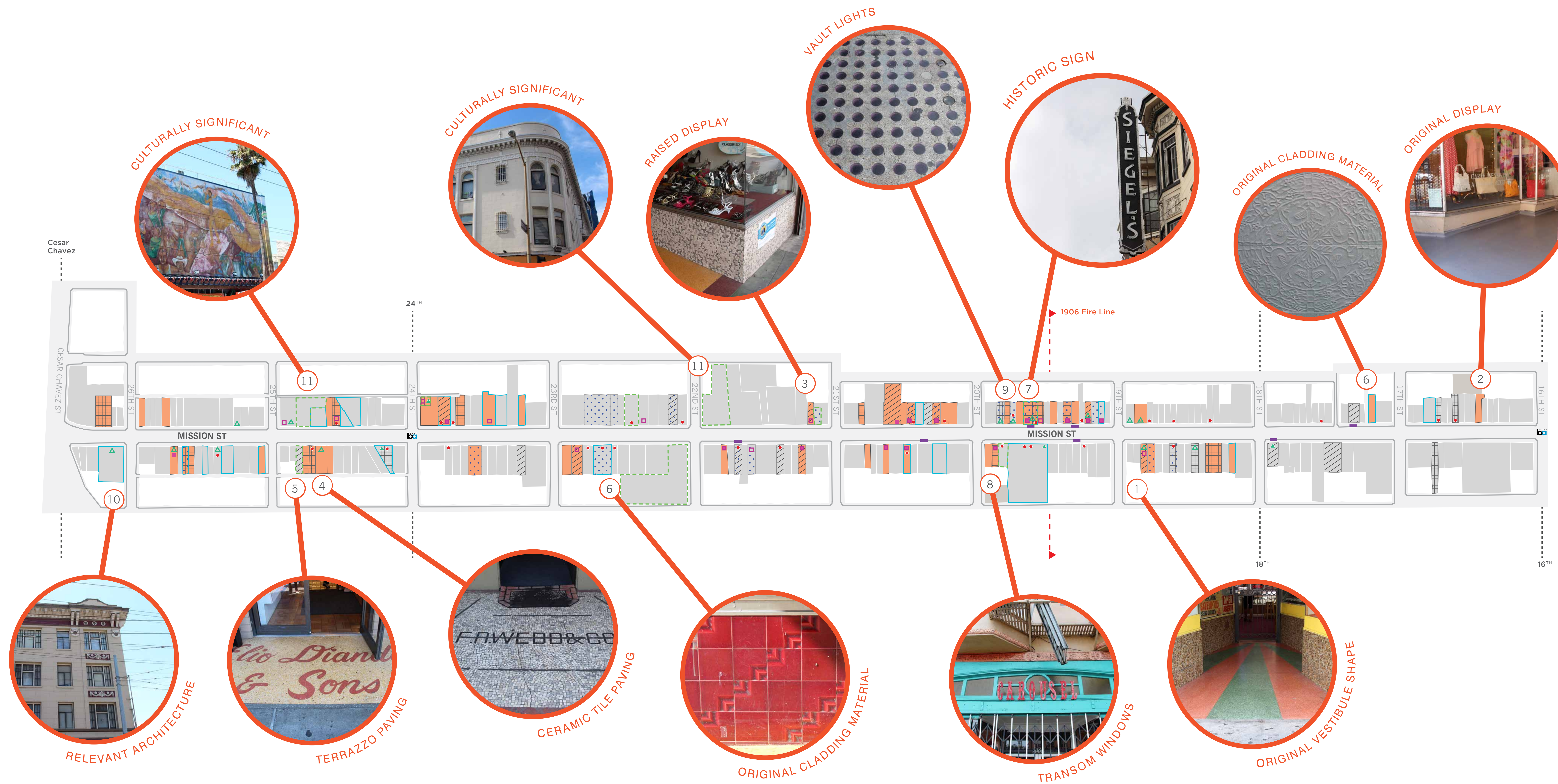


HISTORIC CONTEXT Historic elements that make Mission Street unique

Historic elements - including signage, paving, storefront shape, and cladding materials - are strong identifying elements expressing Mission Street cultural identity.

A walk along the historic Mission corridor (looking for remnants of the past): The Mission Public Life Plan team walked the Mission Street corridor with our historic preservation experts. We took a walk from 16th Street to Cesar Chavez Street to observe significant elements on the sidewalk and building façades - we traced back the corridor's history and found some signs of its past glamour. We looked up at cornices, windows and old neon signs, we looked at faded paving inscriptions, exquisite decorations and window displays, at faded murals and new art.

Here are some samples illustrating our findings:



Original Vestibule Shape	Historic Sign
Original Display	Transom Windows
Raised Display Platform	Covered Transom Windows
Tile Paved Vestibule	Vault Lights
Terrazzo Paved Vestibule	Relevant Architecture
Original Cladding Material	Culturally Significant

- 1 Original Vestibule Shape — A vestibule is the space that connects the street to the interior of a building. Vestibules were used strategically by merchants along Mission Street to attract customers inside their store. These are examples of vestibules that have preserved their shape for over 50 years.
- 2 Original Display — Some display windows in the Mission corridor have remained intact in shape or in their materials. This selection shows examples that have been preserved throughout the years.
- 3 Raised Display Platform — One can find a number of examples of raised displays along Mission Street, mostly used to feature merchandise and to make sure that customers could better notice it.
- 4 Tile Paved Vestibule — A number of vestibules have preserved their original ceramic tile paving, some of them dating back to the 1910's.
- 5 Terrazzo Paved Vestibule — Terrazzo paving dating as far back as the 1930's can be found in some vestibules throughout the corridor.
- 6 Original Cladding Material — A variety of materials (ceramic tile, wood, marble, and others) have been used to cover the front of the buildings along Mission St. These are some examples of preserved original cladding materials.
- 7 Historic Sign — Many signs on Mission St. have existed for more than 50 years. Even if the names have changed, most structures have been well preserved. Signage is one of the strongest identifying elements of the district. The variety on Mission Street includes: projecting (perpendicular to the façade), flat, blade (vertical, perpendicular to facade), neon, electric light bulbs around frame, and a few other variations.
- 8 Transom Windows — Horizontal format windows positioned above the doors or displays of a storefront. Most transom windows on Mission St. have been covered up.
- 9 Vault Lights — These are prismatic glass blocks embedded on the sidewalk. They are often used to let light pass towards a basement or store room underneath. Some fine examples have been preserved throughout the corridor.
- 10 Relevant Architecture — Being in one of the oldest neighborhoods in San Francisco, Mission Street hosts a number of buildings dating back to the early 1910's and even before, that are excellent examples of Classic Revival architecture style. The corridor displays fine examples of residential and commercial architecture -the examples were sometimes completely altered over the decades, sometimes are found in a state of arrested decay and other times finely preserved. Other architecturally important types are the historic theaters, currently not used, but nevertheless contributing significantly to the cultural heritage of the district.
- 11 Culturally Significant — Some buildings have also been part of the Mission history and have hosted a number of events or characters, becoming culturally significant to the community.

How can we promote the historic culture on Mission?

We want your feedback! Please write your comments at the activity table.

SUGGESTED ACTION ITEMS

- ➔ Establish a façade Improvement program for the "Heart of the Neighborhood" section of the corridor: helping business owners to upgrade their storefront highlighting the historic elements.
- ➔ Use special paving to signify historic elements along the corridor.
- ➔ Incorporate historic signage preservation and restoration program into existing historic preservation and public space requirements and programs (could be a requirement or incentive to new development)
- ➔ Restore signage as an important element of the streetscape. A program for an inventory of historic signs could be followed by individual restorations depending on individual funding and/ or an incentive program
- ➔ Utilize art exhibitions and installations to tell the history of Mission Street (examples: wayfinding tools).

