THE PORTOLA GREEN PLAN:
OUTREACH + OPPORTUNITIES

Portola 綠色計劃:
推广与机遇

July 2015
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PROJECT SPONSOR
PORTOLA GREENING COMMITTEE

Bonnie Bridges
Principal, Boor Bridges Architecture; Resident

David Gabriner
Founder, The Greenhouse Project; Resident

Elisa Laird-Metke
Lawyer, UCSF Disability Services; Resident

Jack Tse
Executive Director, Portola Neighborhood Association (PNA)

Juan Carlos Cancino
Founder, The Greenhouse Project

Moni Xu
Program Director, San Francisco Community Empowerment Center (SFCEC)

Nicole Termini Germain
Branch Manager & Children’s Librarian, Portola Branch Library

Solveig Dimon
Educator, San Francisco School

Yensing Sihapanya
Associate Director, Portola and Excelsior Family Connections

SPECIAL THANKS TO

Teresa Duque
Shirley Xia Deng
Hunter Franks
Palega Recreation Center
Family Connections - Portola
Portola Branch Library

REPORT PREPARED BY

SITELAB urban studio
www.sitelaburbanstudio.com
Since the turn of the nineteenth century, the Portola has grown from a verdant agricultural district, “out the road,” into a vibrant and diverse urban neighborhood. Once a primary source of cut flowers for the City, the neighborhood was widely known as “San Francisco’s Garden.” Flowers were grown in open fields and, more strikingly, in many family-owned commercial greenhouses spread throughout the neighborhood.

Today, the Portola is still a working-class neighborhood but now overwhelmingly residential and very few physical markers of its agricultural history remain. Like the physical landscape, the neighborhood’s demography has shifted. While many descendants of the neighborhood’s early Greek, Irish, Italian, Jewish and Maltese settlers continue to live in the neighborhood, today, the Portola is also home to many African Americans and Latinos, and the new majority is Asian. Despite all this change, much of the neighborhood still coalesces around the Portola’s agricultural past, rallying to promote the Garden District identity.

For at least the past decade, a diverse group of neighborhood leaders has worked collectively to revitalize the Portola through this deep-seated identity—to build community and a more sustainable future. In public and private works ranging from backyard gardening to development of public spaces, residents have dedicated thousands of hours to growing the Portola’s Garden District identity. As a result, the neighborhood is now home to a number of garden sites in schools and other public places, a successful garden tour entering its eighth year, a bee farm, a new pocket park, and a range of public art works celebrating the Portola’s history.

To support the goal of the Portola to expand and deepen its identity as San Francisco’s Garden District, in 2014, a diverse group of neighborhood stakeholders joined to form the Portola Urban Greening Steering Committee. With support from Supervisor David Campos, the committee has spent the past year thinking and talking with neighbors about what’s next for the Garden District. This report catalogues that yearlong conversation. Our hope is that it can be used as a resource, a road map, to expand the conversation and to further energize the neighborhood’s greening.

Sincerely,
Juan Carlos Cancino
Chair, The Portola Urban Greening Steering Committee
The Portola Branch Public Library garden (2015)

The Portola gardens (1929)

San Francisco History Center, San Francisco Public Library
The Portola Green Plan is a neighborhood-wide effort funded by the City of San Francisco. The Portola Green Plan will coordinate improvements and develop plans for action based on the Portola’s garden district history of nature, agriculture, and community in order to support the health, safety, and beauty of the neighborhood.

The Portola Green Plan is a long-range vision intended to increase opportunities for community engagement as well as improve the quality and consistency of improvements and projects undertaken in the neighborhood, connecting both to the identity of the Garden District past and present. The Portola Green Plan seeks to connect and build upon several opportunities on the horizon.

Portola 綠色計劃是由三藩市政府資助這個社區的環保計劃。Portola 綠色計劃主要是以 Portola 區的綠化建設為基礎，從而改善為更好的綠化環境。

Portola 綠色計劃是一個可持續提高社區參與的機會，以及提高和改善相關社區項目的質量和一致性，在連接到花園區過去和現在的價值。這個 Portola 綠色計劃尋求在社會發展層面上的机会来连接和建设。
WHAT IS THE PORTOLA GREEN PLAN?

INTRODUCTION
Since the turn of the nineteenth century, the Portola has grown from a verdant agricultural district, “out the road,” into a vibrant and diverse urban neighborhood. During its early development the Portola was a primary source of cut flowers for the City, as well as a source of produce, and was known as “San Francisco’s Garden.” Flowers were grown in open fields and, more strikingly, in many blocks of greenhouses spread throughout the neighborhood.

Today, the Portola is overwhelmingly residential and only a few physical markers of its agricultural history remain. The shift in the neighborhood’s demography has been marked as well. Many descendants of the neighborhood’s early Greek, Irish, Italian, Jewish and Maltese settlers continue to live in the neighborhood, but are now exceeded in number by more recent Asian residents, in particular Chinese individuals with English as a second language, who make up the new majority.

Despite these changes in the physical and demographic landscape, many of today’s Portola residents and workers coalesce around the neighborhood’s agricultural past, rallying to promote a Garden District identity. For the past decade, the community has collectively sought to revitalize the Portola through this deep-seated identity—to build community and a more sustainable future. In public and private works, ranging from backyard gardening to development of public spaces, community members have dedicated thousands of hours to growing the Portola’s Garden District identity. As a result, the neighborhood is now home to many garden sites, a successful garden tour entering its eighth year, a pocket park, and a range of public art works celebrating the agricultural history.

BUILDING A BROADER VISION FOR THE PORTOLA
To support the neighborhood’s goal to celebrate and deepen its identity as San Francisco’s Garden District, the Portola received a city grant to form the Portola Urban Greening (PUG) committee, a multi-stakeholder partnership to consider past, present and future greening efforts in order to maximize future green outcomes. Phase One of the project entailed community outreach and engagement, visioning, and identifying key opportunities, as summarized in this report. Phase Two will build on the opportunities identified and the conversation begun with the community to provide a more comprehensive plan. Selected pilot projects will test ideas and facilitate additional community engagement and feedback.

WHAT IS GREEN?
People define “green” in many ways. Some consider “green” just a color, while others define “green” as a specific way to make buildings with less negative impact on the environment. In this case, the term “green” puts a name to the identity of Portola, historically and today. Today, many projects already exist to support and improve the neighborhood’s health and safety, local businesses and green history. The Portola Green Plan seeks to bring those parts all together and help improve them even further.
PHASE ONE

THE PORTOLA OUTREACH & OPPORTUNITIES

PHASE ONE GOALS
Phase One of the Portola Green Plan seeks to:

» Encourage engagement and foster community investment with a larger, more diversified cross section of the neighborhood, with new voices, in planning and development activities.
» Find out what matters to the neighborhood and identify common causes.
» Identify opportunities based on what the community needs and build on what already resonates with the community.

PROJECT GOALS
The Portola Green Plan seeks to:

1. Promote the Portola neighborhood’s Garden District identity through the education and sharing of its green history with the community, and a comprehensive plan for urban agriculture and green infrastructure projects in the neighborhood.
   » Identify future green projects
   » Set up framework for the neighborhood plan
   » Establish the Portola as a model for neighborhood planning and the example of a green neighborhood
   » Create a model for high-density urban agriculture

2. Engage the Portola community
   » Engage the community in the planning and development process
   » Engage the community and connect existing communities within the Portola
   » Motivate and empower the community to initiate and lead future projects

SUMMER 2015

PHASE TWO

DEVELOPMENT OF THE PORTOLA GREEN PLAN + PILOT PROJECTS

第一阶段的目标
Portola 绿色计划的第一阶段目标是：

» 鼓励参与和促进社会投资一个更大，更多元化的横截面，用新的声音，在规划和开发活动。
» 找出问题向居委会反映, 和确定市民的意见和常见原因。
» 确定社区需要的需要，并建立与社区内居民产生共鸣的机会。

計劃目标
Portola 绿色计划的宗旨：

1. 通过教育和共享社區內的綠色歷史與社區資訊, 促进 Portola 區對於” 城市花園”的認知, 以及對於社區內正在進行或將會進行的計劃/工程作出全面的規劃，都市农业和绿色基础设施。
   » 確定未來關於綠化的項目
   » 为未来的社區计划制定大致的方向
   » 塑造 Portola 區作為一个典范的社区规划和绿色社区的例子
   » 创建模型用于高密度城市农业

2. Portola 區的參與
   » 促進社區的規划和開發過程
   » 彼此社區和社區之間的連接, 特別是現有的社區
   » 激励并赋予社区发起和引领未来的项目
WHAT IS THE PORTOLA GREEN PLAN?

THINKING BIG ABOUT THE PORTOLA’S FUTURE
放眼未來

The points of interest gathered from the community, and mapping of ongoing green efforts, all pointed to a clear framework for a larger vision for the Portola. The overall vision is expressed as a “swooping” gesture that connects the neighborhood with anchor points at two favorite neighborhood destinations, McLaren Park and the Alemany Farmers’ Market. This gesture, named the “Green Path”, suggests individual efforts or nodes of activity, from neighborhood events to art installations to informational kiosks, that all act within the larger gestural structure. Alternatively, The Green Path may imply a literal pathway or route. While many potential strategies exist to express the vision, the main goals of the Green Path remain focused on addressing a set of needs voiced from the community, categorized into the following themes:

» Safe, welcoming pedestrian environment
» Commitment to beauty
» Green education
» Places of interest
» Connections beyond the neighborhood

从社区收集的意见，和正在进行的环保工作，都指出了对 Portola 區需要一個更大而且明确的发展方向。整体视觉表现一个“俯冲”的姿态，如果将两个標誌性地方的，迈凯轮公园和 Alemany 農夫市场附近連結起来，會形成一道線路，命名为“绿色路線”，表明个人的努力或活动的节点，从邻里間的活动，艺术装置，信息亭，这在较大的姿态结构中的所有作用。另外，在绿色通道可能意味着一个字面途径或路线。尽管许多潜在的战略存在表达的方面，在绿色路線的主要目标仍然集中于解决一组需要从社区，分为以下主题表示：

» 安全行人路
» 美化環境
» 绿色教育
» 名胜古迹
» 超越邻里間的连接

Places of Interest / Green Projects
RECREATION
GATHERING SPOTS
PEDESTRIAN PATHS
PLAY AREAS
ART INSTALLATIONS
HISTORY WALK
HEALTHY FOOD
BIKE ROUTES
PLANTING WORKSHOP
FRESH PRODUCE
MCLAREN PARK
ALEMANY FARMERS MARKET

ALEMANY 农夫市场
Major open spaces in San Francisco
The Portola has a unique history specific to the place and its people. The neighborhood’s identity as a “green” neighborhood began nearly a century ago. Portola 區對於某部分的人或地區是有具体非常独特的历史意义。“绿色”的身份定义大概在一个世纪前就开始。

The neighborhood is a convergence of diverse residents, agriculture, park land, and produce began in the early 1900s with the immigration of Jewish, Maltese, Italian families who began constructing the greenhouses that lent the Portola its name, “The Garden District.” In the 1920s, the Portola was home to 19 family-owned nurseries; the Portola grew produce and the great majority of the flowers sold in the city.

Located outside of the city center, the Portola held an unusual collection of natural and man-made assets — the protected ranching land of today’s McLaren Park, the University Mound reservoirs, the nurseries, and the nearby, instantly successful, Alemany Farmers’ Market — all supplying the city while creating a neighborhood environment unlike any other in San Francisco.

多樣化的居民，农业，园区土地和农产品的邻里間的聚會始于20世纪初犹太，马耳他，意大利家庭的移民。他們開始計劃建立一個用 Portola 區的名字，“花园小区”的温室. 在20世纪20年代中，Portola 區內有 20 個私人擁有的苗圃，以及 Portola 生長的鮮花會銷售到三藩市的各個地方。

位于城市中心之外，Portola 區結合了不常見的大自然資源和人力資源 - 今天的迈凯轮公园，大学家水库，托儿所的保护牧场的土地，和附近，即刻成功的 Alemany 农贸市场 - 同时创造了一个邻里环境是不同于其他在旧金山的任何社区。
HISTORY + CONTEXT GARDEN DISTRICT HISTORY

1885
UNIVERSITY MOUND RESERVOIR CONSTRUCTION

1900s
ARRIVAL OF ITALIAN AND MALTESE RESIDENTS

1920s
“SAN FRANCISCO’S GARDEN”
PORTOLA: THE GARDEN DISTRICT OF THE CITY

1926
MCLAREN PARK ACQUIRED [300+ ACRES]

1947
FIRST ALEMANY FARMER’S MARKET

1880 1900 1920 1940 1960 TODAY
Originally populated by native people of the Ohlone tribe, the Portola was settled in the early 1900s by mostly Jewish families and nicknamed “Little Jerusalem.” As the Jewish population decreased, Maltese immigrant families, from Malta and North Beach in San Francisco moved to the Portola.

Spring Valley Water Company begins construction of the University Mound Reservoir in 1885, as one of three terminal reservoirs in San Francisco. The Reservoir contains two basins, each basin about 10 acres in size.

Portola was the city’s Garden District in the 1920s. Home to 19 family-owned nurseries, the neighborhood grew produce and most of the flowers sold in the city. Each nursery specialized in different flowers, including roses, orchids, snapdragons and begonias. Because Portola was a rural area on the edge of the city, it grew flowers in nurseries and also in the surrounding open fields.

The Portola has the second largest park in San Francisco (after Golden Gate Park) at approximately 312 acres. It was cattle ranching and farming land until the Board of Supervisors acquired the original 550 acres in 1926.

When it first opened in 1947, the Alemany Farmer’s Market attracted more than 80,000 people its first week. It was originally founded in 1943 (at Duboce and Market) as a way for farmers to sell their excess harvest during the limited wartime distribution. While just outside of the Portola neighborhood boundary, it serves many of the Portola’s residents and is a key asset of the area.
NEIGHBORHOOD CONTEXT
The Portola is predominantly a residential neighborhood of single-family homes, with a commercial spine down San Bruno Avenue on its Eastern border. The Portola’s strengths include its close proximity to the 101 Freeway and 280, the connection to several bus lines, proximity to the Alemany Farmers Market, the multiple ongoing beautification projects, and a strong neighborhood association. Noted challenges include lack of retail offerings, vacant or neglected storefronts, litter, poor lighting, a lack of pedestrian safety, and cultural and language barriers among the ethnically diverse community.

社区背景
Portola 區主要是单户住宅区，和商业街 San Bruno 大街至其东部边縁。Portola 區的优势包括其靠近高速公路101和280，连接到几个公交线路，靠近 Alemany 農夫市场，多个正在进行的城市美化工程，以及强大的社區居委会。受到的挑战包括缺乏零售商店，空置或荒芜店面，乱扔垃圾，光线不好，缺乏安全的行人道，以及各种不同种族之间缺乏的交流文化和语言障碍。

Source: Invest in Neighborhoods Portola neighborhood profile
HISTORIC CREEK
The Portola is located in the Yosemite Watershed on the Bayside of the city, which includes the historic Yosemite Creek running from McNab Lake in McLaren Park along Wayland Street and Woolsey Street and extending into the Bay. Yosemite Creek is currently buried in underground pipes or flowing into the city sewers.

The Upper Yosemite Creek Daylighting project, with construction slated for 2016, and its plan to “daylight” or uncover the historic Yosemite Creek, will bring attention to the natural hydrologic cycle (with improved water and habitat quality) as well as the neighborhood itself and McLaren Park.

 история маленькой реки
Portola 區靠近優山美地分水嶺的城市邊緣，其中包括历史悠久的优胜美地小溪。从麦凯伦公园内的 McNab 湖一直到 Wayland 街, Woolsey 街，并延伸到海湾。优胜美地小溪现在被埋在地下的管道或流入城市下水道。

在上游優山美地小溪采光项目里，预计2016年实行，其计划以“日光”或揭开历史的优胜美地河，将带来关注自然水文循环（与改善水与居住环境质量）以及社区与麦凯伦公园。
**STREET TREES**
The majority of street trees line San Bruno Avenue, Silver Avenue, and Mansell Street. Portions along Gaven Street and Holyoke Street are also lined with street trees, though most of the residential area, especially in the center of the neighborhood (marked by the large blocks of reservoirs), displays less street trees in general (see map).

**RESIDENTIAL GREEN**
The neighborhood has a lot of greenery on display, though it is limited to the front of individual homes and does not usually extend beyond property boundaries or take on any communal aspects.
FENCES
Many fences are visible in the neighborhood bordering open spaces, gardens, and parking lots. Fences in general indicate a lack of access to these spaces, though fences in the Portola communicate mixed messages, both bounding places that are off-limits as well as defining very accessible public spaces.
HISTORY + CONTEXT  GREEN EFFORTS

GREEN EFFORTS TODAY
Many gardens, public and private, are already established in the Portola. Many schools in the Portola are home to garden plots, most created in collaboration with students and local children. The San Francisco School offers a large garden area that allows students to explore and experience nature hands-on. The Goettingen Community Garden was built in a single day by volunteer neighbors and a $100,000 grant, taking a once neglected hillside and transforming it into a community space. Popular neighborhood destinations, such as the Palega Recreation Center and the Portola Branch Library, have initiated their own garden projects. To celebrate the garden culture of the neighborhood, the Portola Neighborhood Association (PNA) has established an annual Garden Tour event to promote garden education as well as display the beautiful gardens to the public.

In addition to gardening, an array of art projects have sprung up in the last few years, beginning with two murals in 2008, the MLK Jr. School mural of famous faces and the colorful “The Portola” mural at Silliman and San Bruno. Additional creative projects include the Alemany Island Project, the Windmills mosaic at Palega, the Burrows Pocket Park mural, and the Silver Avenue Family Health Center mosaic. Most recently, PNA has been working with the Youth Art Exchange project to create, design and install a large-scale outdoor photography gallery on the outside of the businesses on San Bruno to build shared community identity between longtime and new residents of the neighborhood.

In terms of recreation, the Palega Recreation Center was renovated two years ago, with redesigned play areas and significant landscaping improvements. Also, San Francisco’s first mountain bike park is currently under construction in McLaren Park, already home to two annual bike races.

現時對於綠化的努力
许多的花园，無論公共或私人，在 Portola 區隨處可見。许多在 Portola 區的学校花园都是有學生與他們的家長合力建設的。公立学校内设有一个大型花园区，让学生親手去探索和体验大自然。Goettingen 社区花园是由區內的志願者和10万美元拨款在一天內創建的，將一个曾经被忽视的山坡，把它变成一个社区空间。其中受到居民喜愛的地點包括: Palega 康樂中心和 Portola 公共圖書館，都已經開始屬於他們的园林工程。为了推廣花园文化，Portola 邻里协会（PNA）建立了每年的游園活動，以促进教育以及展示美丽的花园给每個人。

除了园艺，艺术项目的数群如豆后春笋般涌现，在过去的几年里。始於2008年的两个壁画，著名的面孔的小 MLK壁画学校和五颜六色“The Portola”壁画掛在 Silliman 街和 San Bruno 街交界處。其他创意项目包括 Alemany岛项目，Palega 的风车赛马克，洞内袖珍公园壁画，Silver 大道家庭健康中心的马赛克。最近，PNA 机构在与青年艺术交流项目，以创建，设计和安装大型户外摄影画廊上圣布魯諾的企业建立长期和附近的新居民之间共享的社会標誌。

在娱乐方面，Palega 拍摄中心被一对夫妇几在幾年前进行翻新，有重新vamped游乐区和显著绿化改善。此外，旧金山的第一个山地自行车公园正在建设中的麥凱倫公園，已经舉行了两年的自行车比赛。
Burrows Pocket Park mural
Alemany Island Project mural
San Francisco School
Portola-at-Play

Alta Vista Elementary School garden
San Francisco School
Burrows Pocket Park

Portola Branch Library garden
E.R. Taylor Elementary School garden
Bee Farm

Burrows Pocket Park mural
E.R. Taylor Elementary School garden
“The Portola” mural at Silliman

Alemany Island Project fence display
Silver Ave. Family Health Center mosaic
Portola-at-Play

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GREEN EFFORTS TODAY
Along with many small, community-led projects, a few larger-scale projects are in process that are also seeking to continue the green identity of the neighborhood and have a positive impact on the neighborhood.

GARDENS/AGRICULTURE
1 Palega community garden
2 Annual Garden Tour
3 Burrows Pocket Park
4 Portola Branch Library garden
5 Gepingen community garden
6 Bee Farm
7 Alta Vista Elementary School garden
San Francisco School garden
E.R. Taylor School garden

ART
1 Silver Ave. Family Health Center mosaic
2 “The Portola” mural at Silliman
3 Windmills mosaic at Palega
4 Burrows Pocket Park mural
5 MLK Jr. School mural
6 California Wildflower shutters
7 Portola-at-Play
8 Alemany Island Project

RECREATION
1 Palega Recreation Center
2 McLaren Bike Park

FUTURE
1 Upper Yosemite Creek Daylighting
2 The Greenhouse Project
3 San Bruno Avenue street improvements
4 SFMTA San Bruno Avenue Transportation Plan
FUTURE LARGE-SCALE EFFORTS

1 Upper Yosemite Creek Daylighting project 優山美地上河流採光計劃

The Upper Yosemite Creek Daylighting Project will bring the buried Upper Yosemite Creek back to the surface, from McLaren to Wayland Avenue. The project will improve the sewer system and establish a greenway along the creek for pedestrians and cyclists.

» A plan to bring the buried Upper Yosemite Creek back to the surface, from McLaren to Wayland Ave
» Part of SFPUC Sewer System Improvement Program
» Construction planned for Spring 2016

2 The Greenhouse Project 溫室計劃

The Greenhouse Project was started in 2008 to rebuild the University Mound Greenhouses site as a locus for sustainable urban agriculture. The project currently proposes greenhouses, an orchard, education center, lookout tower, and office space.

» A plan to restore the University Mound Greenhouses site as a green and agricultural neighborhood center
» The last standing neighborhood nursery from the 1920s
» Plans to co-purchase the site with SFPUC

3 San Bruno Avenue street improvements 街道美化

The San Bruno Avenue Street Improvements include a series of mini-grants from the Portola Neighborhood Association (PNA) for merchants on San Bruno who need streetscape improvements. These improvements may include new awnings, seating, windows, or landscaping.

4 SFMTA San Bruno Avenue Transportation Plan

The San Bruno Avenue Transportation Plan was started in 2015, as a collaboration between the Portola Neighborhood Association (PNA) and the San Francisco Municipal Transit Agency (SFMTA). The Plan seeks to address parking, transit, and pedestrian and bike safety.
To define a vision for The Portola Green Plan, a series of workshops were held in the neighborhood to share information about the history of the Portola as well as current ongoing efforts, and to start a conversation about the future.

要定义 Portola 區绿色计划的方向，一系列的研讨会会在附近举行，分享Portola 區的历史，不断努力的信息，并启动一个关于未来的对话。

The results of these conversations, conducted by the project team and the committee, led to the input displayed and synthesized in this section. The following pages provide the words of participants as well as a set of key themes to guide the next steps of the Portola Green Plan.

根據調查結果，由项目团队和委员会进行的调查。以下页面提供了与会者的对话还有一组关键主题，以指导下一步的 Portola 绿色计划( 第二階段)。
WORKSHOPS
During Phase One, the Portola Urban Greening (PUG) committee shared its initial goals and perspectives about the Portola’s Green Plan. The PUG’s input, along with additional neighborhood research, was gathered into a presentation about the Portola’s green history, the role and meaning of “green” today, and the potential for the neighborhood with the Portola Green Plan. The presentation and an outreach tool (series of postcards) were created as a “kit” to continue the workshops in the future.
FEEDBACK

STEP 1:
During the initial set of workshops held in early 2015, feedback was gathered from the community in the form of questionnaire postcards.

STEP 2:
The feedback on these cards was collected and recorded.

STEP 3:
The feedback was displayed in public places around the neighborhood for others to read with an invitation for viewers to share their reactions and feedback to the content.

The postcards included four questions about reasons for moving to Portola, favorite activities in the neighborhood, needs for the neighborhood, and hopes for the Green Plan. People wrote their answers directly onto the postcards during each workshop, and then shared what they wrote. (above: an individual postcard example)
OUTREACH

WHAT WE HEARD
The input gathered from community residents, business owners and other stakeholders who participated in the early 2015 workshops resulted in a list of key themes of expressed needs and desires.

In addition to common themes, the community input provided insight about the important places in the neighborhood (i.e. McLaren Park, the Alemany Farmers Market, San Bruno Avenue) along with two different kinds of feedback: [1] desired improvements to and/or more of an existing asset or type of enjoyable activity (e.g. more neighborhood events in order to spend time with neighbors) or [2] a request for a complete change of an existing condition (e.g. implement pedestrian safety strategies on San Bruno Avenue which is not currently a pedestrian-friendly street).

我们听说
从社区居民、商铺店主、所有参加了2015年初期作坊其他利益相关者收集的意见显示出/表达的需求和欲望的关键主题列表。

希望對於現有的資源進行改善/多建設 - 除了共同的主题，社区投入以及两种不同的反馈提供了有关在附近（即麦凯倫公园，Alemany 农夫市场，San Bruno 大街）的重要场所的洞察力现有资产或愉快的活动（例如，以与邻居更多的溝通与交流機會）或2. 呼吁的现有的資源（例如一个彻底的改变，落实圣布鲁诺大街行人的安全策略，目前还没有一个行人-友好街道)。

KEY THEMES:

☐ SAFE, WELCOMING PEDESTRIAN ENVIRONMENT
安全行人路

☐ COMMITMENT TO BEAUTY
美化環境

☐ GREEN EDUCATION
绿色教育

☐ PLACES OF INTEREST
名胜古迹

☐ CONNECTIONS BEYOND THE NEIGHBORHOOD
超越邻里間的连接
<table>
<thead>
<tr>
<th>WHAT PEOPLE ALREADY ENJOY TODAY...</th>
<th>WHAT PEOPLE WANT TO CHANGE IN THE FUTURE...</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WALKING, HIKING, DOG-WALKING</strong></td>
<td><strong>MORE PEDESTRIAN-FRIENDLY, MORE ACTIVE SAN BRUNO AVENUE</strong></td>
</tr>
<tr>
<td>also: walking/bird-watching in McLaren Park and at McNab Lake, walking through residential streets and seeing families, walking to San Bruno, shopping on San Bruno</td>
<td>also: easier pedestrian connection to adjacent neighborhoods, Bernal and Bayview</td>
</tr>
<tr>
<td><strong>GETTING INCREDIBLE PRODUCE AT THE ALEMANY FARMERS’ MARKET</strong></td>
<td><strong>MORE GOOD, HEALTHY FOOD OPTIONS ON SAN BRUNO AVENUE</strong></td>
</tr>
<tr>
<td>also: lunch on San Bruno Ave., coffee at Four Barrel, dim sum, Breakfast at Tiffany’s, Cinco de Mayo, Red House, Fat Beli Deli, Hoy Sun</td>
<td>also: more locally-grown food, develop a neighborhood marketplace for local food</td>
</tr>
<tr>
<td><strong>SPENDING TIME WITH NEIGHBORS</strong></td>
<td><strong>MORE NEIGHBORHOOD EVENTS + COMMUNITY GATHERING SPACES</strong></td>
</tr>
<tr>
<td>also: meeting new neighbors, being on the PNA, volunteer work days, going to the Library, hosting listening parties at the Greenhouse, the Garden Tour around the neighborhood, showing people around</td>
<td>also: more events for families, more public open space, create a pride of place and encourage community investment / sense of ownership</td>
</tr>
<tr>
<td><strong>GOING TO PALEGA</strong></td>
<td><strong>MORE PLAY/EXERCISE AREAS</strong></td>
</tr>
<tr>
<td>also: playing baseball and ping pong, doing Zumba, playing on the playground at Palega</td>
<td>also: walking paths for elderly to exercise, more bike paths through residential area and park</td>
</tr>
<tr>
<td><strong>HANGING OUT IN MY GARDEN</strong></td>
<td><strong>A MODEL FOR HIGH-DENSITY URBAN AGRICULTURE</strong></td>
</tr>
<tr>
<td>also: gardening at SF School, the library garden, digging, being in nature</td>
<td>also: more community gardens, more trees and less asphalt, tie in with Friends of the Urban Forest, increase interest in gardening with planting workshops</td>
</tr>
<tr>
<td><strong>SHOWING PEOPLE AROUND THE NEIGHBORHOOD WHO HAVE NEVER BEEN HERE</strong></td>
<td><strong>A DESTINATION FOR EVERYONE</strong></td>
</tr>
<tr>
<td>also: promote neighborhood identity, celebrate Portola history with historic landmarks, make the University Mound Greenhouses our landmark, more public art</td>
<td></td>
</tr>
</tbody>
</table>
OUTREACH

**SAFE, WELCOMING PEDESTRIAN ENVIRONMENT**

- "less crowded feeling on San Bruno with buses"
- "fix roads"
- "discourage bikes on sidewalks"
- "make walking around the main drag more pedestrian-friendly and desirable"
- "encourage foot traffic on San Bruno"
- "more interest in gardening and urban agriculture"
- "planters available to businesses and neighbors"
- "more lights on San Bruno at night"
- "more safety, less burglary"
- "concentrate efforts on San Bruno"
- "less crowded feeling on San Bruno with buses"
- "fix roads"
- "discourage bikes on sidewalks"
- "more lights on San Bruno at night"
- "more safety, less burglary"

**COMMITMENT TO BEAUTY**

- "more sidewalk gardens"
- "planters available to businesses and neighbors"
- "more interest in gardening and urban agriculture"
- "more green space"
- "more community gardens"
- "reduce the overwhelming asphalt"
- "tree-lined path through schools to San Bruno"
- "green islands in street intersections"

**GREEN EDUCATION**

- "more environmental awareness"
- "food exchange"
- "build respect for nature"
- "educate and encourage neighbors to plant trees/gardens"
- "teach respect for keeping neighborhood clean"
- "less littering"
- "keep San Bruno Ave clean"
- "planting workshops"
- "marketplace for locally grown produce"

**CONNECTIONS BEYOND THE NEIGHBORHOOD**

- "Portola linked to neighborhoods, Portola to Bernal to Mission"
- "easier connection by foot to Bernal and Bayview"
- "more car parking along San Bruno"
PLACES OF INTEREST

“more food options on San Bruno”

“GOOD and healthy restaurants”

“enjoy getting incredible fruit & vegetables at Alemany Farmers’ Market”

“enjoy sipping Four Barrel coffee”

“take advantage of large McLaren Park”

“enjoy walking through residential streets, seeing families”

“enjoy food at Breakfast at Tiffany’s”

“encourage walking and biking and less driving”

“enjoy baseball/playground/ping pong at Palega”

“bike paths through residential area and park”

“more play areas for kids”

“create a pride of place, sense of ownership, community investment”

“make the greenhouses our historic landmark”

“bring neighbors together in community gathering spaces”

“bring more resources to the neighborhood”

“add visual displays of history”

“celebrate the neighborhood’s rich history”

“share knowledge of Portola history”

“do something crazily wonderful with the greenhouses, like an incredible public space”

“create a destination for everyone, neighbors and non-neighbors”

“extend Philosopher’s Walk to greenhouses with signage about reservoir”
Findings, paired with the current efforts in the neighborhood, articulate community needs and desires. These findings directly inform the following opportunities for future projects, which seek to address community needs and provide community benefits.

The following opportunities offer a range of strategies, from short-term temporary prototypes to long-term permanent plans, with varying levels of time commitment and financial investment. Though the opportunities suggest diverse place-based interventions, they fit within the Portola Green Plan and its overall vision and goals as initially defined.

机会

结果，根据现时的社区状况，明确地分析社区的需求和当前的努力。这些研究结果直接影响着未来的项目，寻求解决社会需求和提供社会福利以下机会。

以下机会提供不同类型的策略包括，从短期或临时的计划，到长期/永久性计划，以不同的时间承诺和财政投资水平。虽然机会提示不同的地方为基础的干预，Portola 区的绿色计划内适应其总体远景和目标如最初定义。
These elements, as part of The Green Plan, will orient the passer-by with other points on the Green Path, using recognizable elements (whether signage, art, use of color, or inscriptions). In this way, the two projects can build on one another and neighborhood-wide efforts to be part of a connected experience from McLaren Park to San Bruno Avenue and beyond.

Four potential opportunity sites are identified for pilot projects and future interventions and described in the following pages.

These elements,作为绿色计划的一部分，将行人对于其他点上的绿色通道的意见作一个概括的作用，使用识别元素（标志，艺术，色彩的运用，或者题字）。这样一来，这两个项目可以建立在彼此附近范围内的努力，是从麦凯倫公园连接体验到 San Bruno 大街及往後的部分。

四个潜在的机会点被确定为试点项目和今后的干预措施，并在后面进行介绍。

OPPORTUNITIES:

1. **MCLAREN PARK GATEWAY**
   麥凱倫公園閘口

2. **CREEK + GREENHOUSE ANCHOR**
   小溪+溫室試驗點

3. **NEIGHBORHOOD CONNECTIONS**
   社區內的连接

4. **SAN BRUNO CORRIDOR**
   San Bruno走廊

5. **ALEMANY/SAN BRUNO PASS**
   Alemany/San Bruno通道
As the second largest park in San Francisco, John McLaren Park is a great asset for San Francisco and for the Portola, including 312 acres, 7 miles of walking trails, nearby playgrounds, picnic areas, game courts, the Jerry Garcia Amphitheater, a golf course, lake and pool. How can the park meet the adjacent residential neighborhood and create a “face” for the park as a destination?

Focused on the point of entry to and from the neighborhood along University Street and/or Mansell Street, the McLaren Park Gateway could be a single element, such as a kiosk, or a larger area with interpretive elements. Regardless of scale, its function is to tell the story of McLaren Park and the Portola neighborhood and teach a shared history of place. The Gateway would achieve two key goals: to orient a visitor to the history of the place and to set one on the Green Path. The latter would be achieved through an identifiable treatment—through landscape, art, paving—to a path that extends from within the park into the neighborhood.

The McLaren Park Gateway provides a place to orient visitors to the neighborhood and the Green Path. The Gateway can be a collaboration with the capital improvements in development for the park – building on the community vision for those improvements and connecting them with efforts throughout the neighborhood.

SELECTED STRATEGIES:
» Single or series of interpretive elements
» Park zone connected to neighborhood pathway
» Visual cues that describe a direction and path from within the park into the neighborhood
» Identifiable treatment of pathway to create a “history walk” or “green walk”
» Border improvements along edges between park and neighborhood

BENEFITS:
✔ SAFE, WELCOMING PEDESTRIAN ENVIRONMENT
✔ PLACES OF INTEREST
✔ GREEN EDUCATION
✔ CONNECTIONS TO THE CITY
✔ COMMITMENT TO BEAUTY
FURTHER RESEARCH: Coordinate with planned improvements and identify opportunities, identify funding needs / gaps and potential sources, further research on McLaren Park site and history, and develop “high” and “low” investment strategies, including siting, configuration, design, story-telling elements.

POTENTIAL PARTNERS: San Francisco Recreation & Parks Department, McLaren Park Collaborative, Save McLaren Park, San Francisco Parks Alliance, Portola Neighborhood Association, SF Urban Riders, Department of Public Works, Visitation Valley Greenway, Portola Public Library, San Francisco Arts Commission

HOW CAN WE START TODAY?

PLANTING WORKSHOP
A school or organization presents gardening tips and techniques.

HISTORIC TIMELINE ART
Temporary art displays a historic timeline of the greenhouse area.

CHALK DAY
Neighbors gather and write messages at the edge of McLaren.
Two separate but potentially well-aligned projects will extend the proposed Green Path from the northern edge of McLaren Park into the neighborhood, beginning a greenway that will ultimately run through the Portola from McLaren Park to the Alemany Farmer’s Market.

The San Francisco Public Utility Commission (SFPUC) proposes to remake the northern edge of McLaren Park by “daylighting” a stretch of the historic Yosemite Creek to manage storm water. Similar to the McLaren Park Gateway, there is an opportunity here to craft public areas within or adjacent to the newly “daylighted” creek that would tell the larger ecological and agricultural story of the neighborhood—to connect the SFPUC’s 21st century environmental efforts to stories of this place.

At the terminus of the Creek Daylighting Project, The Greenhouse Project (TGP) proposes to establish the City’s first urban farm incubator program in the Portola. The program will serve as an affordable lease-site promoting environmentally and economically sustainable farm businesses. This use would restore commercial urban agriculture to the Portola, promote the Portola’s Garden District identity, and generate many community benefits, including:

- demonstration of small scale, organic farming techniques in the context of viable small business;
- the opportunity for urban residents to witness farming in action and contribute meaningful work in company of skilled farmers, and to reclaim self-sufficiency skills in growing/preparing fresh foods;
- public awareness of resource conservation related to food production/reduction of food miles; and,
- agriculturally-oriented local economic development and vocational training.

A partnership between SFPUC and TGP will develop the University Mound Nursery greenhouse site as a community asset that will both: (1) provide a dynamic, open space terminus to SFPUC’s Creek Daylighting Project and (2) preserve one or more acres in perpetuity for agricultural use. By integrating green infrastructure and urban agriculture on one site, this partnership could produce a truly extraordinary site for environmental education. Even before these efforts are implemented, the areas around these proposed projects present the opportunity to reimagine currently inaccessible and inactive, but strongly characteristic features of the neighborhood—the fenced-off reservoir, the hidden waterways, and the last remaining block of greenhouses. What if these areas currently lined with chain link fences and no-trespassing signs, shared a larger story of the neighborhood and its relationship with environmental stewardship?

STRATEGIES:
- Marketplace for fresh produce
- Environmental art installation
- Demonstration Zone - for old and new green technology (eg. stormwater treatment)

BENEFITS:
- 🗑️ SAFE, WELCOMING PEDESTRIAN ENVIRONMENT
- 🗑️ PLACES OF INTEREST
- 🗑️ GREEN EDUCATION
- 🗑️ CONNECTIONS TO THE CITY
- 🗑️ COMMITMENT TO BEAUTY
FURTHER RESEARCH: Streetscape opportunities, Scope and updates to Upper Yosemite Creek Daylighting and The Greenhouse Project (TGP)

POTENTIAL PARTNERS: SFPUC, The Greenhouse Project (TGP), Bee Farm, Goettingen Garden, WalkSF, Shaping San Francisco

HOW CAN WE START TODAY?

FOOD/FLOWERS EXCHANGE
A special event tests a more permanent marketplace.

RESERVOIR TOURS
Educational walking tours show city water supply/infrastructure.

TEMPORARY SIGNAGE ART
Fence installations identify sites of change with bright, colorful art.

OPPORTUNITY SITES

PILOT PROJECTS

STRATEGIES

Chain-link fence
RESERVOIR
(University Mound Basin)
RESERVOIR TOURS
ON-SITE INSTALLATION
PROPOSED CREEK DAYLIGHTING
ART SIGNAGE
GREENHOUSE SITE
ENVIRONMENTAL SIGNAGE
FOOD EXCHANGE
Flickr/Elvert Barnes
Flickr/Bureau of Land Management
Leah Nichols
The Portola is made up of a large residential area and is home to many green projects initiated by neighbors. While some of these efforts are community-oriented, many beautiful gardens, landscapes and plantings represent individual efforts - limited to private homes and often hidden from public view. While residents have expressed that they enjoy walking through the neighborhood, they also wish it were less of a “concrete jungle”. What if the neighborhood supported a more green, more connected environment to allow residents to enjoy more beauty and share in more activities?

The goal for a more connected neighborhood, leveraging individual acts as well as neighborhood scale efforts, is for residents to share experiences within the public realm with participatory programs and improved circulation. Pathways through the neighborhood, ranging from formal bike lanes to priority pedestrian connections, not only offer residents more efficient travel within the neighborhood (i.e. easier access to San Bruno) but also invite them to explore more of the neighborhood, more easily. Programming of space, such as a neighborhood garden, encourages the creation of public, communal spaces and allows residents to take ownership over their neighborhoods.

The spatial connections made within the large area of individual homes play a key role in the identity of the neighborhood and the overall connected vision of the Green Path.

SELECTED STRATEGIES:
» Adopt-a-block / Model Block Programs
» Interpretive pathway
» Planters Project
» One Poster Project (all neighbors display the same poster in their front windows)

BENEFITS:
✓ SAFE, WELCOMING PEDESTRIAN ENVIRONMENT
✓ PLACES OF INTEREST
✓ GREEN EDUCATION
✓ CONNECTIONS TO THE CITY
✓ COMMITMENT TO BEAUTY
OPPORTUNITY SITES

- PILOT PROJECTS
- STRATEGIES

FURTHER RESEARCH: Learnings from DPW’s Study Model Blocks and other City programs, survey existing street conditions and develop concept for selected model streets

POTENTIAL PARTNERS: Neighborhood organizations (PNA, Portola Family Connections, Chinese Education Center, Silver Avenue Family Health Center, Portola Branch Public Library, area schools), San Francisco Planning Department
SAN BRUNO CORRIDOR
San Bruno走廊

The commercial main street of the Portola, San Bruno Avenue, contains neighborhood-serving retail, locally-owned restaurants, and popular community spaces. On one side, the street serves as a spine of activity but on the other side, it is a “dead end” edge to the neighborhood, sitting against a freeway wall. What if San Bruno Avenue, the most public commercial area of the neighborhood, was more of a destination for residents of the area as well as visitors?

San Bruno has an opportunity to serve as a strong anchor to the neighborhood and contribute to an already existing thriving community culture of diverse retail and services. The San Bruno Corridor seeks to build on ongoing efforts initiated by the PNA to improve existing pedestrian safety on the street, and in turn, attract more foot traffic to the area. The hope is to create an active edge to the neighborhood with embedded support for activity, from street furniture to programming. Because San Bruno Ave. is a long street, it could include multiple destination points along its way with different zones of activity.

The “Main Street” corridor of San Bruno Avenue, from the green play area of McLaren Park along the Green Path, showcases the diversity of great offerings in the Portola. Because San Bruno Avenue is situated at the edge of the Portola, it has the potential to provide a welcoming, exciting entry to the Green Path for visitors and residents alike.

SELECTED STRATEGIES:
» Art in storefronts
» Markers
» Parklet partnerships
» Green pathway between San Bruno and the freeway connected by cul-de-sacs

BENEFITS:
☑ SAFE, WELCOMING PEDESTRIAN ENVIRONMENT
☑ PLACES OF INTEREST
☑ GREEN EDUCATION
☑ CONNECTIONS TO THE CITY
☑ COMMITMENT TO BEAUTY

DESIGN STRATEGIES

ART IN STOREFRONTS
Establish a program where local artists fill vacant storefronts.

PERMANENT MARKERS
Special street features: banners, sidewalks, crosswalks, etc.

PARKLET PARTNERSHIPS
Pair a local business and design firm to construct a parklet.
HOW CAN WE START TODAY?

BIKE LANE IMPROVEMENTS
Add art/parklets to existing bike lanes for bicycling safety and fun.

NEIGHBORHOOD BLOCK PARTY
Temporary street closure on San Bruno with businesses involved

FOOD FESTIVAL
Host a dim sum festival, like the ramen festival in Japantown.

FURTHER RESEARCH: Parallel integrated study with MTA, street section studies, vacant storefront analysis

POTENTIAL PARTNERS: PNA, MTA/DPW, transportation consultants, WalkSF, SF Bicycle Coalition

OPPORTUNITY SITES

PILOT PROJECTS

STRATEGIES
The proximity to the Alemany Farmers’ Market is a significant asset to the Portola. A favorite activity of Portola residents, in addition to residents city-wide, is walking to the market on a weekly basis. The Portola is currently not well connected to its adjacent neighborhoods, bordered to the North by the freeway which acts as a wall. The Farmers’ Market sits in Bernal, a short walk from the Portola, but is located beyond a tangle of freeway traffic and lack of pedestrian circulation. What if a pedestrian connection provided easier and safer access to the Alemany Farmers’ Market, as well as the greater Bernal Heights neighborhood? What if that walk was more than just a path from point A to point B?

The goal of the Alemany/San Bruno Pass is to support the existing needs for safe pedestrian paths, specifically on San Bruno Avenue near the freeway crossings. Safer paths may include traditional traffic calming measures, additional infrastructure (e.g. crosswalks, traffic lights), streetscape beautification, and/or wayfinding signage for pedestrians. These strategies also support the goal of encouraging more foot traffic on and around San Bruno Avenue in the future.

The Alemany/San Bruno Pass aims to connect the neighborhood to one of its favorite destinations, the Farmers’ Market. The pedestrian connection of the Portola to adjacent neighborhoods and their activities, such as the Farmers’ Market and many more, is an important piece of the Green Path and also implies the larger scale implications of the Green Path and its role related to the city of San Francisco as a whole.

SELECTED STRATEGIES:
» New pedestrian crosswalk
» Triangle beautification
» A permanent program (e.g. park or court)

BENEFITS:
☑ SAFE, WELCOMING PEDESTRIAN ENVIRONMENT
☑ PLACES OF INTEREST
☑ GREEN EDUCATION
☑ CONNECTIONS TO THE CITY
☑ COMMITMENT TO BEAUTY
DESIGN CHARETTE EVENT
Youth brainstorm solutions with professional designers/engineers.

FREEWAY PROJECT
Leftover green between Alemany, the freeway and Peralta activated.

PEDESTRIAN TRAIL
Sidewalk treatment/art follows Alemany Art project panels.

HOW CAN WE START TODAY?

OPPORTUNITY SITES
PILOT PROJECTS
STRATEGIES

FURTHER RESEARCH: Traffic circulation study with MTA, bicycle route research, precedent strategies for pedestrian connection across freeways, and underpass revitalization projects

POTENTIAL PARTNERS: PNA, MTA/DPW, transportation consultants, WalkSF, SF Bicycle Coalition
GET INVOLVED

• Sign up for the mailing list to get new updates and event announcements

• Share your ideas: contact@sfgreenhouses.org

• 提供你的住址，以获得新的更新和活动公告

• 分享您的想法: contact@sfgreenhouses.org
RESOURCES

PORTOLA PROGRAMS

McLaren Park improvements
McLaren Bike Park
Alemany Island Project
The Greenhouse Project
Creek Daylighting
San Bruno Avenue improvements
Portola Garden Tour
OEWD Invest in Neighborhoods
Portola Neighborhood Assoc. (PNA)
Friends of the Urban Forest

PORTOLA区正在/将会进行的发展工程

迈凯轮公园的改进
迈凯轮自行车公园
Alemany岛项目
温室项目
小河采光
圣布鲁诺大道。改进
波托拉园之旅
OEWD投资于邻里简介
PNA邻里协会。
城市森林之友

OTHER CITY PROGRAMS

Model Block Program
Living Alleys program
Better Streets Plan
Parklet Manual
Green Connections
Walk SF
SF Bike Coalition
SFMTA TEP

其他城市的计划

模型块程序
住小巷程序
更好的街道计划
Parklet手册
绿色连接
步行SF
SF自行车联盟
SFMTA TEP