



mission possible: a neighborhood atlas

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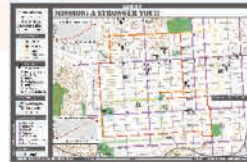
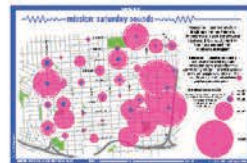
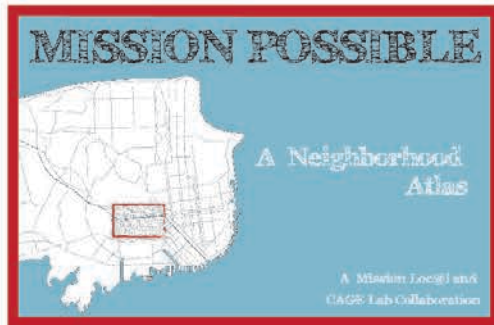


MISSION POSSIBLE



A Neighborhood Atlas

A Mission Loc@l and
CAGE Lab Collaboration



missionpossiblesf.org

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WEST

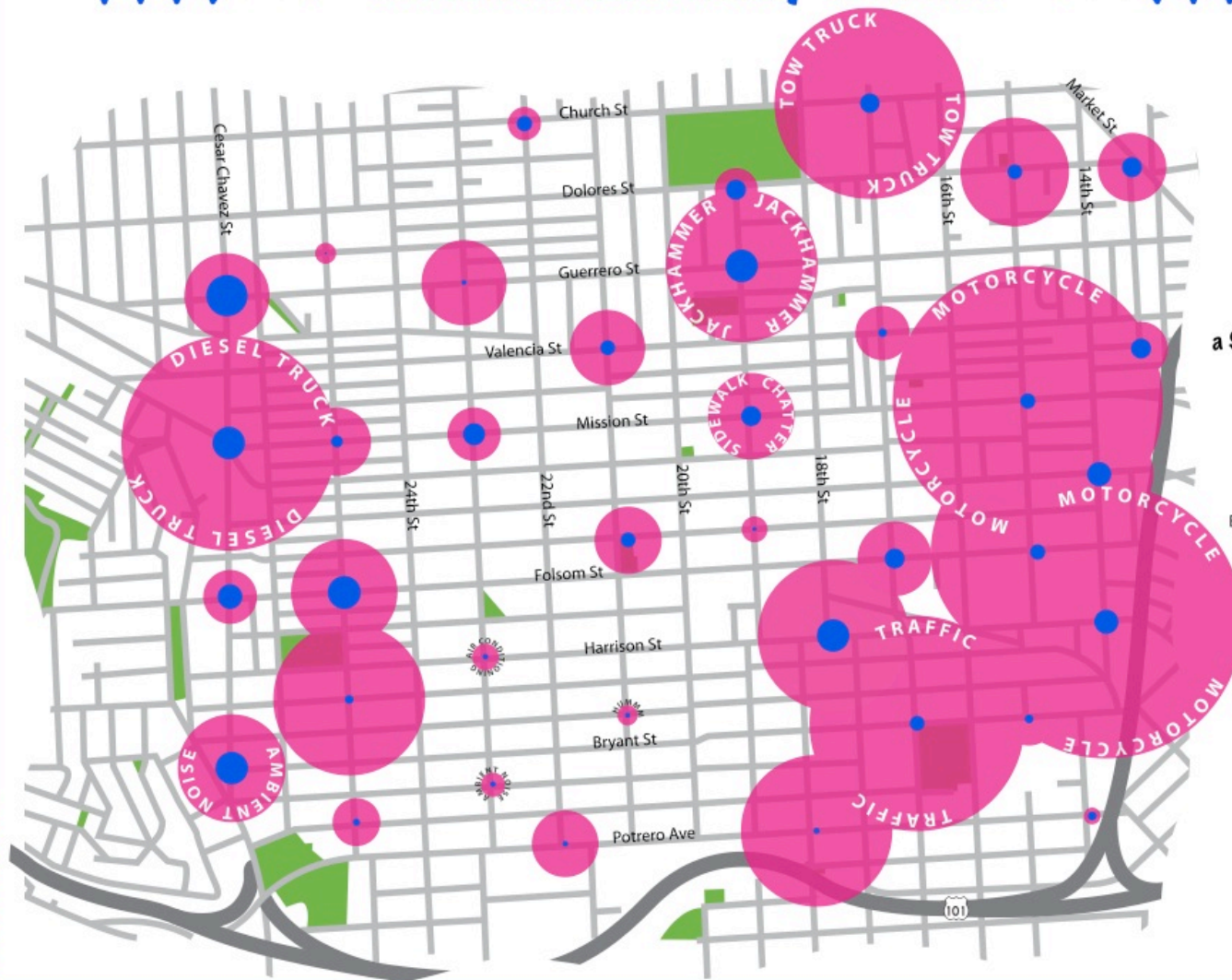


MISSION POSSIBLE: a neighborhood atlas

A Mission Loc@l and CAGE Lab Collaboration

0.5 km 0 0.5 mi

mission: saturday sounds



Noise often comes to mind when imagining urban environments. Garbage trucks, sidewalk chatter, and sirens assail the ears of urbanites. How can a neighborhood's soundscape be mapped?

Using an analog sound pressure meter, samples were gathered at various intersections in the Mission District on a Saturday night in April. At each intersection, one-minute samples were taken and the resulting minimum and maximum sound pressures were noted.

Decibel Levels (dB)

Because the decibel scale is exponential, each successive increase corresponds to a greater increase of perceived "loudness" (sound pressure)



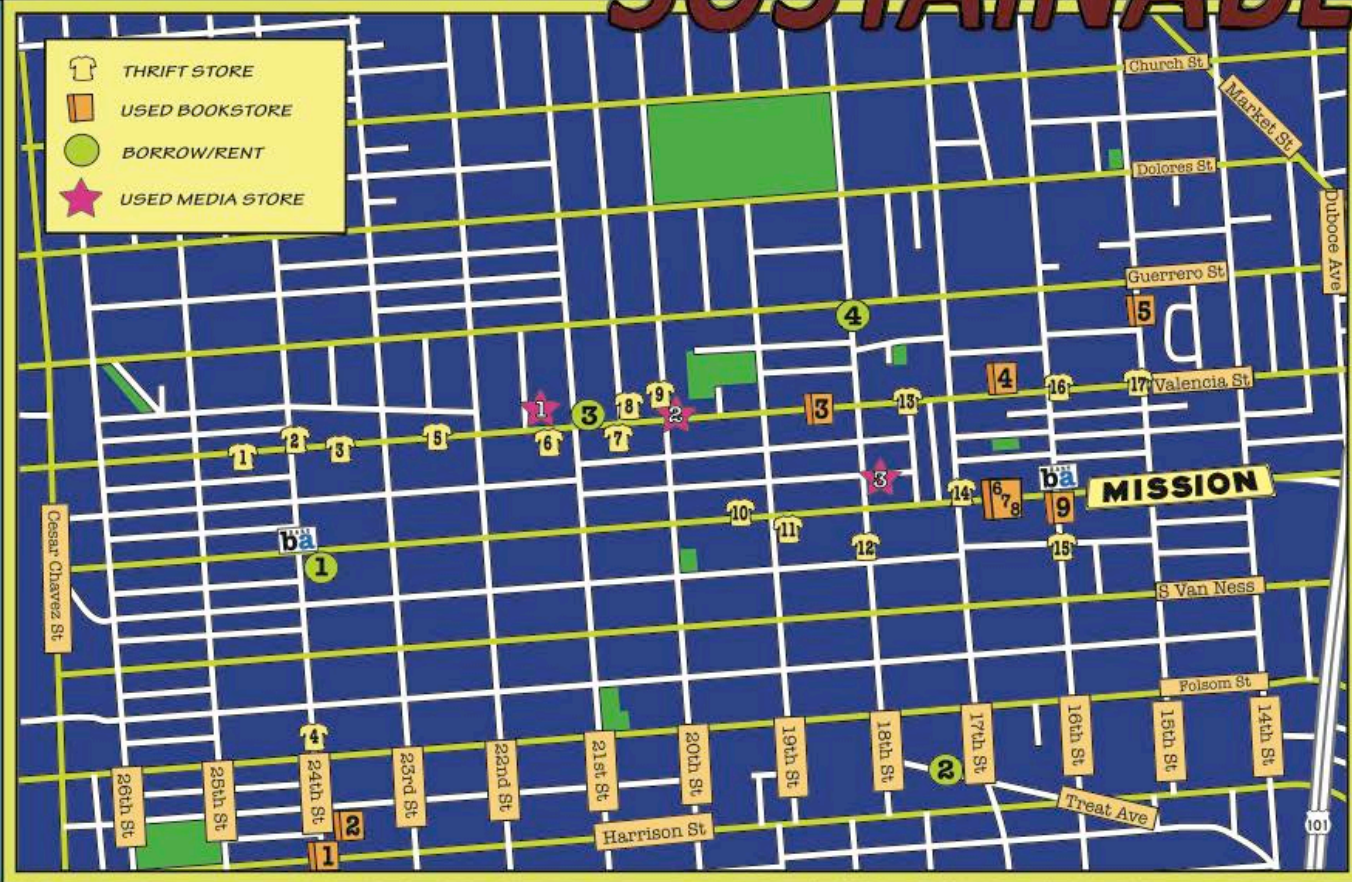
WEST

IN A WORLD OF OVERCONSUMPTION...

MISSION: SUSTAINABLE

- 1 THE PRINTED PAGE
1360 Valencia St
(415) 401-7027
- 2 BUFFALO EXCHANGE
1210 Valencia St
(415) 647-8332
- 3 GYPSY HOMEYARD
1266 Valencia St
(415) 821-1713
- 4 ANKLY BOUTIQUE
3043 24th St
(415) 874-9617
- 5 SALVATION ARMY
1156 Valencia St
(415) 648-0260
- 6 AFTERLIFE BOUTIQUE
888 Valencia St
(415) 786-2386
- 7 YACADCHA CREATION FACTORY
888 Valencia St
(415) 974-7048
- 8 RETRO FIT
910 Valencia St
(415) 950-1530
- 9 ROOM 4
304 Valencia St
(415) 647-2764
- 10 MISSION THRIFT
2330 Mission St
(415) 821-0560
- 11 CLOTHES CONTACT
473 Valencia St
(415) 821-3212
- 12 THE APARTMENT
3448 19th St
(415) 255-1100
- 13 COMMUNITY THRIFT STORE
623 Valencia St
(415) 801-4810
- 14 THRIFT TOWN
2101 Mission St
(415) 861-1132
- 15 ISOL VINTAGE
3162 16th St
(415) 255-8989
- 16 GOODWILL INDUSTRIES
2279 Mission St
(415) 826-5758
- 17 ACCIDENT AND ARTIFACT
381 Valencia St
(415) 437-9700

- THRIFT STORE
- USED BOOKSTORE
- BORROW/RENT
- USED MEDIA STORE



DON'T BUY, BORROW!

- 1 San Francisco Public Library-Mission Branch
500 Bartlett St
www.sfppl.org
- 2 Friends of San Francisco Public Library Book Donation Center
438 Treat Ave
www.friendssfppl.org
- 3 Lost Weekend Video
1034 Valencia St
www.lostweekendvideo.com
- 4 Faye's Video & Espresso Bar
3614 18th St
fayesvideo.blog@pot.com

NOSTALGIA FIX?

- 1 AQUARIUS RECORDS
1055 Valencia St
www.aquariusrecords.org
- 2 FORCE OF HABIT RECORDS
3569 20th St
www.forceofhabit.com
- 3 ODD BALL FILM
275 Capp St
www.oddballfilm.com

- 1 MODERN TIMES
2319 24th St
(415) 282-9246
- 2 ALLEY CAT BOOKS
3036 24th St
(415) 824-1761
- 3 BORDERLAND BOOKS
882 Valencia St
(415) 255-8989
- 4 DOG EARED BOOKS
900 Valencia St
(415) 282-1901
- 5 ADOBE BOOKS
3166 16th St
(415) 864-3936
- 6 SOLARIUM BOOKS
2141 Mission St #300
(415) 863-6363
- 7 LIBROS LATINOS
2141 Mission St
(415) 863-1800
- 8 YAKHALLA BOOKS
2141 Mission St #202
(415) 863-9250
- 9 FOREST BOOKS
3080 16th St
(415) 863-2755

THE SIMPLE HABITS OF A SUSTAINABLE LIFESTYLE ARE EASY WITH THIS MAP: BORROW OFTEN, BUY USED AND SHOP THRIFTY AND YOU CAN REDUCE OVER-PRODUCTION & WASTE. MISSION CITIZENS, BE A HERO-SAVE THE PLANET!

Sources: Mission Loc@l, Cartographer

MISSION POSSIBLE: A NEIGHBORHOOD ATLAS

0.5 km 0 0.5 mi

JUNE THAMMASNONG - MAP MMXI-0015

WEST

MISSION: A STRONGER YOU!!

Running and cycling are not just forms of exercise, but also great ways to explore your neighborhood.

Suggested Runs

- S Start
- F Finish
- Easy
- Medium
- Hard

Facilities

1. 24 Hr Fitness
2. Bianchi Fitness
3. Live Fit Gym
4. Burn SF
5. Adaba Capoeira
6. Body Fi
7. J+K Studio
8. Valencia St Muscle

Cross-Training

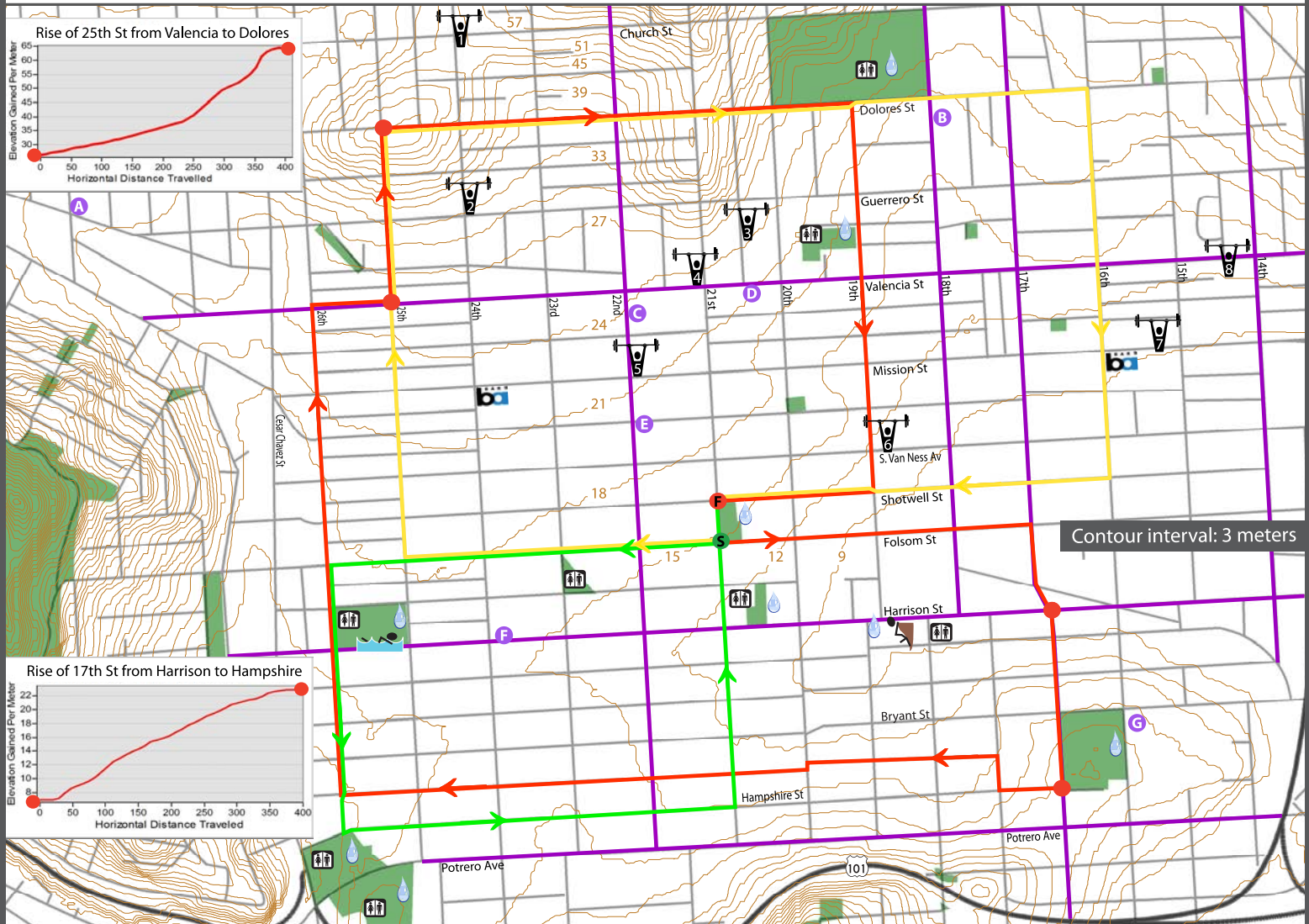
- Swimming Pool
- Mission Cliffs
- Bike Lanes

Post-Workout Snacks

- A Mitchell's
- B Bi-Rite Creamery
- C Yotopia
- D Xanath
- E La Copa-Loa
- F Humphry Slocombe
- G Nubi Yogurt

Hydration

- Drinking Fountain



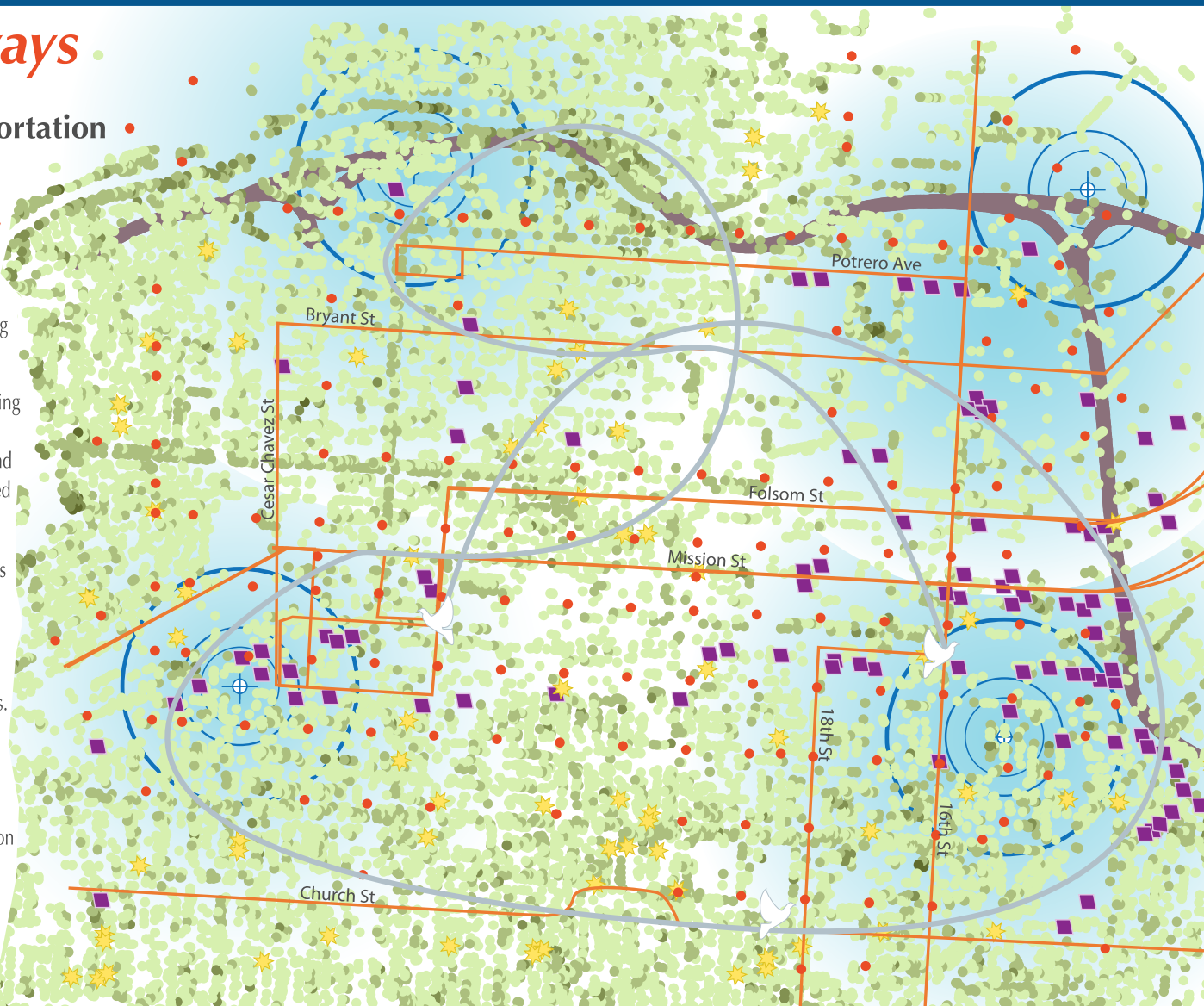
0.5 km 0 0.5 mi

Mission: Airways

Above the Street Grid Communication & Transportation

The Mission's sidewalks are bustling with urban life—hold this map above your head and you will turn this situation upside-down, discovering an equally busy world in the air.

- Traffic signals dangle over intersections, flashing color-coded messages.
- ● Trees sprout from the sidewalk to create living architecture—bark pillars topped with emerald capitals. They shade pedestrians, house birds, and sequester carbon. Their genetic material is carried through the city on the wind.
- ☎ Cell phone towers repeat residents' messages around the world.
- ■ Billboards send marketers' messages.
- ★ Solar panels atop roofs capture the sun's rays.
- — Electrified Muni lines power the buses that travel our streets.
- — Thousands of cars zoom above street level on the freeway.
- 🐦 Pigeons and other city birds transcend these borders as they swoop and soar, flit, and float from BART stations to power lines to parks.






MISSION POSSIBLE: A NEIGHBORHOOD ATLAS

WEST

HEATHER SPARKS - MAP MMXI-0003

WEST

Coffee Shop Price Averages

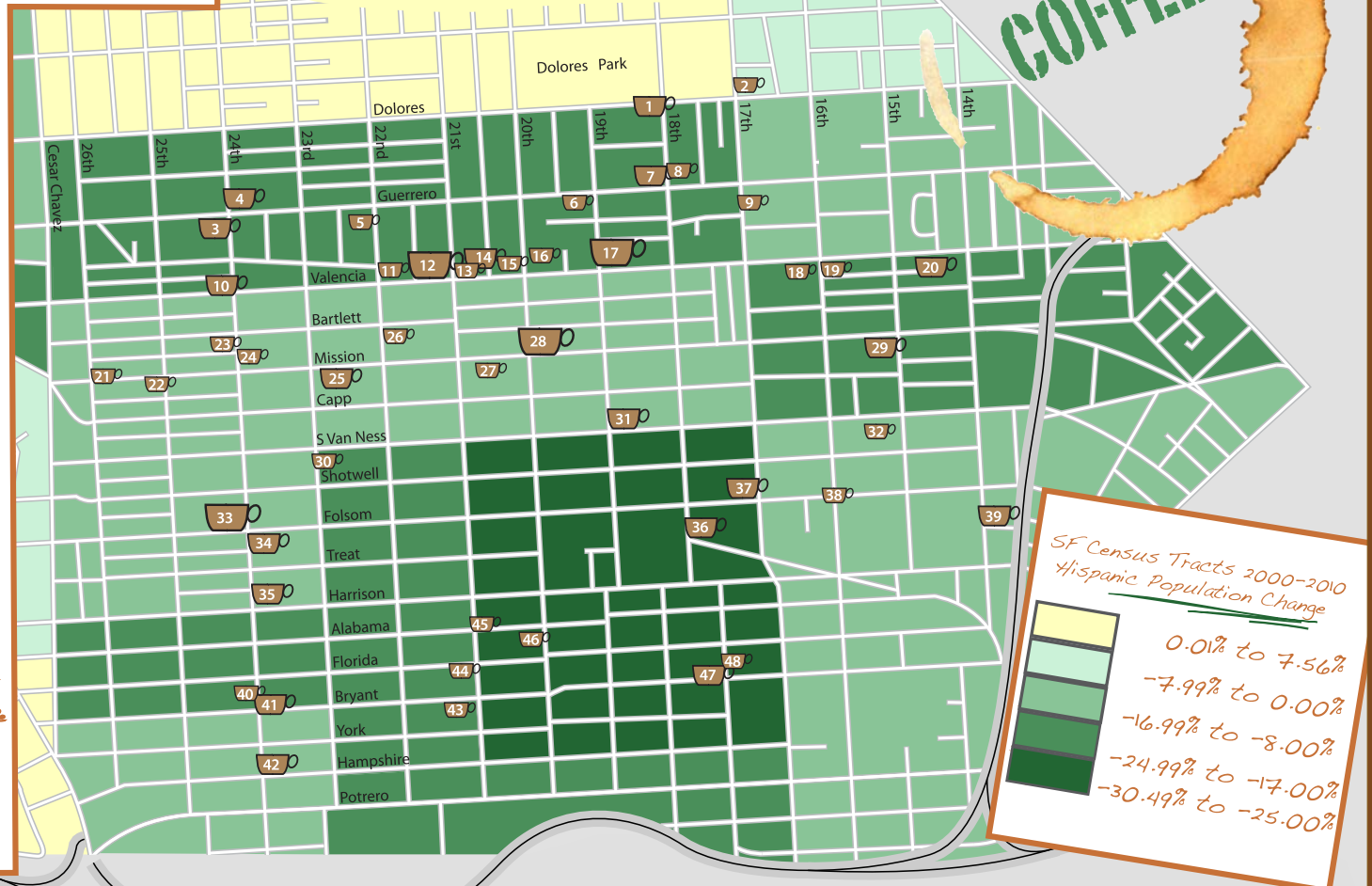
	\$1.00-1.99	Prices equal the average cost of a small and large cup of coffee in each establishment
	2.00-2.99	
	3.00-3.99	

Bold = Latino-Owned

- | | |
|--------------------------|-----------------------------|
| 1 Dolores Cafe | 25 Grand Coffee |
| 2 Maxfield's | 26 Revolution Cafe |
| 3 Fiore Caffè | 27 Cafe la Taza |
| 4 Jump Start | 28 Rodger's |
| 5 Cafe Que Tal | 29 Bay Blend |
| 6 Java Supreme | 30 Little Spot |
| 7 Tartine | 31 Ox Cafe |
| 8 Faye's Video | 32 Flying Pig Bistro |
| 9 Cafe Petra | 33 Philz |
| 10 Muddy's-M | 34 Yhaus |
| 11 The Marsh Cafe | 35 Bello |
| 12 Ritual Roasters | 36 Kafe 99 soft |
| 13 Blue Fig | 37 Stable Cafe |
| 14 Mission Creek | 38 Soccer Cafe |
| 15 Javalencia | 39 Cafe Zazo |
| 16 Borderlands | 40 L's Caffe |
| 17 780 Cafe | 41 Sugarlump |
| 18 Muddy Waters | 42 Dynamo Donut |
| 19 El Cafetazo | 43 Progressive Grounds |
| 20 Four Barrel | 44 Mutiny Radio Cafe |
| 21 Paisanos | 45 Rock Nation |
| 22 Mission Pie | 46 The Atlas Cafe |
| 23 Cafe Venice | 47 Starbucks |
| 24 Cafe la Boheme | 48 Coffee Bar |

High-end coffee shops and local roasters have increased their presence in the Mission neighborhood over the last decade. How this may change the cultural landscape can be seen in a comparison with census data.

MISSION:
COFFEE BUZZ



WEST

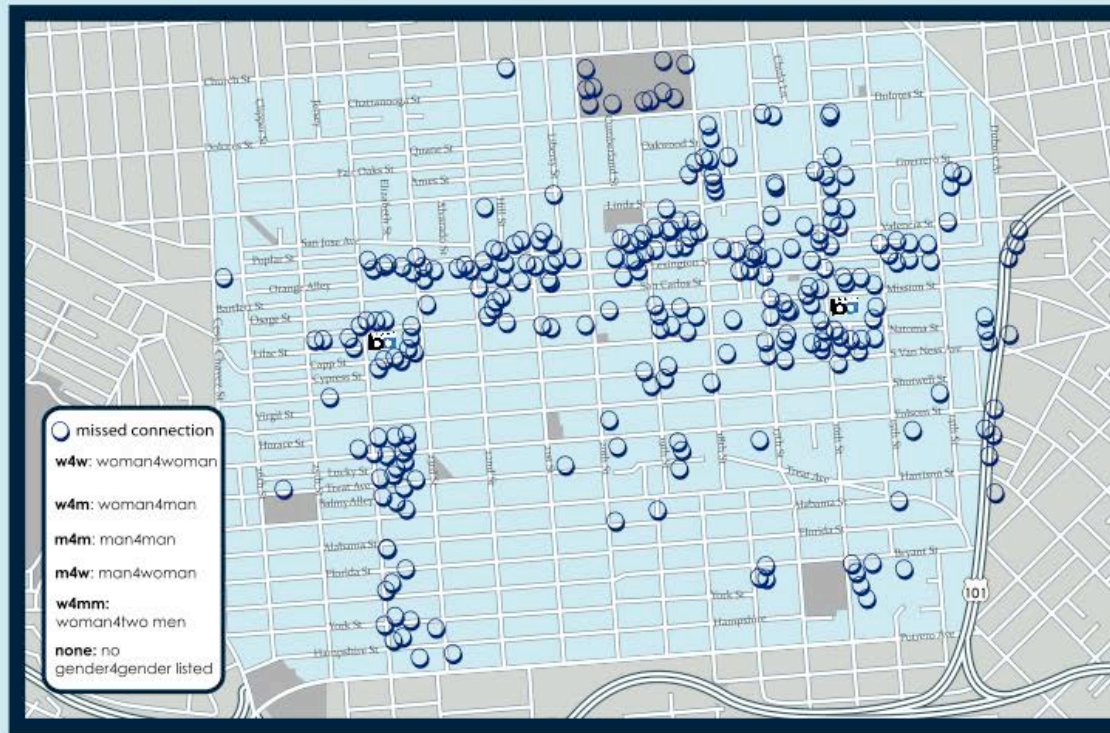
Mission: Missed Connections and the Moon

March-April 2011

The moon/missed connection pairing of this map was inspired by the vexatious finding that "man4woman" outweighs any other gender4gender description in personals listed on Craigslist's "Missed Connections" section for the Mission. If gibbous (more than half-full) and crescent moons were correlated to the day of a post, could a pattern emerge of m's or w's that favor particular moons? One result of interest was that the only moon under which women's posts outnumbered men's was the first quarter moon.

Menstruation in humans averages 29.5 days, the interval of the lunar month. Ovulation tends to occur during the "dark period" of the lunar cycle, from the last-quarter to first-quarter moon.

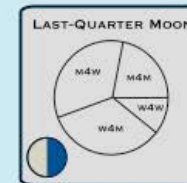
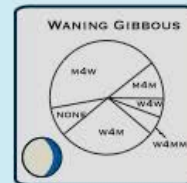
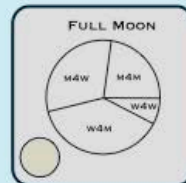
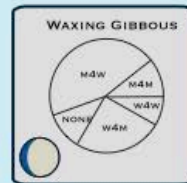
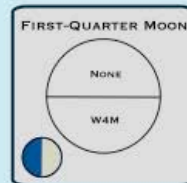
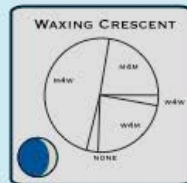
The data sample here is inadequate to make assertions about full-moon-bewitched Craigslisters or which moons permit anyone besides a hetero male to instigate connection via an online listing. What remains are questions: If women are associated with nature through bodily metaphors, does this exclude men from ties to moon phases? Does the moon affect human impulse? Why does the "m" and "w" binary persist despite the fact that many have no use for it? Why do heterosexual men post missed connections when the "connection" was the element most lacking in the incident?



"Glasses, backpack, 24th St. BART - m4w (mission district) 25yr: I saw you this morning (3/2/11) around 10 AM at the 24th St. Mission BART station. You were wearing round glasses, and you had a tan-ish backpack on with leather straps. You were standing on the East Bay side of the platform. If I wasn't in such a rush to get to work I would've stopped and asked you to get coffee/married. Please find me!"

"Translady getting beaten 16th and mission (mission district): Last night I got beaten by two strangers on 16th and mission and then I was sexually assaulted by a third while everyone watched. Did anyone happen to catch this on video/take pics? I would really appreciate if you could send me whatever info you have, I know a lot of people were there."

"You can't light your match - w4w (mission district): "The first time we met, you lit your lashes on fire. You can't light your own match, and I miss my friend. Every day. We both screwed up, but I'm still here believing in second chances...Second impressions perhaps."



MISSION POSSIBLE: A NEIGHBORHOOD ATLAS

0.5 km 0 0.5 mi

CLAIRE SARRAILLÉ - MAP MMXI-0009



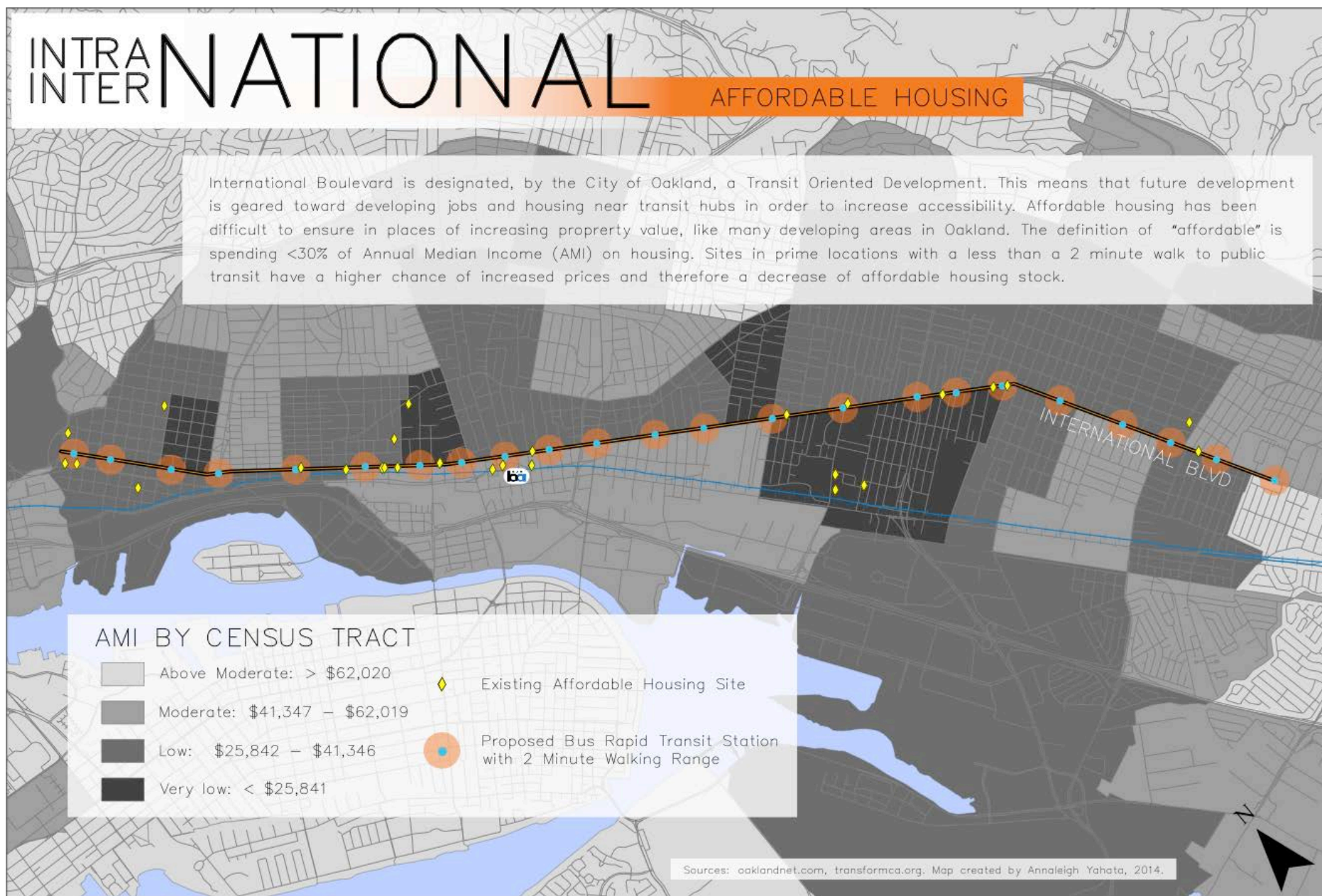
intranational international boulevard

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INTRA NATIONAL AFFORDABLE HOUSING

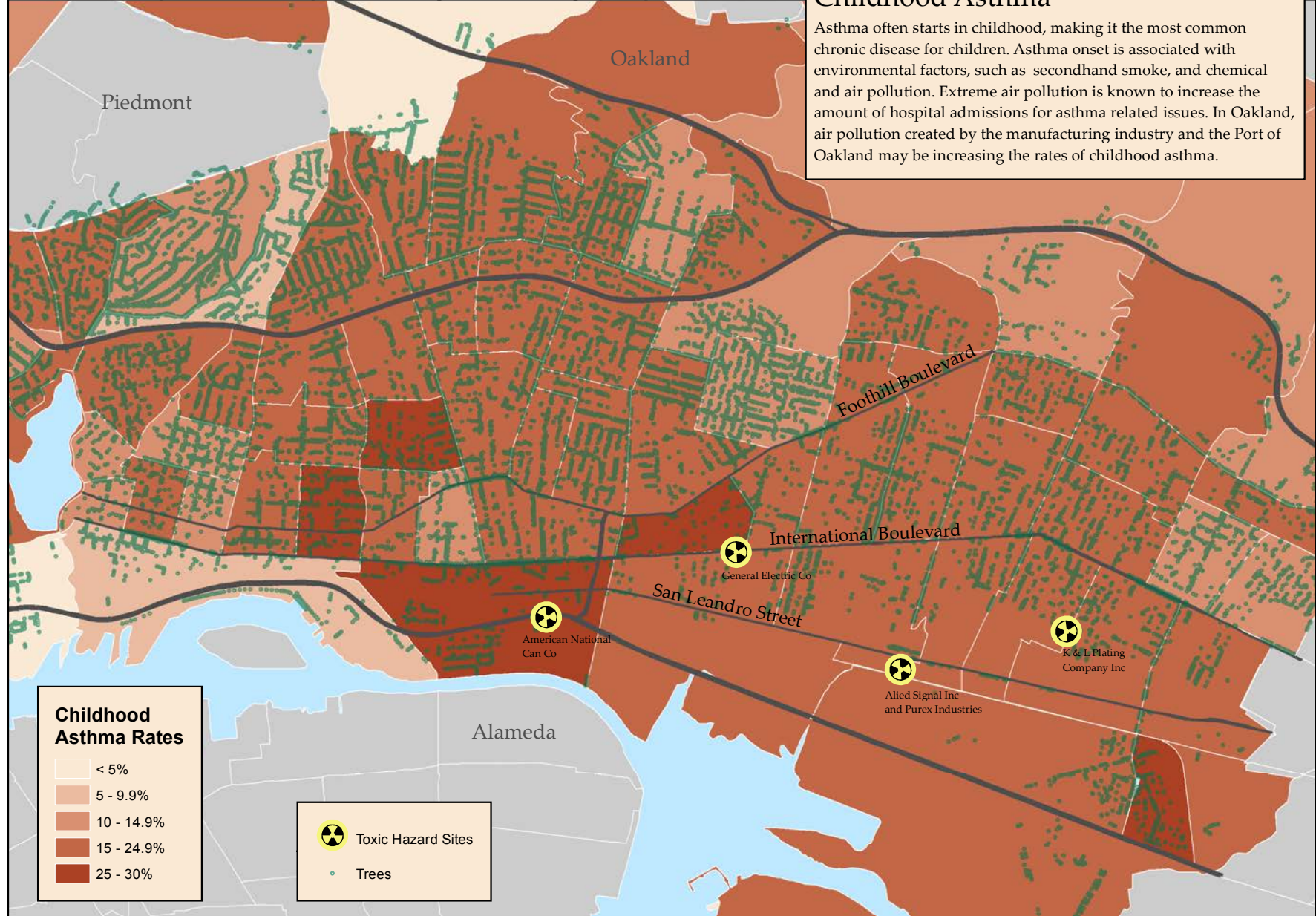
International Boulevard is designated, by the City of Oakland, a Transit Oriented Development. This means that future development is geared toward developing jobs and housing near transit hubs in order to increase accessibility. Affordable housing has been difficult to ensure in places of increasing property value, like many developing areas in Oakland. The definition of "affordable" is spending <30% of Annual Median Income (AMI) on housing. Sites in prime locations with a less than a 2 minute walk to public transit have a higher chance of increased prices and therefore a decrease of affordable housing stock.



Breathe in International Boulevard

Childhood Asthma

Asthma often starts in childhood, making it the most common chronic disease for children. Asthma onset is associated with environmental factors, such as secondhand smoke, and chemical and air pollution. Extreme air pollution is known to increase the amount of hospital admissions for asthma related issues. In Oakland, air pollution created by the manufacturing industry and the Port of Oakland may be increasing the rates of childhood asthma.

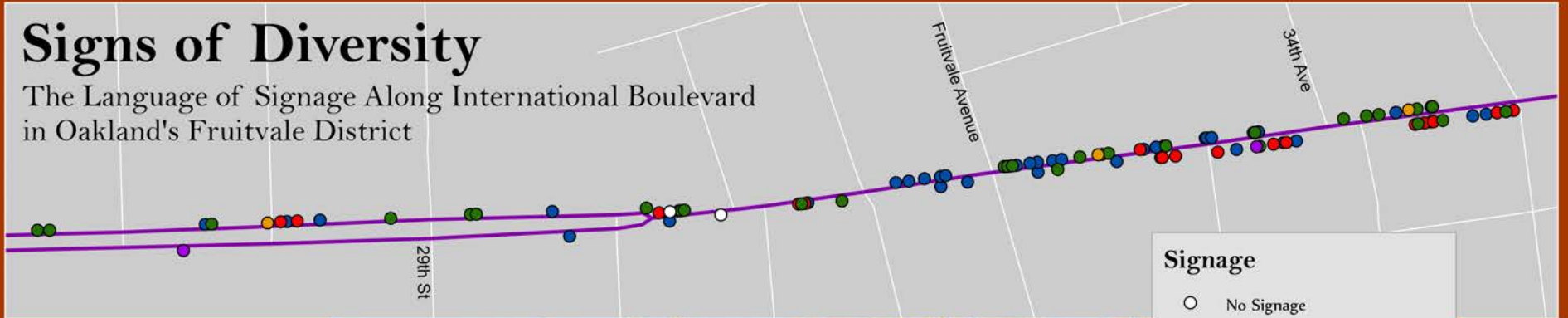


Sources: Oakland Data Catalog, City of Oakland Public Data

Bridget Smith, 2014

Signs of Diversity

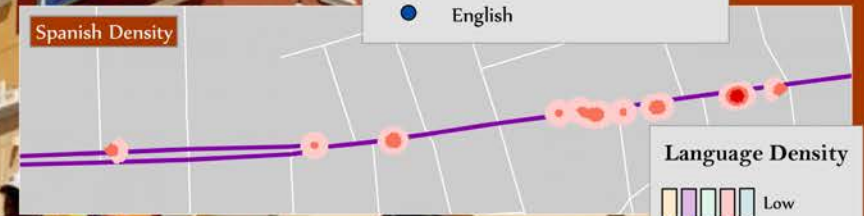
The Language of Signage Along International Boulevard in Oakland's Fruitvale District



Oakland's International Boulevard is known for housing myriad diverse cultures. An investigation of business signage along International Boulevard delineates neighborhood boundaries based on language, rather than the city-defined borders.



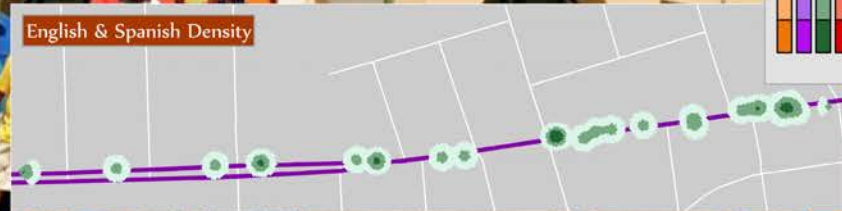
Spanish Density



English & Chinese Density



English & Spanish Density



English, Spanish, & Vietnamese Density



English Density

