

SUB-GROUP PRESENTATIONS

March 15, 2018

Excelsior and Outer Mission Working Group

Public Realm

Business and Service Provider Support

Mobility

Land Use and Housing

**EXCELSIOR
OUTER MISSION**

NEIGHBORHOOD STRATEGY

San Francisco
Planning

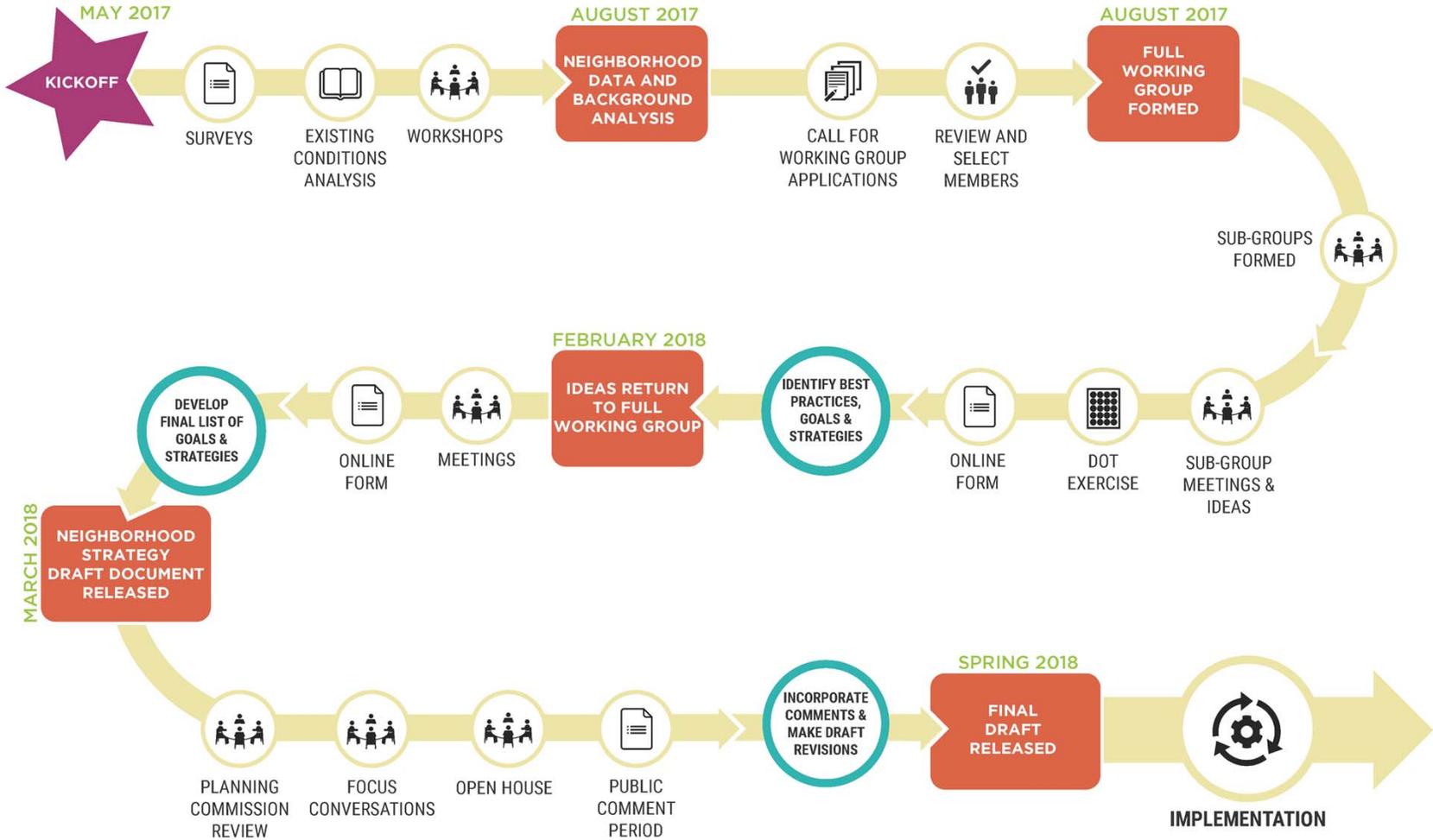
SAN FRANCISCO
Office of Economic and Workforce Development

INVEST
IN NEIGHBORHOODS

Agenda

- **Welcome and Introductions**
- **Review Notes**
- **Review where we are in the process**
- **Subcommittee Presentations- 45 Minutes**
 - Public Realm
 - Business and Services
 - Mobility
 - Land Use and Housing
- **Visit Stations - 25 Minutes**
- **Group Discussion - 25 Minutes**
- **Next Steps**

PROJECT PROCESS AND TIMELINE



EMERGING NEIGHBORHOOD ASPIRATION:

“ As our neighborhood changes, we support, sustain, and enhance what makes our neighborhood special:
our families,
economic and ethnic diversity,
small businesses, &
local gems. ”

PUBLIC REALM

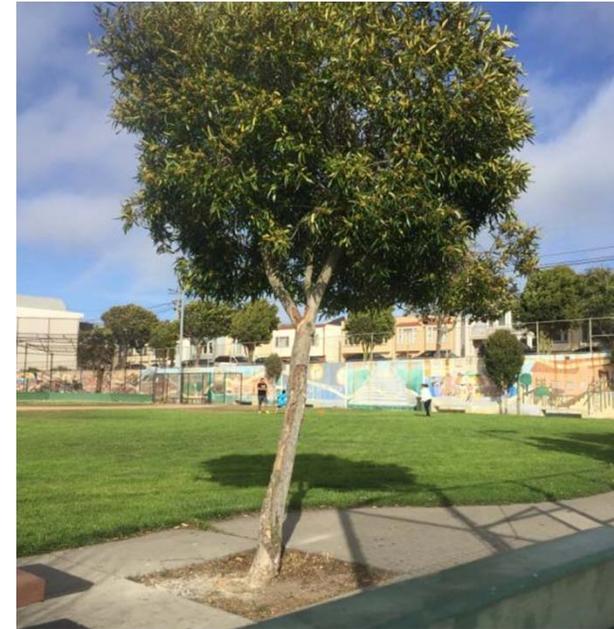
INTRO

- **Subcommittee:**
 - Aaron Goodman, Katherine Taylor, Lisa Hartmayer, Mel Flores, Summer Koide, Susan Lam, Ulysses Rivas Canjura
- **Subcommittee Tasks:**
 - **developing goals and strategies** to create a vibrant, clean, and unique public realm for the Excelsior, Outer Mission, Mission Terrace, Crocker Amazon, and Cayuga neighborhoods
- **Successes and Challenges of Working Group Process:**
 - **SUCSESSES:** fluid conversations, reaching consensus, very invested people, well informed discussions
 - **CHALLENGES:** irregular participation and inconsistency, staying in our realm, coordinating with other groups (e.g. mobility), larger community participation

ASSETS & CHALLENGES OF N'HOOD

ASSETS

- Diversity and multicultural character
- Regional location and proximity to resources, such as schools, parks, public transit, SFO, etc.



ASSETS & CHALLENGES OF N'HOOD

CHALLENGES

- **Neglect/apathy and lack of maintenance and enforcement**
 - resulting in unattractive public spaces, such as dirty sidewalks
- **Changing neighborhood perception**
- **Up until now, lack of investment by the City**



SUB-GROUP ASPIRATION

“ The quality of public realm is vital in reinforcing multicultural community character, enhancing safety, and creating lively neighborhoods ”

GOALS



**1. GREEN, CLEAN, AND
MAINTAIN THE PUBLIC
REALM**



**2. REINFORCE A SENSE OF
PLACE AND CELEBRATE
MULTICULTURAL
COMMUNITY CHARACTER
ALONG THE MISSION
STREET CORRIDOR**



**3. BUILD A COHERENT
NETWORK OF VIBRANT
PUBLIC SPACES THAT IS
INTEGRATED AND
CONNECTED TO
SURROUNDINGS**

NOTE: Safety will be discussed by the Mobility group

STRATEGIES to support Goal 1

Green, Clean, and Maintain the Public Realm

1. Maximize opportunities to **add greenery to the street** with a cohesive planting selection.
2. Use **education and enforcement tools** to heighten awareness of the public realm's condition and to keep it litter free.
3. Study and develop mechanisms to **fund and maintain the greening and cleanliness** of public streets and open spaces in perpetuity



Short Term Proposal: Palm Tree Pruning



STRATEGIES to support Goal 2

Reinforce a sense of place and celebrate multicultural community character along the Mission Street corridor

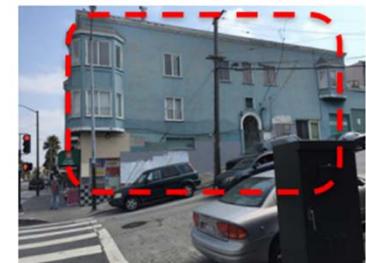
1. Use art to express and celebrate the identities of the area.
2. Create a series of special “events” (such as gateways) to structure the experience of the commercial corridor.



Assets: Additional Mural Locations



Southeast corner of Geneva at Mission



Northeast corner of Mission at Italy

STRATEGIES to support Goal 3

Build a coherent network of vibrant public spaces that is integrated and connected to surroundings

1. Identify current assets and define gaps to create a complete network of public spaces in the community.
2. Engage business and property owners in taking responsibility to enhance their property frontage that compose a critical part of the public realm



BUSINESS & SERVICE PROVIDER SUPPORT

INTRO

- **Sub-group members:**
 - Allyson Ritger, Anton Jaber, Chuck Kong Sui, David Hooper, David Latterman, Marco Montenegro, Maribel Ramirez, Sean Ingram and Andrea Ferucci, Simmone Joseph Moreno
- **Sub-group task:**
 - Develop goals and strategies to support small businesses and service providers along the commercial corridor
- **Working Group Process:**
 - SUCCESS: Ready for action and implementation
 - CHALLENGES: Meeting scheduling

ASSETS & CHALLENGES OF N'HOOD

ASSETS

- **People, residents, diverse, shop owners, and Families!**
- **Dynamic & unique**
- **Range of services, including “anchors” – banks, post office, pharmacy, grocery store etc.**



ASSETS & CHALLENGES OF N'HOOD

CHALLENGES

- **Leakage** - for example many survey respondents did not do most of their shopping or get services on the corridor = money and residents leaving the community
- **Storefront Vacancy** - has increased in recent years



SUB-GROUP ASPIRATION

“

**The Excelsior & Outer Mission Neighborhood
Commercial District THRIVES.**

”

GOALS



**1. STREAMLINE
PERMITTING & CITY
COORDINATION**



**2. IMPROVE THE
ENVIRONMENT OF THE
COMMERCIAL DISTRICT
SO IT IS A PLACE WHERE
BUSINESSES AND
SERVICES CAN THRIVE**

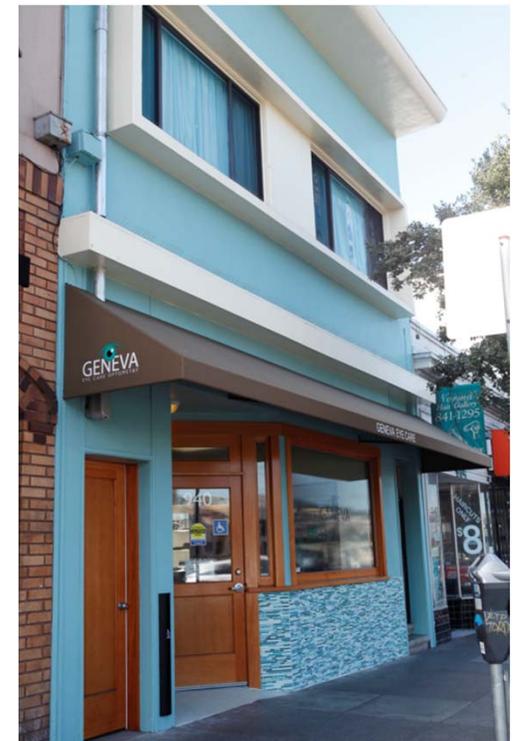


**3. CONTRIBUTE TO THE
SUCCESS OF INDIVIDUAL
ESTABLISHMENTS SO
THEY ARE PERFORMING
WELL, CREATING
STABILITY AND WEALTH**

STRATEGIES to support Goal 1

Streamline Permitting & City Coordination - How is the City facilitating success for the commercial district?

- Fund a D11 “**business concierge**” to help guide entrepreneurs through the permitting process.
- **Analyze barriers to entry** - produce & implement recommendation on how to reduce the number, time, cost of required permits for opening, operating, and expanding small businesses and services.
- **Regular meetings of City agencies** with responsibility for enforcing codes.



STRATEGIES to support Goal 2

Improve the environment of the commercial district so it is a place where businesses and services can thrive.

- **Usage mix analysis**
- **Based on what the usage mix analysis reveals, actively recruit needed businesses & services**
- **Focus the implementation of efforts, from this subgroup and others, at hubs of activity that are currently sources of strength & strong business performance.**
- **Public Realm (see their ideas!)**
- **Activate empty storefronts with art and other temporary installations**
- **Street lights and pedestrian lighting**



STRATEGIES to support Goal 3

Contribute to the success of individual establishments so they are performing well, creating stability and wealth.

- **Connect businesses/services/ property owners to existing programs offered by City/State**
- **Add programs that may be missing**
- **Support development of institutions that support entrepreneurs, small businesses, new ideas, and new trends**
- **Connect residents to job opportunities at local establishments**



MOBILITY

INTRO

- **Sub-group members:**
 - Barbara Fugate, Danielle Bennett, Delia Fitzpatrick, Jason Serafino-Agar, Lea Sabado, Rena Macapagal, Roberto Guerrero
- **Sub-group tasks:**
 - Develop goals and strategies that address mobility challenges, opportunities, and highlight or improve upon current strengths.
- **Working Group Process:**
 - **SUCSESSES:** Great conversations
 - **CHALLENGES:** Representation of youth perspective

ASSETS & CHALLENGES OF N'HOOD

ASSETS

- A variety of transit service (MUNI and BART) and mobility options
- Volume & Diversity: of people using our streets and mobility modes utilized
- Streets that can serve as connectors:
 - to a variety of locations across the city (Mission, Geneva, San Jose, Alemany, etc.)
 - to a variety of neighborhood assets
 - for a variety of mobility modes: Pedestrians, Motorists, Transit Riders and Cyclists



Source: Excelsior Action Group

ASSETS & CHALLENGES OF N'HOOD

CHALLENGES

- **Mission Street and Geneva Avenue are conducive to speeding**
- **Challenging Street Design and Topography: T-Intersections, Misaligned streets, and Hills**
- **Double Parking and Curb Parking**
 - Make connections to local assets challenging
 - Make traveling along Mission and Geneva challenging
- **Current street designs are not ideal for a mix of mobility modes/ usages**



Source: Excelsior Action Group

SUB-GROUP ASPIRATION

“ MAKE IT SAFER AND MORE INVITING FOR PEOPLE TO
GET AROUND THE NEIGHBORHOOD, COMMERCIAL
CORRIDOR, AND TO COMMUNITY ASSETS

”

GOALS



1. WALKING IN AND AROUND THE MISSION NEIGHBORHOOD COMMERCIAL DISTRICT (NCD) IS SAFE CONVENIENT, INVITING, AND ENJOYABLE

2. RECONFIGURE ROADWAYS WHILE CONSIDERING THE VARIETY OF TRANSPORTATION MODES AND SERVICES

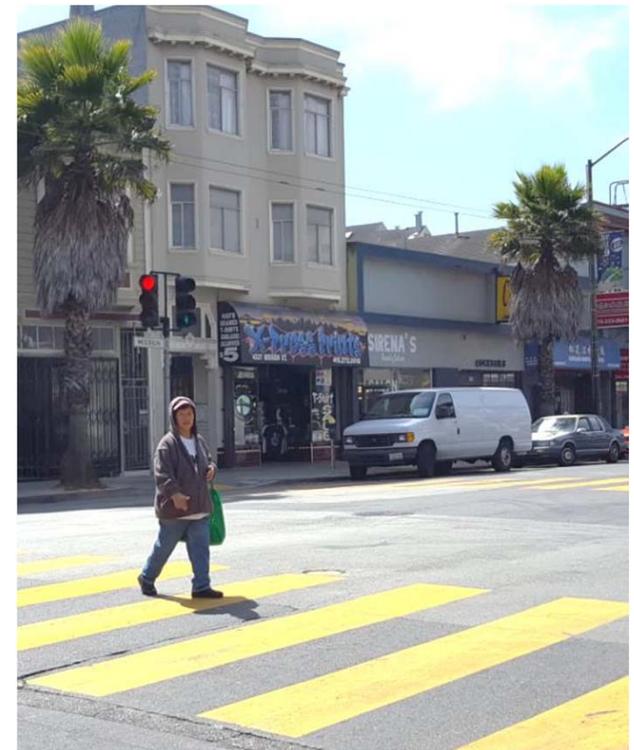
3. ENSURE A POSITIVE, ENJOYABLE, AND INTENTIONAL CULTURE FOR TRANSIT RIDERS

4. BIKE CONNECTIONS TO AND THROUGH THE COMMERCIAL CORRIDOR ARE SAFE, INVITING, AND FREE FROM VEHICULAR COLLISIONS

Strategies to support Goal 1

Walking in and around the Mission Neighborhood Commercial District (NCD) is safe, convenient, inviting, and enjoyable.

- **Implement Vision Zero safety improvements for pedestrian safety**
- **Enforce double parking restrictions**
- **Implement the City's Green Connections program and other existing City programs in the neighborhood**



Strategies to support Goal 2

Reconfigure roadways while considering the variety of transportation modes and services.

- **Conduct a parking study that includes curb management for ride hail, ride share, commercial, patron, and delivery service uses**
- **Install dynamic parking meters**
- **Encourage north-south motorist traffic to use Alemany Blvd**



Strategies to support Goal 3

Ensure a positive, enjoyable, and intentional culture for transit riders.

- **Increase access to transit, paratransit, and non-single-occupancy-vehicle senior mobility**
- **Better coordination between Muni and BART; timed transfers**
- **Enhance pedestrian connection between the Commercial Corridors and regional transit hubs (Balboa Park and Glen Park BART)**



Strategies to support Goal 4

Bike connections to and through the NCD are safe, inviting, and free from vehicular collisions.

- **Explore other ways to get around the neighborhood: e-assist bike share, bike share with cargo, etc.**
- **Identify and create safer bike connections from neighborhoods to the Mission St corridor**
- **Turn Cayuga Ave into a bicycle boulevard**
- **Improve bike connections between the Mission NCD and regional transit hubs (Balboa Park and Glen Park BART)**



Map of Mission from Ney to Geneva



LAND USE AND HOUSING

INTRO

- **Sub-group members:**
 - Adhi Nagraj, Charlie Sciammas, Alan Leung, Faye Lacanilao, Jeff Roca, Kabir Seth, Nevada Lane
- **Sub-group task:**
 - **develop goals and strategies** to promote healthy development that meets the needs of our diverse communities
- **Working Group Process:**
 - **SUCSESSES:** education during process, ability to be flexible
 - **CHALLENGES:** complexity of subject matter and balancing different opinions, engagement of diverse stakeholders needed, challenge of integrating the interconnected pieces, ability to tap into knowledge and expertise of our neighbors

ASSETS & CHALLENGES OF N'HOOD

ASSETS

- **Geographic Location of Neighborhood:**
 - Connectivity to the peninsula, parks, transit, SFO
- Feels like a neighborhood
- Strong sense of community, inter-generational
- High homeownership rate
- Diversity of community and age groups
- Community institutions and schools
- Numbers of families



ASSETS & CHALLENGES OF N'HOOD

CHALLENGES

- Uncertainty and vulnerability for homeowners and renters
- Existing parameters of programs
- Challenge of purchasing housing in the neighborhood
- Private market is not able to build affordable homeownership and rentals



SUB-GROUP ASPIRATION

“

We envision a stable, healthy future without displacement, where current and future residents can thrive.

”

GOALS



1. MAINTAIN AND BUILD HOUSING STOCK THAT CAN SERVICE CURRENT RESIDENTS AND WELCOME DIVERSE NEW RESIDENTS, INCLUDING LOW TO HIGH INCOME EARNERS, PEOPLE OF COLOR, AND IMMIGRANTS.

2. PREVENT THE EVICTION AND DISPLACEMENT OF TENANTS, HOMEOWNERS, AND BUSINESSES SO THAT THIS IS A NEIGHBORHOOD WHERE LOW AND MODERN INCOME SAN FRANCISCANS CAN THRIVE

3. DEVELOP AND ENHANCE THE COMMERCIAL CORRIDOR SO THAT IT SERVES WORKING PEOPLE AND SUPPORTS SMALL BUSINESSES, WHILE ALSO OFFERING A RANGE OF GOODS AND PRICE POINTS

GOALS



4. PROMOTE RELATIONSHIP-BUILDING AND INTERCULTURAL EXCHANGE AMONG THE MANY DIFFERENT NEIGHBORHOOD STAKEHOLDERS



5. DEVELOP AND MAINTAIN THE INFRASTRUCTURE NECESSARY TO SUPPORT A HIGH QUALITY OF LIFE FOR RESIDENTS AND SUCCESS FOR BUSINESSES



6. DEVELOP A DESIGN AESTHETIC AND PUBLIC REALM THAT ENHANCES NEIGHBORHOOD ARCHITECTURAL CHARACTER

STRATEGIES to support Goal 1

Maintain and build housing stock that can service current residents and welcome diverse new residents, including low to high income earners, people of color, and immigrants

- Appropriately and responsibly develop a comprehensive, corridor-wide, housing plan for a range of income levels for renters and homeowners.



STRATEGIES to support Goal 2

Prevent the eviction and displacement of tenants, homeowners, and businesses so that this is a neighborhood where low and modern income San Franciscans can thrive

- Explore creating laws to limit speculative investment, placing a time limit on non-primary residences, and foreign investment.
- Develop a “Right of First Refusal” policy that will allow commercial and residential tenants the first right to purchase a building or home at a mutually agreed upon price when it goes up for sale.
- Develop Relocation Assistance programs to help tenants displaced from their housing.



STRATEGIES to support Goal 2 Cont...

Prevent the eviction and displacement of tenants, homeowners, and businesses so that this is a neighborhood where low and modern income San Franciscans can thrive

- Fund and provide culturally relevant and linguistically responsive tenant and income-qualifying property owner counseling and legal assistance.
- Create/expand community education campaign for residents at risk of eviction.
- Support City enforcement mechanism to monitor/enforce compliance with eviction ordinances and temporary relocation due to repair, construction, or fire.
- Support mechanism to improve enforcement or restrictions on short-term rentals and mechanisms to achieve compliance and enforcement.
- Expand analysis of eviction data, including but not limited to “tenant buyouts”



STRATEGIES to support Goal 3

Develop and enhance the commercial corridor so that it serves working people and supports small businesses, while also offering a range of goods and price points

- Research the positive & negative impacts of different uses within the commercial district.
- Investigate what the code allows and how to strengthen and complement existing businesses.
- Develop an acquisition fund to help small businesses purchase the property where their business is located.
- Promote and strengthen existing legacy business status program for more businesses to increase stability with leases.



STRATEGIES to support Goal 4

Promote relationship-building and intercultural exchange among the many different neighborhood stakeholders

- Explore means to support preservation and promotion of the international cultures of the neighborhood.
- Promote a sense of ownership among diverse groups to increase a sense of belonging and care for neighborhood.



STRATEGIES to support Goal 5

Develop and maintain the infrastructure necessary to support a high quality of life for residents and success for businesses

- Research and assess the feasibility and appropriateness of financing and funding tools that can produce and maintain infrastructure the community needs and wants.
- Allocate funding and staff to create an area plan.



STRATEGIES to support Goal 6

Develop a design aesthetic and public realm that enhances neighborhood architectural character

- Develop design expectation (architectural context statement) that can be clearly communicated to developers of new buildings



QUESTIONS/ADDITIONAL PUBLIC COMMENTS

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NEXT STEPS

- Online survey posted and emailed by Thursday, March 22
 - Open for two weeks
- Excelsior Sunday Streets, March 25th
- Post-survey Working Group reconvening
- Draft document road show
- Implementation