

11/06/17

FULL WORKING GROUP MEETING

Excelsior and Outer Mission Neighborhood Strategy

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11/06/2017

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**EXCELSIOR
OUTER MISSION**

NEIGHBORHOOD STRATEGY



City & County of
San Francisco
Edwin M. Lee, Mayor

CONTENTS & AGENDA

1 Welcome and Introductions – 5 minutes

2 Review Notes – 5 minutes

3 Homework – 20 minutes

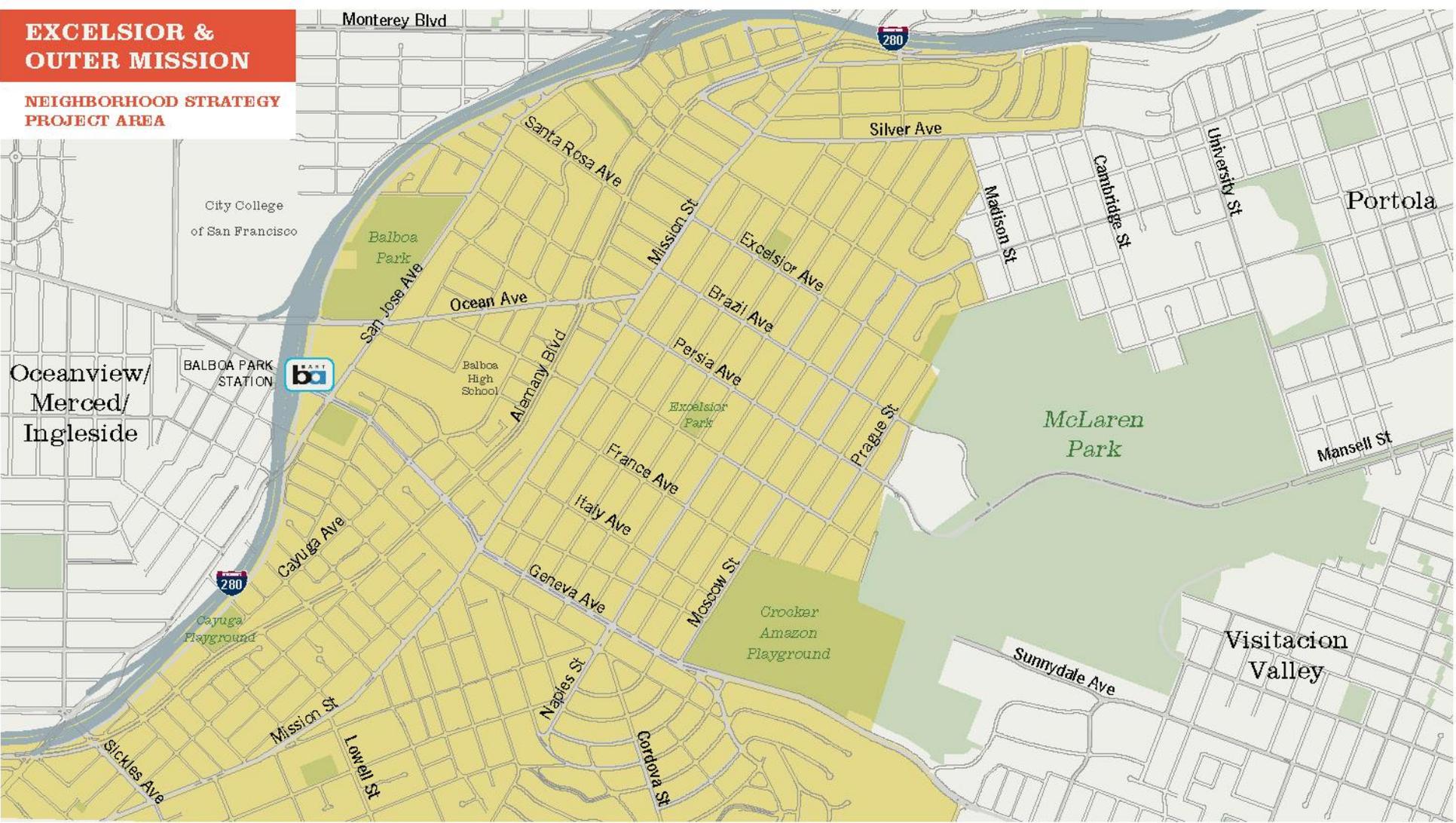
4 Deliverable & Schedule – 10 minutes

5 Confirming Consensus– 60 minutes

6 Summary and Next Steps – 5 minutes

EXCELSIOR & OUTER MISSION

NEIGHBORHOOD STRATEGY PROJECT AREA



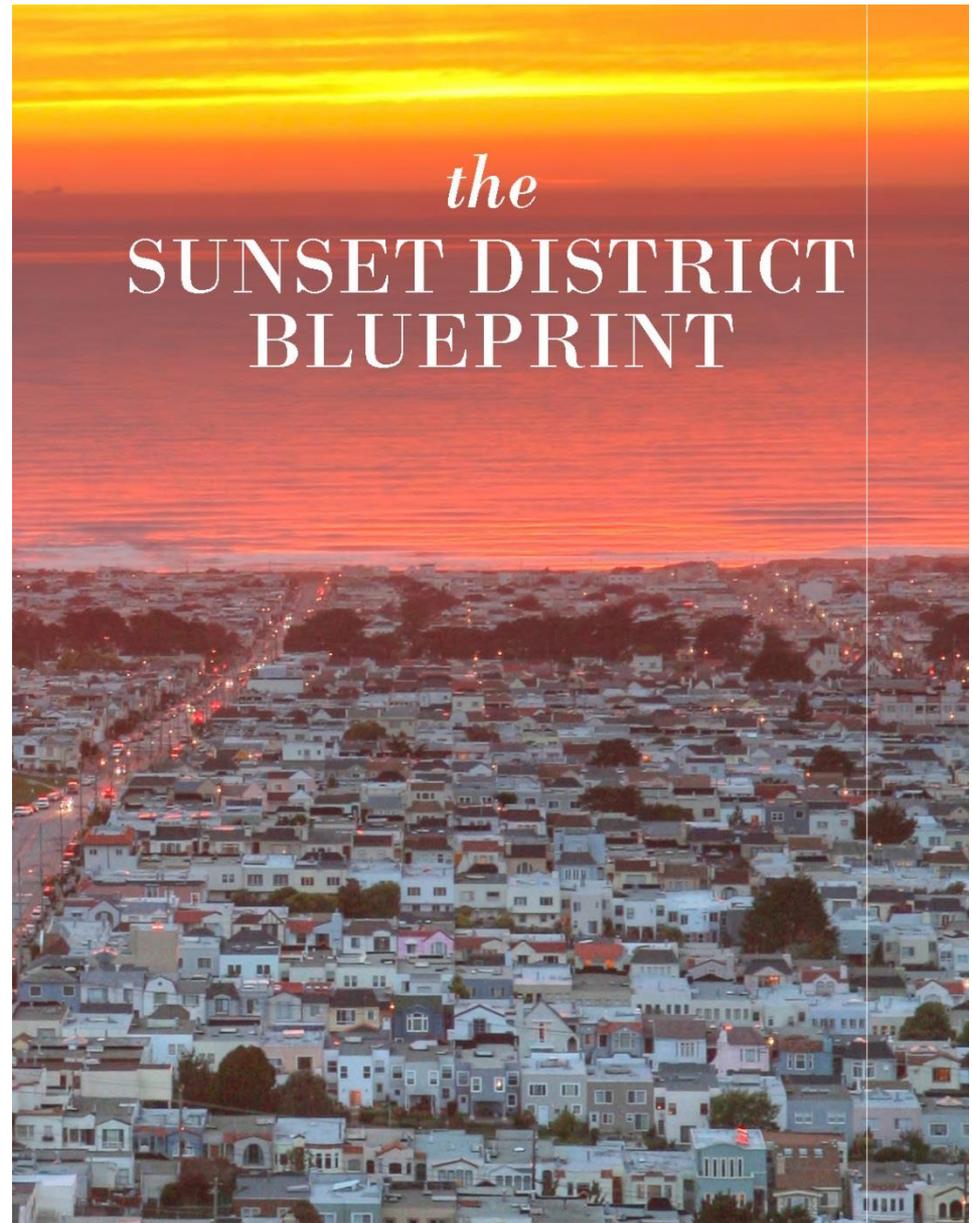
Project Area – Excelsior & Outer Mission Neighborhood Strategy

Getting to Consensus

- Illuminating Need for Further Dialogue & Information

<https://goo.gl/forms/oD0CzRTxznHri7xC2>

**DELIVERABLE MODEL:
SUNSET BLUEPRINT**



the
**SUNSET DISTRICT
BLUEPRINT**

DELIVERABLE MODEL: SUNSET BLUEPRINT



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RESOURCES

DELIVERABLE MODEL: SUNSET BLUEPRINT

Pedestrian Safety: *Provide safe connections for pedestrians throughout the Sunset District.*

- » Include pedestrian safety amenities in every street or intersection improvement project.
- » Include pedestrian safety elements for pathways to heavily-used gathering spaces, family recreation areas, and schools.
- » Work with city and county agencies to install pedestrian safety measures along the south side of Golden Gate Park, along Lincoln Way.
- » Work with city agencies to provide clear, safe and identifiable entrances to Golden Gate Park.

DELIVERABLE MODEL: SUNSET BLUEPRINT

TIMELINE FOR IMPLEMENTATION OF PUBLIC TRANSPORTATION & PEDESTRIAN SAFETY FRAMEWORK

Objective	Short (0-2 years)	Medium (2-5 years)	Long (5+ years)
Pedestrian Safety: Provide safe connections for pedestrians throughout the Sunset District.			
Include pedestrian safety amenities in every street or intersection improvement project.	→		
Include pedestrian safety elements for pathways to heavily-used gathering spaces, family recreation areas, and schools.		→	
Work with city and county agencies to install pedestrian safety measures along south side of Golden Gate Park, along Lincoln Way.			→
Work with city agencies to provide clear, safe and identifiable entrances to Golden Gate Park.			→

DELIVERABLE MODEL: MISSION ACTION PLAN 2020

SOLUTIONS PLANNED AND UNDERWAY

1. TENANT PROTECTIONS

Tenant protections solutions fall into two categories: direct services/programs and policy changes. Generally, the first type is funded by Mayor's Office of Housing and Community Development and the Human Services Agency and implemented by grantees and organizations that specialize in these services. The latter type is typically the responsibility of legislative bodies and representatives to implement. For all solutions that require additional funding, the amounts are determined in the City's annual budgeting process. The City's fiscal year begins July 1.

Over the past three years, the City has increased significantly its investments in eviction prevention and tenant counseling services focusing on keeping tenants in their homes. In FY 2014-15, MOHCD invested approximately \$3,600,000 in these service areas. In 2015-16, that amount increased to approximately \$4,300,000. As of July 1, 2016, MOHCD has now allocated over \$7,000,000 in funding to support eviction prevention and tenant counseling.

Since 2013, MOHCD has also convened eviction prevention and tenant counseling group on a bi-monthly basis to discuss policy and funding issues and improve coordination between the City and community-based organizations.

Programmatic Solutions

1T. Expand existing services that help residents gain access to housing.

Description: Additional public funding to expand available housing support services to more people will be made available to nonprofit community agencies through an RFP process. The agencies, funded by public and philanthropic dollars, provide outreach, relocation and placement support, education about affordable housing opportunities, assistance with applications for affordable and BMR units, and assistance with the eligibility process to receive applicable neighborhood preference, Certificate of Preference for individuals displaced by former Redevelopment Agency actions, and preference for tenants displaced by Ellis Act evictions or owner move-in evictions.

Benefit: Support for individuals seeking access to affordable housing opportunities.

Challenge: San Francisco's diverse population makes it challenging to provide comprehensive outreach to inform residents about access to housing.

Next steps: \$450,000 has been awarded to six organizations which will provide expanded citywide access to housing in FY 16-17. These groups include Veteran's Equity Center, HomeownershipSF, Homeless Prenatal Program, the Arc, San Francisco Housing Development Corporation and Bayview Senior Services. Services will begin in October, 2016. An additional \$250,000 for access to housing services will be awarded by November, 2016.

Underway: Yes

Responsible party: MOHCD

Timing: Short

Cost: \$

CONSENSUS TO PLAN

- Identified and prioritized strategies lead to alignment of resources.
- Some items will require more planning, research, and funding to be implemented.
- That's great!

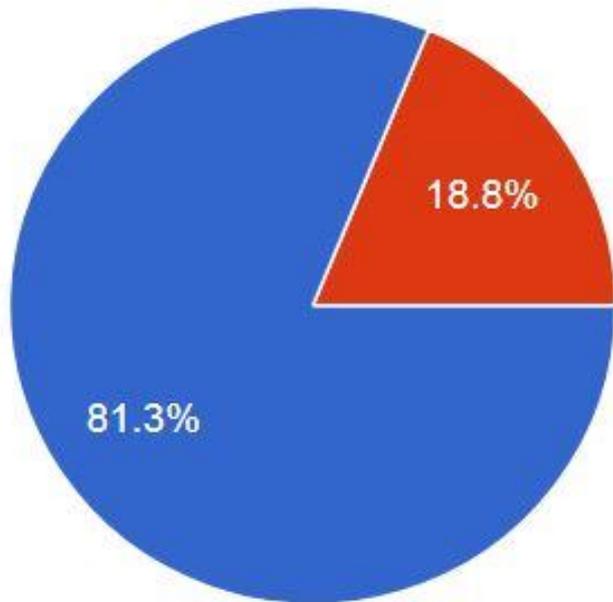
CONSENSUS

- “I support it”
- “I can live with it”
- “I have a principled block”
- Voting – 2/3 majority, if needed
- Any member of working group can call for vote

VOTING - IF NEEDED

- After 10 minutes of discussion, a “Majority” call is based on vote. This consists of 2 steps: the number of working group members present.
 - #1: Affirming to vote on the strategy, 2/3 majority needed to vote.
 - #2: Vote to approve the strategy (as stated or amended). 2/3 majority needed for “full working group support”.

DEVELOP A STABLE AND SECURE SOURCE OF FUNDS TO CONSTRUCT, MAINTAIN, AND ENHANCE PUBLIC REALM IMPROVEMENTS.



- I support this goal.
- I support this goal with some modifications or information
- I do not support this goal.

DEVELOP A STABLE AND SECURE SOURCE OF FUNDS TO CONSTRUCT, MAINTAIN, AND ENHANCE PUBLIC REALM IMPROVEMENTS.

- *Support the establishment of* a committee of property & business owners to investigate and research the impacts and viability of a **community benefits district**.
- Establish a committee of property & business owners to investigate and research the viability of a **green benefits district**.

- Analyze the potential funds generated from impact fees charged to new development; analyze the costs and benefits of the **impact fees**.

GOAL: ENCOURAGE ACTIVE STREET FRONTAGE.

- **Strategy: Prioritize attracting new businesses to vacant storefronts.**

- Prioritize attracting new businesses to vacant storefronts is very important to me, but we should specify the preference that these businesses serve neighborhood needs.
- Other Questions?

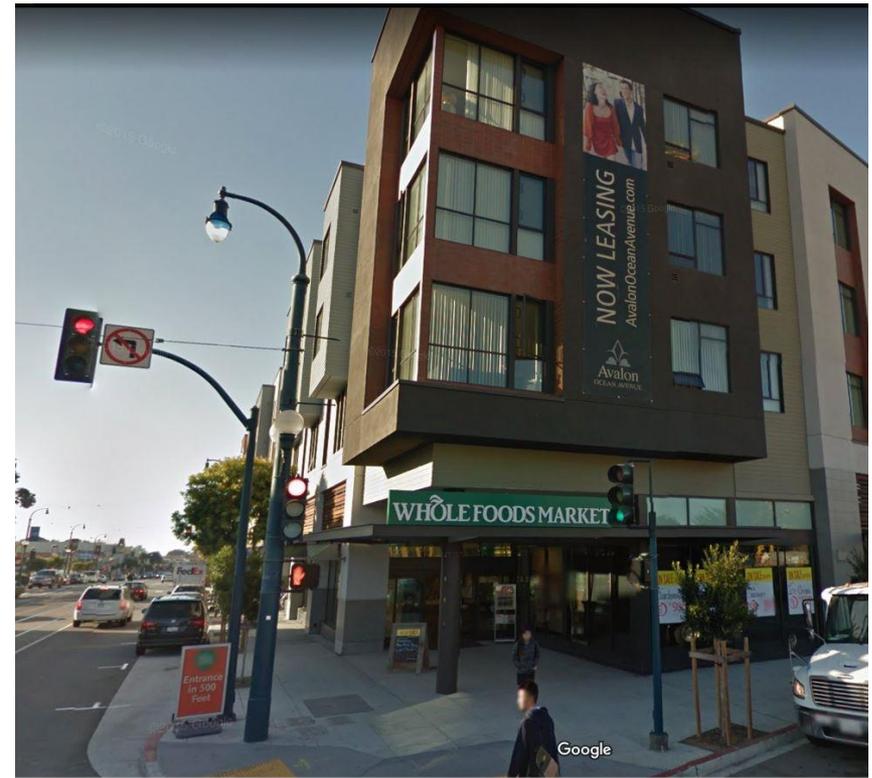
GOAL: SMALL BUSINESSES THRIVE ON IN THE EXCELSIOR & OUTER MISSION NEIGHBORHOOD COMMERCIAL DISTRICT (MISSION STREET, PARTS OF GENEVA).

- *Research the impacts of pursuing formula retailers as "anchors" along the corridor. What could be the impacts? Would such a strategy be feasible? Would such a strategy be desirable?*



GOAL: SMALL BUSINESSES THRIVE ON IN THE EXCELSIOR & OUTER MISSION NEIGHBORHOOD COMMERCIAL DISTRICT (MISSION STREET, PARTS OF GENEVA).

- Formula retail can co-exist with and strengthen small business
- Most survey respondents did **not** do most of their shopping in the district



GOAL: ENCOURAGE MORE JOBS ON THE COMMERCIAL CORRIDOR TO BRING OPPORTUNITIES TO RESIDENTS AND BRING MORE DAILY VISITORS TO THE CORRIDOR.

- Consider permitting a **greater variety of uses** on the second floor, such as offices. Assess the potential demand for and impact of such uses. Develop means to connect local residents to these jobs.

- Concern about access to jobs
- Job & housing markets are **regional** in nature

- Consider permitting a **greater variety of uses** on the second floor, such as offices. Assess the potential demand for and impact of such uses. Develop means to connect local residents to these jobs.

- *Research the impacts of pursuing formula retailers as "anchors" along the corridor. What could be the impacts? Would such a strategy be feasible? Would such a strategy be desirable?*

MISSION STREET IS A SAFE, INVITING, AND ENJOYABLE PLACE FOR PEDESTRIANS.

- Develop a **longer-term public realm plan** that considers larger-scale, transformative public realm improvements.

- Example:
http://default.sfplanning.org/plans-and-programs/in-your-neighborhood/lower-haight-public-realm-plan/LHPR_Plan_web.pdf

THE COMMERCIAL CORRIDOR IS A DESTINATION THAT HAS A SENSE OF PLACE THAT REFLECTS AND REINFORCES THE AREA'S CHARACTER AND LAYERED IDENTITY.

- People agree to create “nodes”
- Sub-strategies have divergence

- Questions on strategies:
- Develop **multi-cultural and multi-lingual branding** for the corridor that contains sub-brands for each node.
- Consider policies that can **encourage certain uses to concentrate** in each node.

HAIGHT STREET, LONG-TERM, FILLMORE TO WEBSTER

Special intersection paving and crosswalks

Extended Muni bus bulbouts at Fillmore, with Walkstop

Special paving across full width of street

Flexible sidewalk zones

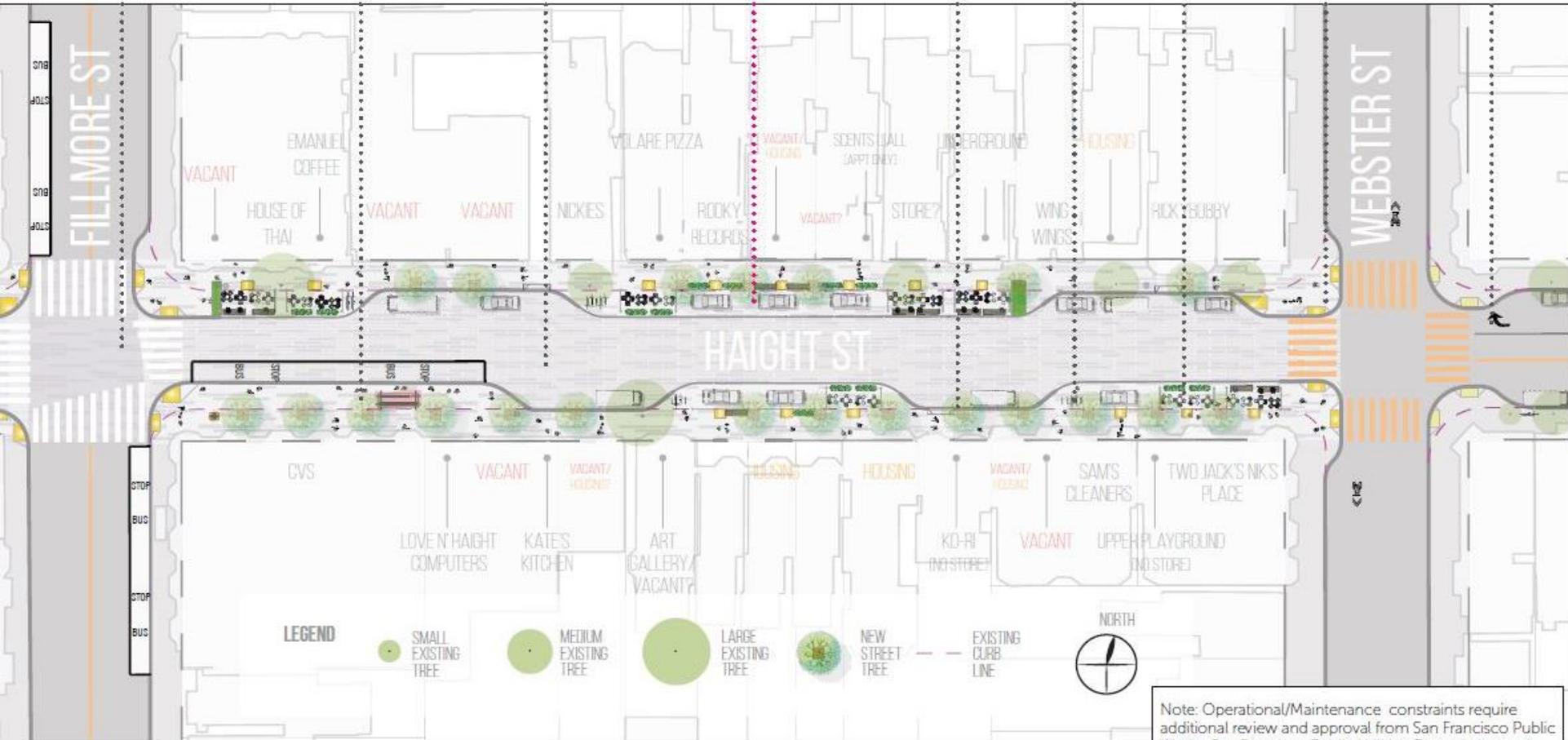
Infill street trees

New bike racks

Corner gathering spaces (identified by neighborhood)

Gateway entry bulbouts

Potential access restrictions



Note: Operational/Maintenance constraints require additional review and approval from San Francisco Public Works, San Francisco Public Utilities Commission and San Francisco Municipal Transportation Agency.

MISSION STREET IS A SAFE, INVITING, AND ENJOYABLE PLACE FOR PEDESTRIANS.

- Identify strategies to **slow vehicular traffic on Mission Street**, while encouraging motorists trying to "get thru" the neighborhood to use **Alemany.**

- **Downside:**
 - Could divide neighborhood
 - Could contribute to less safety on Alemany for bikes and pedestrians
- **Upside:**
 - Traffic continues to flow.

Could just say: "slow traffic on Mission."

BIKE CONNECTIONS TO AND THROUGH THE EXCELSIOR & OUTER MISSION NEIGHBORHOOD COMMERCIAL DISTRICT ARE SAFE AND FREE FROM VEHICULAR COLLISIONS.

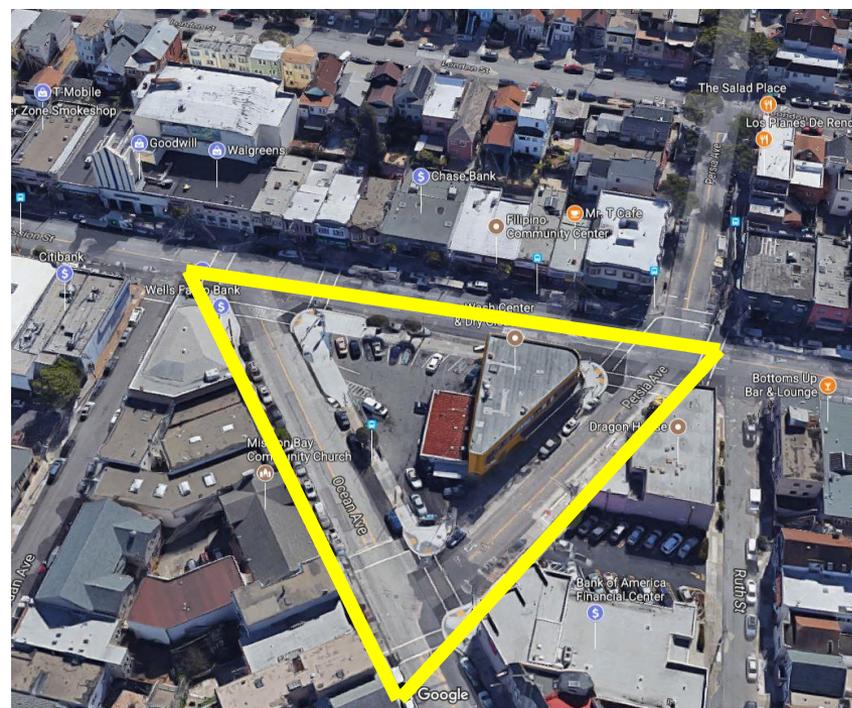
- Enhance bike connection between Mission NCD and regional transit hubs (Balboa Park and Glen Park BART).

Comments

- Protected bike lanes
- More understanding of existing bike lanes

A NETWORK OF VIBRANT PUBLIC SPACES--INCLUDING PARKS, PLAZAS, AND OPEN SPACE--OFFER PLACES WHERE NEIGHBORS AND VISITORS CAN SIT, SOCIALIZE, PLAY, AND SHARE.

- Strategies:
 - Allocate funds to develop a conceptual design of the Persia Triangle.
 - Allocate funds to develop a conceptual design for public space at Whittier and Mission Street.



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Possible new strategy:

- Develop a public space plan that identifies (1) public locations that could be enhanced and (2) private locations that could be acquired for public space.

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Engage more businesses in the construction of parklets (or farmlets) to create more open space.





THANK YOU!



**San Francisco
Planning**

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