

Land use & Housing Subgroup
Working Group Excelsior & Outer Mission Neighborhood Strategy
Agenda

Tuesday September 12, 2017

6:00 – 8:00 pm

Calvary Baptist Church, 5655 Mission Street, San Francisco, 94112

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, and local gems.”*

- Welcome & Introductions
- **Review Tour**
- **Housing Capacity**
 - Do we need more?
 - Form?
 - Where?
- **Commercial Capacity?**
 - **Do we need more?**
 - **Form?**
 - **Where?**
- **Expanding Allowable Uses**
- **Prepare for Full Working Group**
 - Review & Refine Proposals
 - What are the major themes and **goals** emerging from these proposals?
- **More Outreach**
 - **Sunday Streets**
 - **Focus Groups**
 - Attend?
 - Organize?

Full Working Group Thursday September 21, 6:00 – 8:00 pm

Land Use & Housing

- **Current zoning code for the Excelsior & Outer Mission NCD**

[http://library.amlegal.com/nxt/gateway.dll/California/planning/article7neighborhoodcommercialdistricts?f=templates\\$fn=default.htm\\$3.0\\$vid=amlegal:sanfrancisco_ca\\$anc=JD_720](http://library.amlegal.com/nxt/gateway.dll/California/planning/article7neighborhoodcommercialdistricts?f=templates$fn=default.htm$3.0$vid=amlegal:sanfrancisco_ca$anc=JD_720)

Learn More about Housing

- A range of **Case Studies by HUD** (US Department of Housing & Urban Development)
- <https://www.huduser.gov/portal/casestudies/home.html>
- **NYU Furman Center** has lots of research on a range of topics--usually in bit size form!
<http://furmancenter.org/>
- **SF Housing Data Hub** - See information about housing in the Excelsior, Outer Mission, and all areas of the City! <https://housing.datasf.org/>
- **LISC Institute for Comprehensive Community Development** - A host of great articles and documents about building on assets and addressing challenges along urban main streets
<http://www.instituteccd.org/-How-To-Do-It-/6-3-Retail-Renaissance.html>
- Regional context for housing - <http://www.abag.ca.gov/files/ABAGDisplacementWhitePaper.pdf>
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Creating & Sustaining a Diverse Neighborhood through Housing and More!

1. Portland, OR - Living Cully initiative in a working class neighborhood
<https://www.huduser.gov/portal/casestudies/study-09282016-3.html>
2. Cooperative Housing - [Amalgamated Housing in NYC](#)
3. Seattle, WA [Small Buildings for More Housing, Neighborhood Character, and Affordability](#)
4. [Mission Action Plan 2020](#) - Includes many ideas, beyond housing!
5. [Keeping the Neighborhood Affordable, Urban Institute](#)
6. [Gentrification Responses: A Survey of Strategies to Maintain Neighborhood Economic Diversity](#)

Design Challenges

1. Portland, OR - Created a design catalog that created permit-ready, high-quality designs for new infill housing. https://www.huduser.gov/portal/casestudies/study_101711_1.html
2. [11 Strategies for Building Community with Affordable Housing](#) by David Baker and Amit Price Patel

Main Street Development Programs - A Framework for Urban Commercial Districts - “magic formula”

[Main Street Development Programs](#) - “The Main Street approach focuses on local initiatives that build on community assets, involve government/private sector partnerships, and create change incrementally. A guiding principle of Main Street programs is that small improvements can have big consequences.”

The staked of the 4 pronged-approach recommended here:

- Design and physical improvements to enhance the district’s attractiveness
- Promotion and marketing to strengthen the district’s image and attract more customers
- Economic restructuring to identify the district’s economic potential, build on existing assets, and attract new business and capital
- Organizational development to create a strong volunteer-driven organization that engages all major concerned parties in planning and executing commercial district revitalization

Missing Middle Development

- <http://missingmiddlehousing.com/> - Missing Middle is a range of multi-unit or clustered housing types compatible in scale with single-family homes that help meet the growing demand for walkable urban living.
 - This has been effective in [Seattle, WA](#)
 - Examples of Missing Middle Housing



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Housing + Transit, Jobs + Transit

- [Preserving Affordable Housing Near Transit](#) - Atlanta, Denver, Seattle, DC
- [The growing distance between people and jobs in metropolitan America](#)
- [The Role of Transit in Support of High Growth Business Clusters in the US](#)

20 minute Neighborhood - <http://www.portlandonline.com/portlandplan/index.cfm?a=288098&c=52256>

Community Benefits Districts

<http://oewd.org/community-benefit-districts>

Green Benefit District

<http://sfpublicworks.org/GBD>

Other Cities

1. City of Oakland, [A Roadmap Towards Equity](#)
2. Seattle - Though Seattle is also an expensive and growing Coastal city, it has constructed more housing units than San Francisco, which has kept rents from rising as rapidly as in San Francisco. What can we learn from Seattle?
 - a. [Housing Affordability and Livability](#) (HALA)
 - b. [Video](#) about HALA
3. Portland, OR Long Term Comprehensive Plan - [Housing](#)

An Aside

- Infographics about the **Millennial Generation** and new trends emerging from the largest generational cohort in the US: <http://www.goldmansachs.com/our-thinking/pages/millennials/>