

**Excelsior & Outer Mission Neighborhood Strategy**  
Working Group First Meeting

Date: July 26, 2017

Presenters: Jorge (OEWD) & Rachael (City Planning)

Notes taken by: Kathleen (City Planning)

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Action items:

- Let Rachael know by today (7/25) or tomorrow (7/26) if there are any suggestions or revisions for the orientation notes
- Let Rachael or Jorge know if you would like to make any modifications to your information
- Let Rachael or Jorge know if you have any comments or concerns about the subgroups
- Email or call if you're interested in being involved in the subgroup around services, organizations, a vibrant community
- Set up sub-group meeting dates/times

# EXCELSIOR and OUTER MISSION working group

JULY 26 2017



- 1 AS OUR NEIGHBORHOOD IMPROVES CHANGES
- 5 PROVIDE INCREASED HOUSING
- K A NETWORK of PUBLIC SPACES is IMPORTANT
- 2 DEVELOP the COMMERCIAL CORRIDOR to SERVE the PRIORITIES of SENIORS, YOUTH and the COMMUNITY
- 6 WELL DESIGNED STREETSCAPES "SAFE and INVITING"



"SUPPORT" "SUSTAIN" and "ENHANCE" NOT "RETAIN"

WHAT ARE the GENES?

POXIES!

OUR FOCUS IS ON TRANSPORTATION in the NEIGHBORHOOD WE NEED MORE and PARKING IS AN ISSUE



WE LIKE THE TERM "HARDWORKING"

WE DISAGREE WITH SEPARATING the neighborhood FROM commercial

## HOUSING

I DON'T AGREE WITH MORE DENSITY

WE NEED DIFFERENT TYPES OF HOUSING FOR DIFFERENT PEOPLE

I DON'T WANT TO SEE TALLER BUILDINGS

NEW PHRASE A SANCTUARY and GATEWAY FOR IMMIGRANTS

PROTECTING OPPORTUNITIES AT ALL INCOME LEVELS

MORE ATTRACTIVE HOUSING IMPROVES the STREETSCAPE IT TRICKLES DOWN

CAN WE REVIEW BUILDING DESIGNS?

HOW CAN WE SUSTAIN NEW STORES?

WE WANT NEW STORES AT DIVERSE PRICE POINTS

WE HAVE TO TACKLE VACANCY

HOW DO WE SUPPORT OUR VIBRANT COMMUNITY? WE'RE MISSING A LOT OF SERVICES

DO WE NEED ANOTHER SUB-GROUP TO FOCUS ON THIS TOPIC?

## WORDS of ASPIRATION

- COMMUNITY
- VIBRANT
- LIVABILITY
- DIVERSE
- JOYOUS
- CREATIVE SOLUTIONS
- FAMILY FRIENDLY
- FRIENDLY
- RESILIENCE



## Introduction & Review Agenda

- Open meetings & public comments
  - Working group meetings will be open and members of the public can provide public comment
  - Public comment will be at the end of the meeting and will be open to the first 10 speakers who sign up. Each speaker will have 2 minutes
  - Working group members are not obligated to stay
  - Working group members should feel free to bring comments to the forum
  - Q: During the meeting, if people showed up or couldn't stay for the entire meeting -- comment form
    - Comment form for people who couldn't come

## Greetings from Supervisor Ahsha Safaí

- Channeling energy and great ideas on how we can revitalize NCDs
- Gentrification & displacement are important issues to address
  - Strengthen core we have, don't want to attract new businesses and wind up displacing existing businesses.

## Hearing from Community Based Organizations

- How do they identify needs? What is their process like?
  - Excelsior Works (Marco)
    - 17 months
    - Organization that was started through listening
    - Constantly thinking about: who, what and how
      - Who is the community lacking access to services? Who makes up the community?
        - How do we structure our org to meet the needs of this demographic?
        - These folks come with greater needs than just a job: affordable housing, childcare
      - What are the wants they have? What are the wants they deserve in order to live a high quality life?
        - Action, but also reflection
  - Excelsior Action Group (Stephanie)
    - Enhance the commercial corridor
    - Crime
    - Pedestrian safety
  - PODER (and also Communities United for Health & Justice) (Charlie)
    - **Comment:** could take a little more time + prepare something more formal in the future

- This community has a strong legacy of neighborhood planning efforts
  - History of collaboration and community planning
  - Trying to lift up community-based solutions
- Lead broader effort of community mapping + opportunity sites
  - Gather folks from neighborhood, intergenerational, multilingual
- Better Neighborhoods, Same Neighbors
  - Can share document with group
  - Using public lands
  - Public spaces
    - Where are spaces where we can build more public gathering spaces
  - Working with developers
    - Spaces where we need to be at table working with developers to make sure it's still equitable and accountable

## Orientation Follow-up

### Review Notes

- Let Rachael know by tomorrow (7/26/17) if there are any suggestions or revisions for the notes
- Notes will be posted online for the public

### Workshop Summaries

- Reviewed the “Vision & Challenges Workshop Report”
- Responses to Vision Statements
  - **Comment:** Looking at the most popular statement (“As the neighborhood improves, we retain what makes the neighborhood special: our families, economic and ethnic diversity, small businesses and local gems”) - we should be aware of what came before us, and not assume that what we're doing now is necessarily going to improve the neighborhood. “As the neighborhood changes” might be more appropriate
  - **Comment:** Least favorited one (J) is the flipside of (A)
  - **Comment:** Concerned about the way that questions are phrased, seems to imply “how much do you agree with this statement” vs. “how much do you care about the statement”

### Aspiration Statement Exercise

- Values and aspirations
  - Will guide every subgroup as working group starts developing recommendations

- Keeping in mind what the community has indicated its interests are
- *Q: Is there the option of adding statements?*
  - Yes! Feel free to add, combine, subtract

### Overarching Aspiration Statement Development

- Table 1:
  - As **our** neighborhood improves, we retain what makes our neighborhood special: our families, economic and ethnic diversity, small businesses, and local gems.
    - The community identified this as the top statement, and we agree—with some modifications
    - Connecting other items
  - Providing increased housing opportunities...
    - We need to increase options and types of housing, not just the quantity. We need housing that is appropriate for multigenerational families, seniors, students, etc.
    - We need to understand what kind of housing needs to be built
    - Homeowners - solutions that are acceptable to neighborhood,
  - The aspiration “A network of public vibrant spaces - including parks, plazas, and open space - offers places where neighbors and visitors can sit, socialize, place and share” is important too
    - We have public parks, not as many civic minded spaces
    - Create ones around the avenue?
    - What areas define our entrance? Interior/exterior spaces? These could be good opportunities for
- Table 2:
  - Goal 1 has a lot of meant in it. We would amend as follows: “As the neighborhood improves, we **sustain and enhance** what makes our neighborhood special: our families, economic and ethnic diversity, small businesses, and local gems.”
    - We can build from each part of this sentence
    - Local gems: We read the local gems part and really started having a whole conversation about the local gems, like Roxie’s, the boxing ring, Cayuga Park—and so many more.
    - We can build the housing platform from “economic + ethnic diversity” because in order to sustain diversity, we need affordable housing.
    - We want to continue to be a neighborhood for hardworking families and people.
  - Our neighborhood and commercial corridor should be one; the planning should be together.
    - Disagrees with the concept of a corridor separated from the neighborhood

- Table 3:
  - Amend aspiration 2 as follows: “**Community guided** development to enhance the commercial corridor so that it **prioritizes the needs** of the community, serves seniors, working class, and youth, provides wide range of goods and price points
    - Neighbors have a lot of say in the types of businesses that come in.
  - Amend Aspiration 6 as follows: “Well-designed and maintained streetscapes that improve walking and biking experiences, ~~balance the needs of different users~~, and create **safer, inviting**, and visually pleasing streets”
    - This is an important aspiration to us.
  - Amend aspiration 1 to read: “As our neighborhood **changes...**”
  - Opportunities as a gateway community for immigrant and working class residents. This has long been a gateway community, and we can work to continue that.
    - Opportunities for the next generation
    - **Sanctuary**
    - Didn’t see this language reflected anywhere else
  
- Table 4:
  - A commercial corridor is filled with neighborhood focused retail, services, and amenities so that residents can meet their needs and wants within the neighborhood
  - Amend aspiration 1: As **our** neighborhood improves, we **support...**
    - In order to survive the changes, businesses need support from the City
    - If they don’t survive, won’t be serving the community
  - Transportation
    - We had discussions around items L and N; they are related
      - L: “Residents, employees, and visitors can move easily, quickly, safely around the neighborhood and commercial area with-out needed a personal car.”
      - N: “Establish parking standards and controls that promote quality of place, support the commercial core, and do not adversely affect residents.”
    - Needs to be focus on transportation/transit *within* the neighborhood
    - More transportation/transit to get to and from the corridor so that residents have an easier time
    - More turnover in terms of parking on the corridor so that more people who are car dependent can find a parking space.
      - Better parking enforcement would help the turnover
  
- Table 5:
  - Focus on the commercial corridor

- In agreement about what they want to see the commercial corridor become: Fewer vacant storefronts, greater occupancy, without graffiti and trash
  - There are some that the community doesn't serve with the current store options
  - Got to have different price points, otherwise can't sustain
- Restoration: saving a lot of what is here and is wonderful
- Density
  - One person voice opposition to additional heights
  - Others were more in favor of greater density to have a shopping base to support stores and the core
  - Some folks indicated that it isn't just about having more people, but having an inviting corridor for them to enjoy so that they shop locally.
- General
  - Housing
    - Not just density, but also populations that need housing
    - Housing opportunities for those who are most vulnerable, stabilizing
    - Design and review of the designs is important
    - Why would you want to move here if there aren't enough services to make you happy? You gotta do something about the empty spaces, attracting elements that are going to make everyone else want to come here

Subgroup formation – proposal for an additional subgroup focused on social service provision.

- Opportunity for us to think about this idea: how do we create an environment where people feel that they belong and can engage in the services and what their needs are
  - Consider an additional subgroup: vibrant community, services & organizations
  - Not convinced that these conversations will necessarily happen in the existing subgroups