

Potential Public Realm Strategies

- I. Create a public realm plan that fully addresses **the need for new public space acquisition**, lighting, street furniture, banners, art.
 - a. Budget for Planning Dept/Public Works/MTA for this process
 - b. Budget for implementation
 - c. Plan should
 - i. Consider major sidewalk and street reconfiguration that slows the traffic on Mission Street at certain node(s) and significantly enhances pedestrian safety and the pedestrian experience.
 - ii. Closing Ocean from Persia to Mission; making it only passable for buses
 - iii. Pedestrian connection from Mission to Alemany through the funeral home site **and possibly the safeway site redevelopment**.
 - d. Require new development to contribute directly to the implementation of the public realm plan **including site acquisition contributions for new public zoned spaces along the mission corridor**.
- II. **Establish impact fees for new development (*divide equitably and have review controls of what it funds to show how impacts are assessed and spent, possibly public decisions on improvements)**
 - a. **Transit**
 - b. **Open Space**
 - c. **Housing**
 - d. **Public Realm**
- III. **Form a Community Benefits District to maintain streetscape**
 - a. **Include a training jobs program for seniors, youth and community members connected to Excelsior Works program!**
- IV. **Develop anti-litter and anti-dumping campaign**
 - a. Messaging
 - b. Enforcement
 - c. Fines
 - d. Resolve Issue of trash cans – whether to have or not have public cans? Do homes have enough trash bins of the right size?
- V. **Green the Corridor**
 - a. CBD or Green Benefits District to maintain
 - b. Encourage greening through small-scale through planter boxes, street trees,
 - c. Larger scale bioswales/green infrastructure, green walls, through public realm plan, impact fees, and new development
- VI. **Use Public Art to communicate neighborhood identity; creating a sense of cohesion and creating a pleasing and inviting place to be. Art can also designate the different “nodes” within the corridor.**
 - a. Murals
 - i. Mural Event/Community Building, Can Make Excelsior a Destination Pow Wow Event (<http://powwowhawaii.com/>)
 - b. Walls
 - c. Sidewalk Murals
 - d. Distinctive Entry Signs
 - e. Street Banners
 - f. Statues/Durable public art

- g. Activate vacant storefronts w/art
- h. Historic signs as art; designate (*utilize the mills act, and preservation groups like NTHP, ASLA, DOCOMOMO Norcal, SFHeritage.)

i. Wayfinding through art

i.j. Public Plazas, Gardens, Quiet Zones, and Meeting/Event niches.

VII. Focus on one node to implement catalytic interventions to showcase potential

- a. Fund 18 month pilot
- b. Trees, flowerboxes; tables & chairs; safety cameras, lighting, public art, enforcement of transparency standards, façade enhancements (SF Shines program),
- c. Measure before and after impacts on businesses.

VIII. Fully realize the Persia Triangle (*or seek an alternative site(s) for entry features and as a public amenity for the district.)

IX. Expand Opportunities for SF Shines program

- a. Loan fund for property purchase
- b. Make it possible and encourage façade improvements to include sidewalk lighting
- c. Make it possible and encourage greening of some level
- d. Create “catalog” of easy lighting and greening options for businesses.

d.e. Make a list-sheet that helps owners know what needs are seen for their buildings and how/whom they may contact for additional support on improvements.