

Excelsior & Outer Mission Neighborhood Strategy
Working Group
Public Realm Subgroup

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Notes taken by: Rachael Tanner, San Francisco Planning Department

Attendance:

Working Group Participants

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Partner Agencies & Organizations

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Members of the Public

Notes

Italicized words are notes and comments made on 9-18-17.

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.
 - *Link the public realm plan to upcoming improvements*
 - *Build from the Jewish Home public realm plan*
 - *Look at project being implemented*
 - *This could be good; be strategic and focus the scope of the plan on near-term, upcoming improvements*
 - *Can provide coordination*
- 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
 - *What is a nexus fee?*
 - *What is needed to put it in place?*
 - *Rachael explained*
- 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!
 - *Explained what a Community Benefits District is; property owners vote themselves into an assessment that funds different activities throughout the catchment area of the CBD.*
 - *It is a certain boundary that is specific*

- *The area would likely start in a strategic area with support, then it could grow. The future areas would be different on paper, but could be managed by same entity*
- *A new entity is created that manages the CBD.*
- *3 – 4 years process to form*
- *previous attempt to create a CBD here was not successful; that was 10 years ago.*
- *There is a really positive connect when the CBD is really connected to the local community. For example, downtown/tenderloin CBD hires formerly incarcerated people. This could be connected to that. It really builds positive connections between the people who are working and the community*
- *Idea – can we help do other physical improvements on the corridor, such as canopy or replacing grates (almost like a social giving circle)*
- *Green Benefits District is another option*

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?
- *Illegal dumping is hard to deal with*
 - *The trash cans can deteriorate people*
 - *Add 311 campaign. Campaign for using 311 to report problems.*
 - *Street sweep day; getting people together. Giant Sweep Day.*
 - *Currently there are clean teams that are once a month in each district.*
 - *Maybe incentivize the cleaning with a block party. Connecting incentives for cleaning*
 - *Building community through regular cleaning and build an attitude of keeping neighborhood clean.*
 - *How long to get new graphic signs done? That are graphic and don't need to be translated into other languages.*

- *Maybe replace the existing signage; more graphic and refreshed so it doesn't look like blight.*
- *People who are dumping garbage at garbage bins may think that is where it goes.*

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
- *This was a hot topic in other sub-groups; and can have a dramatic impact on the feel of the street.*
 - *All of these items need maintenance; especially bioswales*
 - ***Need large, multi-lingual and multi-cultural campaign for any of our initiatives. Everything that comes out of this process needs to really reach the many populations of the Excelsior.***
 - ***Get to the 20% of the do-ers in everything***
 - *Can the greening be coordinated so that there is a cohesive look*
 - *Have a list of certain trees, shrubs that are appropriate for this micro-climate*
 - *A focused Excelsior – Outer Mission menu.*
 - *Check with Dept of the Environment.*
 - *Could identify the type of natural habitats that are here; for example are there butterfly corridors that are indications about what types of plants to use?*

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
 - j. Public Plazas, Gardens, Quiet Zones, and Meeting/Event niches.
- *Be careful of somethings like sidewalk murals and stuff that are hard to maintain and could end up being a failure*
 - *Customization – we have people who customize metal and turn some of the things into*
 - *Sign at the Jewish Home be artistic.*
 - *See murals as signs for the stores; like there is an auto-body shop's sign that is a mural*
 - *Do we want murals everywhere or a collection of murals in some places?*
 - *Could be Balmy Alley in the Mission, where it's a destination*
 - *Could be part of the nodes conversation; a node*
 - *Restore and enhance existing murals.*
 - *Can we think beyond murals?*
 - *Other forms of art*
 - *Living walls, statues*
 - *Let's have our own unique thing not just copy Balmy Alley*
 - *Add branding/neighborhood identity*
 - *Our theme could be families.*
 - *Everything promoting families and happy families and family colors*
 - *Ulysses will see about his colleague who does branding.*
 - *Can be hard to identify one image.*
 - *Diversity and international is such a perfect theme and add the families to that.*
 - *Could we be the international district (Seattle)*
 - *International cuisine.*
 - *Use wind as a theme of art; windmills, kinetic sculpture, use the wind!*

- 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.
- *Can we use this with the empty storefronts and the Christmas decorations?*
 - *Make this pilot comprehensive; like art and anti-litter.*
 - *What area?*
 - *Working group can decide?*
 - *How do decide?*
 - *4 potential nodes*
 - *ocean and mission –*
 - *has some opportunity; has both places that draw people but also empty spaces*
 - *this is also a more visible area.*
 - *Different nodes might have different needs and can think about tailoring programs to those nodes.*
 - *Do before after study to see what works*

- VIII. Fully realize the Persia Triangle (*or seek an alternative site(s) for entry features and as a public amenity for the district.)
- *Think about also the Alemany Corridor*
 - *Connections on Ocean, Geneva, Alemany as these corridors and their walkability is also really important*
 - *Idea from mobility group – promote slower traffic on Mission and more traffic on Alemany. If we do so, how to create safe pedestrian east/west connections for pedestrians*
 - *Persia Triangle has had lots of energy; has lots of surveys and energy behind it. More documentation to back things up and move forward.*
 - *Also Onondaga and Mission could be a place*
 - *Identify the nodes, the needs, and the improvements.*
 - *Cast a vision for the nodes*
 - *This bullet can connect to the previous bullet about piloting*

- 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.
 - 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.

- *Jorge explained what SF Shines is.*
- *Node pilot could be a great opportunity to see what SF Shines expansion would include. What do people bite on.*
 - *A place could be the science workshop; they could use some great additional signage and some improvements to make the place shine.*
 - *The science/science workshop is temporarily located there.*
- *Idea: SF Shines express could be lighter touch improvements that don't require property owner improvements; minor façade and tenant improvements, such as street furniture. Create a small catalog of those options*
 - *This would be great!*
- ***Design catalog has come up a lot; the idea of coordinate design and template. Cohesive and standardized; makes it easier to decide.***
 - *Short term – basics; easy to implement.*
 - *Larger scale*
 - *Additional funding sources?*
 - *Can the catalog have variety as well, that allows the business to have character but also be part of the scheme.*
- *How do we get the word out to small business owners that are not necessarily connected to new developments?*
 - *EAG is a partner for OEWD on the ground*
 - *Be strategic about locations and then focus on certain locations*
- *Publicity*

- *Places for people to have central locations for people to get information. There are not a lot of other locations where people can get information.*
- *Having a central spot to know what's going on; like a little machine w/bubbles and something fun.*

Safety

- *Uptick in incidents in certain areas; Mission & Persia, Mission & Geneva, Trumbull and Mission. These things go in waves.*
- *The business group had 2 key recommendations*
 - *Cameras & lighting*
 - *Design of intersection at Mission & Geneva and other bus stops*
 - *Enforcement*
 - *On the city side - Police, DBI, etc.*
 - *On the neighborhood watch side*
- *Security cameras & lighting*

*For implementation think about nodes that we can do things
Merge sign restoration in SF Shines*