

**Excelsior & Outer Mission Neighborhood Strategy**  
Working Group  
Public Realm Subgroup

**Date:** Tuesday, August 15, 2017

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**Staff Facilitators:** Jorge Rivas, San Francisco Office of Economic and Workforce Development

**Notes taken by:** Jorge Rivas, San Francisco Office of Economic and Workforce Development

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Attendance:

***Working Group Participants***

Summer Koide  
Susan Lam  
Mel Flores  
Lisa Hartmayer (Liaison)  
Kate Taylor  
Ulysses Rivas Canjura (Alternante)  
Aaron Goodman

***Partner Agencies & Organizations***

Stephanie Cajina, Excelsior Action Group  
Judy Lee, Supervisor Ahsha Safai  
Paul Chason, Planning Department

***Public***

Edith Cadena, SF Food Bank

**Notes**

**Subgroup Ground Rules**

- Start and finish on time
- Don't talk over each other
- Respect each other's opinions
- Think outside the box
- Limit public comment, when a larger number of people are in attendance, such as 10 or more people
- If stuck on a particular topic, table the topic and revisit later
- Facilitators/leaders push items through

**Reactions to Data and Existing Conditions**

- Would like to see more detail on vacancies along commercial corridor
- Need more information on community assets in the public realm, such as:
  - Public Art
  - Parklets
  - Trees and Greening

- Also need more information of potential locations for art or placements of new public realm assets
- This will be the team's homework- to walk the neighborhood and identify opportunities for public realm improvements
- Assignment #2 – Share positive public realm improvements that work in the neighborhood, in other neighborhoods, cities, etc.
- More information on which buildings are considered abandon?
- There opportunities for new facades.
- Hodgepodge of elevations, styles, condition, signage, reinforces sense of unpleasantness, unwholesomeness, unsafe, vacancies, lack of destinations
- Regulate building elevations and commercial signage
- There is a lack of civic space along Mission Street and Geneva
- There is a need for more open/public space
- There is a need for wider sidewalks, clear crosswalks, and public infrastructure
- More information/data on crime, 311 reports, including:
  - Dumping
  - Graffiti
  - Map of areas where most of these complaints are filed
- Observations on commercial awnings and signage, and lack of lights and contributors to a feeling of unsafety
- Explore possibilities for lighting along Mission Street
- Lighting for commercial spaces, in particular at hot spots
- Keep in the back of heads the idea of homeless facilities and services
- Public dumping is a huge concern
- Who is doing the dumping, is it local residents or passers?
- Is it possible to get more information on who has garbage service and how can the city enforce?
- Table illegal dumping as it is a concern that needs solutions
- Trash cans at muni stops contribute to dirty sidewalks
- Bus shelters in general need to be revisited and design ideas need to be explore for future street furniture
- Bus shelters contribute to trash build up and need to be managed/ maintained better
- The narrow sidewalks do not help with walking in the neighborhood
- There is a need for better and welcoming street furniture, like those in other neighborhoods, such as benches
- Safeway is an example where enforcement needs to be strengthen. The Store is dirty and does not maintain its outdoor space.
- The Wells Fargo building could also use some cleaning
- We need nice paved streets for all users
- New sidewalks and greening (i.e. trees)
- What makes it economically feasible to open a business and stay open in the neighborhood? The business needs to be kept up, follow transparency rules, know there neighbors, have an attractive façade, add a parklet for outdoor seating, have pop-ups
- Streetscape improvements are needed all across Mission (Silver to Daly City) and Geneva (3 commercial blocks), at the Persia Triangle, connections with Ocean Ave
- Free parking? Can we reuse meters?

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- There is a need for parking management
- A pedestrian lighting plan
- More greening, from hanging flower baskets to trimming and adding trees
- More information on why is it economically feasible for a building/commercial spaces to remain closed
- Surprised that many walking is a major mode of transportation

## BIG GRIPES

- Dumping/Litter
- Graffiti
- Vandalism
- Bus Shelters
- Influence on corporations
- Paving Street smother
- Dirty sidewalks
- Coordinate street design WRT trees, cyclists
- Pedestrian Lighting Plan
- Shuttle Service
- Need Greening
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## ASPIRATIONS

- Cohesive look and feel all along the corridor, that we can identify the neighborhood
- Tree lines, benches, pedestrian lighting
- Gateways, entrances to excelsior, celebrate the name
- More landmarks, banners in the neighborhood
- Bike lanes
- City College/ Ocean Avenue connection
- More walkable
- More art installations, murals and permeant features
- Intersections with working lights
- Children's Science Center a great space and community resource

## CONNECTIONS TO OTHER SUBGROUPS

- Housing a key issue that impacts public realm. Growth in housing, more people using the public space, open space. So types and variety of housing is needed to support the neighborhood.
- Transit corridor: cleanliness, lighting, greening. Connections need to exist between public spaces, nodes, etc.
- Connections to BART stations
- Businesses need clean sidewalks and spaces to

Lisa Hartmayer will be liaison to other subgroups. With Ulysses and Summer as alternates if needed.

A recommendation was made to plan to bring draft strategy ideas to the community at large in mid-October

A doodle poll will be sent to determine best time to meet.

Homework:

- **Assignment #1: Walk the neighborhood and identify opportunities for public realm improvements.**
- **Assignment #2 – Share positive public realm improvements that work in the neighborhood, in other neighborhoods, cities, etc.**