

On December 4, 2017, the Excelsior & Outer Mission Neighborhood Strategy Working Group met. During the meeting, the Working Group spent time considering the strategies that had been identified to date and prioritizing them in regards to (1) the potential impact the strategies may have and (2) the sequence in which to implement them.

Those present broke into small groups. They used paper, glue, and tape to layout the strategies they prioritized. The following pages reflect the execution of this exercise by the small group.

Short

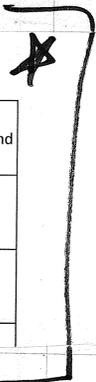
GOAL: Clean the public realm.

AL #1
DL #1
DH #1
KT #1

Develop a **multi-lingual, and multicultural** anti-litter campaign. This can include graphics, clean up events, use of 311, and efforts to discourage litter and dumping

Investigate **root causes of dumping.**

Enforce existing sidewalk cleanliness regulations.



Med term

AL #3
GOAL: Develop a stable and secure source of funds to construct, maintain, and enhance public realm improvements.

Establish a committee of property & business owners to *investigate and research* the impacts and viability of a **community benefits district.**

Establish a committee of property & business owners to *investigate and research* the viability of a **green benefits district.**

Analyze the **potential funds generated from impact fees** charged to new development; analyze the costs and benefits of the impact fees.

Long term

GOAL: Improve permitting process for businesses at the City & County level.

MT
* **Streamline the permitting process** - Produce recommendations on how to reduce the number, cost, and time required to obtain permits for opening, operating, and expanding small businesses

Have **single point of contact for new businesses opening in district**, shepherding entrepreneurs and property owners through the permitting processes.

GOAL: Encourage more jobs on the commercial corridor to bring opportunities to residents and bring more daily visitors to the corridor.

Support the development and expansion of institutions and programs that help entrepreneurs and small business owners.

Support the development of a **Business Incubator**

GOAL: Green the public realm.

Identify an appropriate and desirable **plant palette** to guide planting choices on the corridor.

Encourage near-term, small-scale greening through **planter boxes and filling empty tree wells.**

* **Prune the trees** currently located on the commercial corridor.

7

I like it
if possible
Doable
Very doable

GOAL: Ensure access to transit for all.

MT
* **Rider Experience:** Promote a positive and intentional culture on mass transit (bus, rail)

Connectivity: Enhance connectivity within the neighborhood by exploring other ways to get around such as jitneys, e-bike share, and other options smaller than a bus.

Connectivity Enhance connections to other neighborhoods beyond downtown.

Efficiency & Speed: Ensure pedestrian safety remains a high priority, versus fast traffic--including fast bus traffic.

Frequency: Buses are so frequent you don't have to check the schedule!

Like warm
Need lots of

Support the development of a **Food Hall** - Food vendors can reduce costs through a shared space. Can also be a destination.

Support the development of a **Shared Market Space** - Entrepreneurs can reduce costs through a shared space.

Support the development of a **Maker Space** - Provides opportunities for youth and adults to learn about making things (with technology like 3D printers or "old school" tools) and to collaborate.

Consider permitting a **greater variety of uses** on the second floor, such as offices. **Assess** the potential demand for and impact of such uses. **Develop** means to *connect local residents to these jobs*.

GOAL: A network of vibrant public spaces--including parks, plazas, and open space--offer places where neighbors and visitors can sit, socialize, play, and share.

Develop a **public space plan** that identifies (1) public locations that could be enhanced and (2) private locations that could be acquired for public space.

Allocate funds to develop a conceptual design of the **Persia Triangle.**

Allocate funds to develop a conceptual design for public space at **Whittier and Mission Street.**

Engage more businesses in the construction of **parklets** (or farmlets) to create more open space.

GOAL: Use art and design to create a sense of place that reflects and reinforces the character and identities of the area.

Develop a **public art plan** that, integrates with the public realm plan, to identify areas for art within each node. The plan should consider a wide range of public art types, includes types not seen as frequently such as sculpture, sidewalk murals, signage, banners, and other ideas. Consider art that is unique to the commercial corridor (as opposed to murals that are in many parts of the city).

Develop **entry signs** at "entrances" to the district and at different nodes

Use "**everyday**" objects to give identity to nodes and serve practical purposes: benches, street lights, plantings, signage, banners

Develop a "**historic sign program**" that would help identify and restore signs that contribute to neighborhood history and character.

All branding, art, design, and communication strategies must be **multi-lingual and multicultural** so that everyone feels connected to the corridor.

people feels this way

GOAL: Encourage active street frontage.

Activate vacant storefronts through **pop-up shops and art installations.**

* Prioritize **attracting new businesses** to vacant storefronts.

Encourage active and welcoming streets by encouraging **storefront transparency** through outreach to shop owners and enforcement.

GOAL: Establish parking standards and controls that promote quality of place, support the commercial core, and do not adversely affect residents.

Encourage **turnover of parking spaces** on the commercial corridor to increase the volume of motorists who have access to the NCD each day.

Build a **parking structure** near the commercial corridor to allow motorists to more easily visit the corridor.

Enforce meter time so people don't overstay meter time

Install more **short-term meters** (20 min, 30 min, 1 hour)

Sharing of private parking lots during "off hours"

Allow a period of "**free**" meter time, such as first 10 or 20 mins a vehicle is parked.

GOAL: Pedestrian connections to Mission Street are safe and inviting.

Identify and create **safe pedestrian connections** from neighborhoods to the Mission Street corridor.

Enhance pedestrian connection **between Mission NCD and regional transit hubs** (Balboa Park and Glen Park BART).

Fund and implement pedestrian improvements planned for **Ocean Avenue**, from CCSF to BART and from BART to Mission Street.

GOAL: Bike connections to and through the NCD are safe and free from vehicular collisions.

Identify and create **safe bike connections** from neighborhoods to the Mission Street corridor.

Enhance **bike connection between Mission NCD and regional transit hubs** (Balboa Park and Glen Park BART)

Identify gaps in the bike network and work to create a **complete network of separated and protected bike lanes.**

The commercial corridor is a destination that has a sense of place that reflects and reinforces the area's character and layered identity.

Define a series of "**nodes**" to create a sense of distinct places and destinations along the corridor

Develop nodes based on **identifiable assets** in each node.

Work with **nearby businesses** in the development of each node.

Adopt policies that can encourage **certain uses to concentrate** in each node.

Develop **multi-cultural and multi-lingual branding** for the corridor that contains sub-brands for each node.

Sensitivity to people: things to attract people/biz

GOAL: Small businesses thrive on in the NCD

Support and fund multi-lingual **Excelsior Business Leadership Program** to provide training to support small businesses.

Work with businesses to **increase participation in existing programs**; ADA, façade improvements, lighting, cameras, legacy businesses, etc.

"**façade improvement express**" program that allows business owners to make quick improvements to their storefront.

Establish a **loan fund** to help business owners to purchase property, and thereby increase their stability from displacement due to rising rents.

Study the **impacts of pursuing formula retailers as "anchors"** along the corridor. What could be the impacts? Would such a strategy be feasible? Would such a strategy be desirable?

Most Impactful

^{Cont} 47 - Strategy # 52 - 0-2 year

12 3.5 years

85 - ^{0.2 year} 89 + 90 5-10 years

10, 11, 13 - 3.5 years

78 - 81 - 3.5 years

98 0-2 years

51 - 104 - ^{3.5 years} 0-2

New
Most or least
no consensus

Establish
RPP

Support new and additional street and sidewalk lighting, funded by the Public Utilities Commission.

Encourage more business to install exterior lighting on the sidewalk. This would be in addition to public lighting.

Encourage SFPD to deploy beat cops (foot/bike patrol) in the NCD.

Collaborate with SFPD to ensure the presence of beat cops and other safety measures encourages feelings of safety and does not lead to harassment of residents, customers, and workers.

Define the types of businesses and services families and seniors need in the neighborhood.

Outreach to businesses to increase participation in existing programs: ADA, facade improvements, lighting, cameras, legacy businesses, etc.

Develop "facade improvement express" program that allows business owners to make quick improvements to their storefront.

Research the impacts of pursuing formula retailers as "anchors" along the corridor. What could be the impacts? Would such a strategy be feasible? Would such a strategy be desirable?

SHORT

Develop a foundational public realm plan that (1) provides guidance for near-term public realm improvements and that (2) builds on previous streetscape efforts.

Research and consider a transformative reconfiguration of the Mission & Geneva intersection.

Have single point of contact for new businesses opening in district, shepherding entrepreneurs and property owners through the permitting processes.

Research and consider a transformative reconfiguration Mission/Persia/Ocean intersection.

Identify strategies to slow vehicular traffic on Mission Street, while encouraging motorists trying to "get thru" the neighborhood to use Alameda.

Improve pedestrian infrastructure in the NCD (neighborhood commercial district).

Plan and implement pedestrian safety measures such as soft tip posts, painted safety zones, flashing beacons, etc.

Analyze the potential funds generated from impact fees charged to new development; analyze the costs and benefits of the impact fees.

Review bus shelter design and location with the SFMTA.

Identify and create safe pedestrian connections from neighborhood to the Mission Street corridor.

Identify and create safe bike connections from neighborhoods to the Mission Street corridor.

Activate vacant storefronts through pop-up shops and art installations.

Prioritize attracting new businesses to vacant storefronts.

Encourage active and welcoming streets by encouraging storefront transparency through outreach to shop owners and enforcement.

Identify an appropriate and desirable plant palette to guide planting choices on the corridor.

Encourage near-term, small-scale greening through planter boxes and filling empty tree wells.

Prune the trees currently located on the commercial corridor.

Develop a multi-lingual, and multicultural anti-litter campaign. This can include graphics, clean up events, use of 311, and efforts to discourage litter and dumping.

Investigate root causes of dumping.

Enforce existing sidewalk cleanliness regulations.

3-5 yrs Medium

Develop a longer-term public realm plan that considers larger-scale, transformative public realm improvements.

Create pedestrian/bike or shared street that connects France to Alameda; could potentially serve as public space for MCHCD housing at funeral home site.

Install a crosswalk on Mission between Oronodaga and Seneca.

Enhance pedestrian connection between Mission NCD and regional transit hubs (Balboa Park and Glen Park BART).

Find and implement pedestrian improvements planned for Ocean Avenue, from CCSF to BART and from BART to Mission Street.

Enhance bike connection between Mission NCD and regional transit hubs (Balboa Park and Glen Park BART).

Identify gaps in the bike network and work to create a complete network of separated and protected bike lanes.

Allocate funds to develop a conceptual design of the Persia Triangle.

Allocate funds to develop a conceptual design for public space at Whittier and Mission Street.

Engage more businesses in the construction of parklets (or farmlets) to create more open space.

Develop entry signs at "entrances" to the district and at different nodes.

Use "everyday" objects to give identity to nodes and serve practical purposes: benches, street lights, plantings, signage, banners.

Develop a "historic sign program" that would help identify and restore signs that contribute to neighborhood history and character.

All branding, art, design, and communication strategies must be multi-lingual and multicultural so that everyone feels connected to the corridor.

Establish a committee of property & business owners to investigate and research the impacts and viability of a community benefits district.

Establish a committee of property & business owners to investigate and research the viability of a green benefits district.

Incorporate play features into public open spaces and plazas.

Increase the number of family-friendly businesses through attraction of new businesses and adaptation of existing businesses.

Assemble a multi-agency taskforce to systematically and consistently address criminal activity and code violations.

5-10

Develop and fund multi-lingual Executor Business Leadership Program to provide training to support small businesses.

Streamline the permitting process - Produce recommendations on how to reduce the number, cost, and time required to obtain permits for opening, operating, and expanding small businesses.

Develop a loan fund to help business owners to purchase property, and thereby increase their stability from displacement due to rising rents.

10-15

Distant

- make public realm clean/safe
- connections to corridor
- set thru bike - walking

0-2 yrs

3-5 yrs.

Enforce existing sidewalk cleanliness regulations.

Identify and create safe pedestrian connections from neighborhoods to the Mission Street corridor.

↳ ADDRESS CARS PARKED ON SIDEWALK

Fund and implement ^{BIKE +} pedestrian improvements planned for Ocean Avenue, from CCSF to BART and from BART to Mission Street.

identify funding for PUC lighting.

Develop entry signs at "entrances" to the district and at different nodes

Identify strategies to slow vehicular traffic on Mission Street, while encouraging motorists trying to "get thru" the neighborhood to use Alemany.

Establish a committee of property & business owners to investigate and research the impacts and viability of a community benefits district.

Plan and implement pedestrian safety measures such as soft tip posts, painted safety zones, flashing beacons, etc. + PILOTS

↳ MTA Mission St. Safety project

Enhance bike connection between Mission NCD and regional transit hubs (Balboa Park and Glen Park BART)
OCEAN + GENEVA BETTER BIKE
Identify gaps in the bike network and work to create a complete network of separated and protected bike lanes.

GOAL: Mission Street is a safe, inviting, and enjoyable place for pedestrians.

COORDINATE W/BIKESHARU TO GET "ELECTRIC ASSIST BIKES"

Develop a foundational public realm plan that (1) provides guidance for near-term public realm improvements and that (2) builds on previous streetscape efforts.

Develop multi-cultural and multi-lingual branding for the corridor that contains sub-brands for each node.

Develop a longer-term public realm plan that considers larger-scale, transformative public realm improvements.

Research and consider a transformative reconfiguration of the Mission & Geneva intersection.

Research and consider a transformative reconfiguration Mission/Persia/Ocean intersection.

Most Important Goals

GOAL: Clean the public realm.

Develop a multi-lingual, and multicultural anti-litter campaign. This can include graphics, clean up events, use of 311, and efforts to discourage litter and dumping

Investigate root causes of dumping.

GOAL: Increase feeling of safety in the corridor and reduce incidents of violence.

GOAL: Encourage the development of a fully family friendly corridor, one that works for "ages 8 to 80"—that is for children and seniors alike!

Incorporate play features into public open spaces and plazas

WHERE YOU CAN SEE "THEMSELVES REPRESENTED / WELCOMED"

Support new and additional street and sidewalk lighting, funded by the Public Utilities Commission.

GOAL: Bike connections to and through the NCD are safe and free from vehicular collisions.

Identify and create safe bike connections from neighborhoods to the Mission Street corridor.