

For each category (Public Realm, Mobility, Business and Service Providers, Land Use and Housing) please mark the following: 1 goal and 3 strategies/ action items that you want to prioritize.

Goals and Strategies: For each goal, strategy and action item, there is a description, next steps, etc. that are described in the [Excelsior and Outer Mission Strategy](#).


NUMBERING CONVENTION


» Goals, strategies, and action items start with three letters representing the topic area:


- BIZ #: Business and Service Providers
- PUB #: Public Realm
- LUH #: Land Use and Housing
- MOB #: Mobility

» Goals, strategies, and action items are numbered for reference. The numbers do not represent priorities.

- Goals: BIZ 1, PUB 1, etc.
- Strategies: BIZ 1.1, PUB 1.1, etc.
- Action items: BIZ 1.1.A, PUB 1.1.A, etc.

 Strategies that can be implemented using existing programs and resources

 Strategies that need additional funding or study

 Strategies that need to be fleshed out to determine its feasibility

Please email completed surveys to reanna.tong@sfgov.org by Thursday, December 6.

PUBLIC REALM

PUB 1. GREEN, CLEAN, AND MAINTAIN THE PUBLIC REALM

PUB 1.1. Maximize opportunities to add greenery to the street using a cohesive planting palette



PUB 1.1.A. Use planter boxes and sidewalk gardens to green the sidewalk where tall trees are not allowed or are infeasible (see PUB 2.2.B for plant selection)



PUB 1.1.B. Work with Friends of the Urban Forest to fill empty tree wells



PUB 1.1.C. Coordinate with the City to ensure street trees are pruned and tree wells are cleaned regularly



PUB 1.2. Use education and enforcement tools to heighten awareness of the public realm's condition and to keep it litter free



PUB 1.2.A. Coordinate with San Francisco Public Works and community members to recruit volunteers to conduct clean up events on a regular basis



PUB 1.2.B. Conduct multi-lingual litter abatement campaigns on a regular basis to establish a social norm that littering is not acceptable



PUB 1.2.C. Work with local schools to engage students in the anti-litter campaigns and to include litter abatement in the curriculum



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PUB 1.2.D. Coordinate with the Mayor's office Fix-It Team to investigate root causes and address litter, including use of 311 to report it		
PUB 1.2.E. Partner with the City to educate and enforce existing sidewalk cleanliness regulations		
PUB 1.3. Study and develop mechanisms to fund and maintain the greening and cleanliness of public streets and open spaces in perpetuity		
PUB 1.3.A. Establish a committee of property and business owners to investigate and research the impacts and viability of a community benefits district and/or a green benefits district.		
PUB 1.4. Promote the principles of Crime Prevention through Environmental Design (CPTED)		
PUB 2. REINFORCE A SENSE OF PLACE AND CELEBRATE THE MULTICULTURAL COMMUNITY CHARACTER ALONG THE MISSION STREET CORRIDOR		
PUB 2.1. Use art to express and celebrate the identities of the area		
PUB 2.1.A. Develop and implement a community art toolkit that identifies areas for public art and provides ideas and guidance on types of art, permit processes, and funding sources		
PUB 2.1.B. Develop a "historic sign program" that helps identify and restore signs that contribute to neighborhood history and character		
PUB 2.2. Create a series of special visual "moments" (such as gateways) to structure the experience of the commercial corridor		
PUB 2.2.A. Identify and design gateways to create a unique sense of arrival		
PUB 2.2.B. Develop a plant palette to guide and coordinate planting choices		
PUB 2.2.C. Specify a consistent palette of streetscape materials and furnishings for the area, including paving materials, benches, street lights, trash receptacles, and tree grates.		

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PUB 3. BUILD A COHERENT NETWORK OF VIBRANT PUBLIC SPACES THAT IS INTEGRATED AND CONNECTED TO SURROUNDINGS

PUB 3.1. Identify current assets and define gaps to create a complete network of public spaces in the community



PUB 3.1.A. Inventory current assets and identify opportunities (e.g. (1) public locations that could be enhanced and (2) locations that could be acquired for public space.)



PUB 3.1.B. Work with the community to envision the future of new public spaces and strategize ways to realize the vision, such as developing concept designs for the Persia Triangle and space at Whittier and Mission Street



PUB 3.2. Encourage business and property owners to enhance their property frontages to improve the public realm



PUB 3.2.A. Encourage more businesses to activate the sidewalk and enrich the pedestrian environment via features like sidewalk tables and chairs, parklets, and sidewalk displays



PUB 3.2.B. Reach out to private property owners to engage them in the StreetSmARTS program and other available art programs and grants



MOBILITY

MOB 1. WALKING IN AND AROUND THE MISSION NEIGHBORHOOD COMMERCIAL DISTRICT (NCD) IS SAFE, CONVENIENT, INVITING, AND ENJOYABLE

MOB 1.1. Implement Vision Zero Safety Improvements For Pedestrian Safety



MOB 1.1.A. Study Ways To Improve Pedestrian Infrastructure Along Mission, especially at Ocean, Persia, Russia, Onondaga, And Geneva



MOB 1.1.B. Explore potential changes to the Mission and Geneva intersection



MOB 1.2. Implement existing city plans and programs that enhance mobility in the neighborhood



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MOB 2. PROMOTE COMPLETE STREETS THAT BALANCE THE DIVERSE NEEDS OF USERS OF THE PUBLIC RIGHT-OF-WAY

MOB 2.1. Improve walkability on Mission Street by encouraging north-south vehicle traffic trying to use Alemany Boulevard



MOB 2.2. Develop a curbside management plan and a pilot program for the commercial corridor that aims to improve delivery efficiency, encourage parking turnover and reduce double parking.



MOB 2.3. Look for opportunities to repurpose rights-of-way to create public spaces and enhance connectivity for pedestrians, bicyclists, and transit along the commercial corridor



MOB 3. ENSURE A POSITIVE, ENJOYABLE, AND INTENTIONAL CULTURE FOR TRANSIT RIDERS

MOB 3.1. Increase access to transit, including paratransit and alternative transportation in order to decrease single-occupancy vehicle trips.



MOB 3.1.A. Seek ways to improve senior mobility



MOB 3.1.B. Improve Muni speed, reliability and transfers



MOB 3.2. Improve transit connections between Muni and BART service such as timed transfers



MOB 3.3. Enhance pedestrian connections between the neighborhood commercial district and the Balboa Park and Glen Park BART stations



MOB 4. BIKE CONNECTIONS TO AND THROUGH THE NEIGHBORHOOD COMMERCIAL DISTRICT ARE SAFE, INVITING, AND FREE FROM VEHICULAR COLLISIONS

MOB 4.1. Identify and create safer bike connections from neighborhoods to the neighborhood commercial district



MOB 4.1.A. Explore creating bike-friendly streets and placing traffic calming measures in key locations. For example, Cayuga Avenue



MOB 4.2. Improve bicycle connections between the neighborhood commercial district and regional transit hubs (Balboa Park and Glen Park BART)



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MOB 4.3. Explore other innovative ways to get around the neighborhood: electric-assist bike share, bike share with cargo, etc.



BUSINESS AND SERVICE PROVIDERS

BIZ 1. STREAMLINE PERMITTING AND CITY COORDINATION

BIZ 1.1. Fund a District 11 “business concierge” to help guide entrepreneurs through the permitting process



BIZ 1.2. Analyze barriers to entry – produce & implement recommendations on how to reduce the number, time, cost of required permits for opening, operating, and expanding small businesses



BIZ 1.3. Regular meetings of city agencies with responsibility for enforcing codes



BIZ 2. IMPROVE THE BUSINESS ENVIRONMENT OF THE COMMERCIAL DISTRICT SO IT IS A PLACE WHERE BUSINESSES AND SERVICES CAN THRIVE

BIZ 2.1. Analyze Business and Service Mix and Space Use; Based on what the usage mix analysis reveals, actively recruit needed businesses & services



BIZ 2.2. Focus the implementation of efforts described in the Neighborhood at hubs of activity that are currently sources of strength & strong business performance



BIZ 2.3. Improve the Public Realm (Please see the Public Realm section for public realm related goals and strategies)



BIZ 2.4. Activate empty storefronts with art and other temporary installations



BIZ 2.5. Improve Street lighting and pedestrian lighting



BIZ 2.5.A. Explore possibilities for adding pedestrian lighting along Mission Street



BIZ 3. CONTRIBUTE TO THE SUCCESS OF INDIVIDUAL ESTABLISHMENTS SO THEY ARE PERFORMING WELL, CREATING STABILITY AND WEALTH

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BIZ 3.1. Connect businesses, service providers, and property owners to existing programs offered by the City & County of San Francisco, the State of California, and the US Federal government



BIZ 3.2. Add programs and business supports that may be missing



BIZ 3.3. Support development of spaces and organizations that support entrepreneurs, small businesses, new ideas, and new trends



BIZ 3.4. Connect residents to job opportunities at local establishments



LAND USE AND HOUSING

LUH 1. MAINTAIN AND BUILD HOUSING STOCK THAT CAN SERVE CURRENT RESIDENTS AND WELCOME DIVERSE NEW RESIDENTS, INCLUDING PEOPLE AT A RANGE OF INCOMES, PEOPLE OF COLOR, AND IMMIGRANTS.

LUH 1.1. Appropriately and responsibly develop a corridor-wide housing plan for a range of income levels, for both renters and homeowners.



LUH 2. PREVENT THE EVICTION AND DISPLACEMENT OF TENANTS, HOMEOWNERS, AND BUSINESSES SO THAT THIS IS A NEIGHBORHOOD WHERE LOW- AND MODERATE-INCOME SAN FRANCISCANS CAN THRIVE.

LUH 2.1. Explore creating laws to limit speculative investment, placing a time limit on non-primary residences, and foreign investment.



LUH 2.2. Develop a "Right of First Refusal" policy that will allow commercial and residential tenants, tenant associations, or nonprofit organizations the first right to purchase a building or home at a mutually agreed upon price when it goes up for sale.



LUH 2.3. Develop relocation assistance programs to help tenants displaced from their housing.



LUH 2.4. Monitor and analyze "tenant buyouts," and expand analysis of eviction data.



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LUH 2.5. Support city enforcement mechanism to monitor and enforce compliance with eviction ordinances and temporary relocation due to repair, construction, or fire.		
LUH 2.6. Support mechanism to improve enforcement or restrictions on short-term rentals and mechanisms to achieve compliance and enforcement.		
LUH 2.7. Fund and provide culturally relevant and linguistically responsive tenant and income-qualifying property owner counseling and legal assistance.		
LUH 2.8. Create and/or expand community education campaign for residents at risk of eviction		
LUH 3. DEVELOP AND ENHANCE THE COMMERCIAL CORRIDOR SO THAT IT SERVES WORKING PEOPLE AND SUPPORTS SMALL BUSINESSES, WHILE ALSO OFFERING A RANGE OF GOODS AND PRICE POINTS.		
LUH 3.1. Research currently permitted land uses under the planning code, the impacts of allowing greater diversity of uses and business types, and how to strengthen and complement existing businesses within the commercial district.		
LUH 3.2. Develop an acquisition fund to help small businesses purchase the property where their business is located.		
LUH 3.3. Promote and strengthen existing legacy business status program for more businesses to increase stability with leases.		
LUH 4. PROMOTE RELATIONSHIP BUILDING AND INTERCULTURAL EXCHANGE AMONG THE MANY DIFFERENT NEIGHBORHOOD STAKEHOLDERS.		
LUH 4.1. Explore means to support cultural preservation & promotion, such as a cultural district. Promote a sense of ownership among diverse groups to increase a sense of belonging to and care for the neighborhood.		
LUH 5. DEVELOP AND MAINTAIN THE INFRASTRUCTURE NECESSARY TO SUPPORT A HIGH QUALITY OF LIFE FOR RESIDENTS AND SUCCESS FOR BUSINESSES.		



NEIGHBORHOOD STRATEGY

For each category (Public Realm, Mobility, Business and Service Providers, Land Use and Housing) please mark the following: 1 goal and 3 strategies/ action items that you want to prioritize.



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LUH 5.1. Research and assess the feasibility and appropriateness of financing and funding tools that can produce and maintain infrastructure the community needs and wants.		
LUH 5.2. Allocate funding and staff to create an area plan.		
LUH 6. DEVELOP A DESIGN AESTHETIC AND PUBLIC REALM THAT ENHANCES NEIGHBORHOOD ARCHITECTURAL CHARACTER.		
LUH 6.1. Develop a design expectation (architectural context statement) that can be clearly communicated to developers of new buildings.		

Please provide any additional feedback here:

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