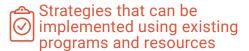


**Goals and Strategies**: For each goal, strategy and action item, there is a description, next steps, etc. that are described in the <u>Excelsior and Outer Mission Strategy</u>.

## 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.







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	Ô	
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)	Ô	
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	Ô	
PUB 1.2. Use education and enforcement tools to heighten awareness of the public realm's condition and to keep it litter free	Ô	
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	Ô	
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	©- 0- 0-	

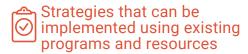














PUB 1.2.D. Coordinate with the Mayor's office Fix-It Team to investigate root causes and address litter, including use of 311 to report it	Ô	
PUB 1.2.E. Partner with the City to educate and enforce existing sidewalk cleanliness regulations	Ô	
PUB 1.3. Study and develop mechanisms to fund and maintain the greening and cleanliness of public streets and open spaces in perpetuity	Ô	
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.	Ô	
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 MI STREET CORRIDOR		
PUB 2.1. Use art to express and celebrate the identities of the area	Ô	
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	Ô	
PUB 2.1.B. Develop a "historic sign program" that helps identify and restore signs that contribute to neighborhood history and character	©     0     0	
PUB 2.2. Create a series of special visual "moments" (such as gateways) to structure the experience of the commercial corridor	©     0     0	
PUB 2.2.A. Identify and design gateways to create a unique sense of arrival	© — 0 — 0 — 0 — 0 — 0 — 0 — 0 — 0 — 0 —	
PUB 2.2.B. Develop a plant palette to guide and coordinate planting choices	Ô	
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.	Ô	

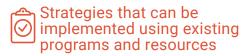














PUB 3. BUILD A COHERENT NETWORK OF VIBRANT PUBLIC SPACES THAT IS INTEGRATED AND CONNECTED TO SURROUNDINGS		
PUB 3.1. Identify current assets and define gaps to create a complete network of public spaces in the community	©-  -  -  -	
PUB 3.1.A. Inventory current assets and identify opportunities (e.g. (1) public locations that could be enhanced and (2) locations that could be acquired for public space.)	©     0     0     0	
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	Ô	
PUB 3.2. Encourage business and property owners to enhance their property frontages to improve the public realm	Ô	
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	Ô	
PUB 3.2.B. Reach out to private property owners to engage them in the StreetSmARTS program and other available art programs and grants	Ô	
MOBILITY		
MOB 1. WALKING IN AND AROUND THE MISSION NEIGHBOR COMMERCIAL DISTRICT (NCD) IS SAFE, CONVENIENT, INVI 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	Ô	
MOB 1.1.B. Explore potential changes to the Mission and Geneva intersection	© — 0 — 0 — 0 — 0 — 0 — 0 — 0 — 0 — 0 —	
MOB 1.2. Implement existing city plans and programs that enhance mobility in the neighborhood	Ô	

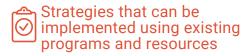














MOB 2. PROMOTE COMPLETE STREETS THAT BALANCE THE DIVERSE NEEDS OF USERS OF THE PUBLIC RIGHT-OF-WAY		
MOB 2.1. Improve walkability on Mission Street by encouraging north-south vehicle traffic trying to use Alemany Boulevard	©- 0- 0-	
MOB 2.2. Develop a curbside management plan and a pilot program for the commercial corridor that aims to improve delivery efficiency, encourage parking turnover and reduce double parking.	©     0     0	
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	Ô	
MOB 3. ENSURE A POSITIVE, ENJOYABLE, AND INTENTION CULTURE FOR TRANSIT RIDERS	AL	
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	©-     0-   0-	
MOB 3.1.B. Improve Muni speed, reliability and transfers	Ô	
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	©     0     0	
MOB 4. BIKE CONNECTIONS TO AND THROUGH THE NEIGHBORHOOD COMMERCIAL DISTRICT ARE SAFE, INVIT AND FREE FROM VEHICULAR COLLISIONS	ING,	
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	©     0     0	
MOB 4.2. Improve bicycle connections between the neighborhood commercial district and regional transit hubs (Balboa Park and Glen Park BART)	Ô	















Strategies that need to be fleshed out to determine its feasibility

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







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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		©— 0— 0—	















LUH 2.5. Support city enforcement mechanism to monitor and enforce compliance with eviction ordinances and temporary relocation due to repair, construction, or fire.	Ô	
LUH 2.6. Support mechanism to improve enforcement or restrictions on short-term rentals and mechanisms to achieve compliance and enforcement.	©     0     0	
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 CORRIESO THAT IT SERVES WORKING PEOPLE AND SUPPORTS SM BUSINESSES, WHILE ALSO OFFERING A RANGE OF GOODS PRICE POINTS.	ALL	
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.	©     0     0	
LUH 3.2. Develop an acquisition fund to help small businesses purchase the property where their business is located.	Ô	
LUH 3.3. Promote and strengthen existing legacy business status program for more businesses to increase stability with leases.	Ô	
LUH 4. PROMOTE RELATIONSHIP BUILDING AND INTERCUL EXCHANGE AMONG THE MANY DIFFERENT NEIGHBORHOO 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.	©         0	
LUH 5. DEVELOP AND MAINTAIN THE INFRASTRUCTURE NECESSARY TO SUPPORT A HIGH QUALITY OF LIFE FOR RESIDENTS AND SUCCESS FOR BUSINESSES.		

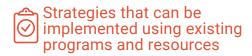














رکے	Strategies that need to be fleshed out to determine its feasibility
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لت	determine its feasibility

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.	©     0     0	
LUH 5.2. Allocate funding and staff to create an area plan.	Ô	
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.	Ô	

Please provide any additional feedback here:

 ${\bf Please\ email\ completed\ surveys\ to\ \underline{reanna.tong@sfgov.org\ by\ Thursday}, December\ 6.}$ 







