INTRO/Ice Breaker
Types of merchants:

- Bakeries
- Bars
- Dim sum shop
- Gift shop

MOBILITY

- Too many loading zones
- If you want to encourage people to come, you need to redo the parking situation
- Driving is not convenient, many break ins, many people forced to park in the residential areas
- 4 people drive to area
- 1 takes bus or walks
- The bus is OK, but not clean (same for bus stops)
- Harrington has a parking lot, but there are many homeless and filled with trash (illegal dumping)
  - Currently has a camera but people dump anyway
  - Homeless at the parking lot are impacting business; try to call the police but they don’t do much
  - 99 cents store and Harrington
- I don’t take the bus, but I know that generally it is OK
  - But the streets in this neighborhood and Mission street are not clean—people dump things everywhere in front of our business
  - We often have homeless sleeping in front of our business
  - We’ve had people break our class
- My business is near the bus stop and I have to sweep the trash in front of my business everyday
  - The city should pay me for cleaning all the trash from people at the bus stop
  - It’s not fair when I have to clean the gum off the sidewalk just because there are more when it’s from a busy bus stop
- Look at Singapore, they don’t allow chewing gum
PUBLIC REALM

- It seems prettier lately, these past couple of years
- Needs more greenery, but seems like the street isn’t wide enough
  - How can we attract people when there is not a speck of green in the area?
- It seems like there isn’t much greenery
- Plant more trees along the sidewalk, grass
  - City should pay to plant more trees and beautify the sidewalk to encourage people to walk
  - Is there even space to plant grass? The City can figure out a way
- Hope to add more features on the sidewalk that would make it more enjoyable to walk: trees, plants, benches, etc.
- It should be like Portsmouth Square, but the disadvantage of that playground is the homeless
- There is currently nothing that would encourage me or people to walk

BUSINESS AND SERVICE PROVIDERS

- Not many business options for Chinese people—dim sum, restaurants
- I don’t really consider this a business/commercial corridor; many storefronts are vacant
  - How do you attract more businesses to come and develop? Why is it developing more in Mission?
  - I’ve been here for 11 years and still waiting for development
  - I know you are trying to stabilize existing businesses, but you need to think about how to attract new and bigger businesses to bring customers to the neighborhood
  - Places like Peet’s can help bring customers in
  - Younger customers are not excited about coming to the Excelsior; they don’t say that Excelsior is the place to go
- New residents of the neighborhood won’t support us; they take Uber to go to businesses towards downtown
  - We have nothing to attract them because existing businesses are too old
  - We don’t have a nice coffee shop like Peet’s; people say that we don’t welcome them, but I actually do
  - We don’t have many Chinese restaurants
- If you add other types of restaurants, you are more likely to attract the younger and newer residents; the entire right now is street
- All the old residents have moved away
- It doesn’t have to be a big name business, even something smaller like Peet’s would work; take Ocean for an example with all the newer, smaller businesses
  - We shouldn’t be afraid of new businesses coming in and competing, that would be good for us
• Attract new businesses to the neighborhood to attract the newer residents of the neighborhood who currently travel elsewhere for bars
• Safeway’s products are not the best; we should get fresher produce
• My business is getting worse
• This neighborhood has less “hot” and new businesses
  o Newer businesses tend to attract younger customers, but we don’t have new businesses here
• People tend to go to downtown and Richmond for their brunch, but why not the shop just next door?
• CHANGE OF USE takes too long on the Planning side
  o I understand if it’s about an alcoholic license, but a small bakery or café shouldn’t take so long; we should find ways to expedite the process
• If you’re starting a business from new and waiting for the permit to go through, you’re waiting and paying during that entire period
• I’m hoping for the Safeway to develop into a mall, like Stonestown; maybe even a dim sum restaurant or small dim sum shop
  o Maybe even a Trader Joes or Whole Foods to attract customers to the neighborhood
  o From another shop owner: a big dim sum restaurant won’t work; it’s too expensive, unless it’s very popular and can attract people from everywhere
    ▪ I don’t know anyone who would have enough courage to open up such a big restaurant
• I feel that a smaller, local coffee shop is better than Peet’s or Starbucks
• Or we should have a GOOD nightclub; we need businesses for all times of day
• Parking is difficult in the neighborhood, which affects our businesses
  o New buildings should have underground or above ground public parking, whether or not the new construction is private or not would not matter
    ▪ Ie. New construction/developments should provide public parking
  o Ocean Avenue is different because a lot of the residents in the neighborhood will go to their local businesses
• The city needs to attract businesses and customers
  o Our business is very quiet right now and we can’t attract new residents to come
  o Our neighborhood used to be more blue collar, but now it’s more transplants with office jobs
• Time is very precious for many people; parking takes up so much time; on Ocean Avenue, it’s easier to find parking, even on the side streets
  o I don’t even drive here; I’d rather leave the parking spots for customers
  o Some people just leave after circling for a while and not being able to find parking
  o I also agree that we need to attract nicer businesses here to attract more and new customers to our shops; take Banana Republic, for example (a bit higher class)
• Too many storefronts are not being rented out, they are just sitting vacant; we need to find out why—why aren’t they selling? Why aren’t they renting out?
If in this neighborhood, you are only allowed to do businesses on the corridor but landlords are holding on to vacant spots, how are you supposed to open a business?

- If I don’t see any places being rented out, then I would go to another neighborhood/corridor to open my business

- I hope our neighborhood can improve; the neighborhood is so slow
  - I used to want to open a red wine bar, but people in this neighborhood wouldn’t let me; they said that I was inviting bad people into the neighborhood that would impact other businesses; this is why I wanted the Supervisor to come tonight

- Mission/Valencia/16th is bustling with businesses, even my sons go there; we need to be able to attract these customers

- Sunday Streets does nothing for our business; but if you look at the same event on Clement it would be completely full

- Attract bigger businesses so that newer customers will come to our businesses and also attract customers from within the neighborhood (new residents)

**LAND USE AND HOUSING**

- Build taller!
- San Francisco has not changed in the past 50 years, this neighborhood has stayed completely the same
- Build a place with many types of places in one: coffee, groceries, restaurant...
- Build more housing and places for businesses
  - Can there be a partnership with developers to add parking on new developments?
- Build public parking, even if it’s paid parking for the public would work
- A small mall would solve this issue since it has everything, people wouldn’t need to travel from place to place; take the Potrero Shopping Center, for example
  - If there’s not enough space, then build up; the US has a problem where people don’t like to build up
- We need to allow building UP to accommodate more housing
- Rent control:
  - We should have control, but it shouldn’t control so much that it negatively affects homeowners/landlords
  - People shouldn’t be allowed to live in a rent controlled place continuously if they have the means to live elsewhere more expensive; this is taking advantage of rent control
    - Tenants are given money from landlord in order to move out and they use this as down payment for homes that they can already afford; this isn’t right
  - We shouldn’t only support the tenants
  - Even to have our own kids move back in requires that we pay the tenants
  - The city has placed a problem from society as a burden on homeowners
  - In a city where tenants are the majority, homeowners will not win
- We don’t have enough people coming out to speak their voices and protest when it seems like something is wrong

Misc.