Potential Public Realm Strategies

I. Create a public realm plan that fully addresses the need for new public space acquisition, lighting, street furniture, banners, art.
   a. Budget for Planning Dept/Public Works/MTA for this process
   b. Budget for implementation
   c. Plan should
      i. Consider major sidewalk and street reconfiguration that slows the traffic on Mission Street at certain node(s) and significantly enhances pedestrian safety and the pedestrian experience.
      ii. Closing Ocean from Persia to Mission; making it only passable for buses
      iii. Pedestrian connection from Mission to Alemany through the funeral home site and possibly the Safeway site redevelopment.
   d. Require new development to contribute directly to the implementation of the public realm plan including site acquisition contributions for new public zoned spaces along the mission corridor.

II. Establish impact fees for new development (divide equitably and have review controls of what it funds to show how impacts are assessed and spent, possibly public decisions on improvements)
   a. Transit
   b. Open Space
   c. Housing
   d. Public Realm

III. Form a Community Benefits District to maintain streetscape
   a. Include a training jobs program for seniors, youth and community members connected to Excelsior Works program!

IV. Develop anti-litter and anti-dumping campaign
   a. Messaging
   b. Enforcement
   c. Fines
   d. Resolve Issue of trash cans – whether to have or not have public cans? Do homes have enough trash bins of the right size?

V. Green the Corridor
   a. CBD or Green Benefits District to maintain
   b. Encourage greening through small-scale through planter boxes, street trees,
   c. Larger scale bioswales/green infrastructure, green walls, through public realm plan, impact fees, and new development

VI. Use Public Art to communicate neighborhood identity; creating a sense of cohesion and creating a pleasing and inviting place to be. Art can also designate the different “nodes” within the corridor.
   a. Murals
      i. Mural Event/Community Building, Can Make Excelsior a Destination Pow Wow Event (http://powwowhawaii.com/)
   b. Walls
   c. Sidewalk Murals
   d. Distinctive Entry Signs
   e. Street Banners
   f. Statues/Durable public art
g. Activate vacant storefronts w/art  
h. Historic signs as art; designate (*utilize the mills act, and preservation groups like NTHP, ASLA, DOCOMOMO Norcal, SFHeritage.)  
i. Wayfinding through art  
j. Public Plazas, Gardens, Quiet Zones, and Meeting/Event niches.

VII. Focus on one node to implement catalytic interventions to showcase potential  
a. Fund 18 month pilot  
b. Trees, flowerboxes; tables & chairs; safety cameras, lighting, public art, enforcement of transparency standards, façade enhancements (SF Shines program),  
c. Measure before and after impacts on businesses.

VIII. Fully realize the Persia Triangle (*or seek an alternative site(s) for entry features and as a public amenity for the district.)

IX. Expand Opportunities for SF Shines program  
a. Loan fund for property purchase  
b. Make it possible and encourage façade improvements to include sidewalk lighting  
c. Make it possible and encourage greening of some level  
 d. Create “catalog” of easy lighting and greening options for businesses.  
 e. Make a list-sheet that helps owners know what needs are seen for their buildings and how/whom they may contact for additional support on improvements.