Potential Public Realm Strategies

1. 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.

- Link the public realm plan to upcoming improvements
- Build from the Jewish Home public realm plan
- Look at project being implemented
- This could be good; be strategic and focus the scope of the plan on near-term, upcoming improvements
- Can provide coordination

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

- What is a nexus fee?
- What is needed to put it in place?
- Rachael explained

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!

- Explained what a Community Benefits District is; property owners vote themselves into an assessment that funds different activities throughout the catchment area of the CBD.
  o It is a certain boundary that is specific
The area would likely start in a strategic area with support, then it could grow. The future areas would be different on paper, but could be managed by same entity.

A new entity is created that manages the CBD.

3 – 4 years process to form

Previous attempt to create a CBD here was not successful; that was 10 years ago.

- There is a really positive connect when the CBD is really connected to the local community. For example, downtown/tenderloin CBD hires formerly incarcerated people. This could be connected to that. It really builds positive connections between the people who are working and the community.

- Idea – can we help do other physical improvements on the corridor, such as canopy or replacing grates (almost like a social giving circle)

- Green Benefits District is another option

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?

- Illegal dumping is hard to deal with
- The trash cans can deteriorate people
- Add 311 campaign. Campaign for using 311 to report problems.
- Street sweep day; getting people together. Giant Sweep Day.
  o Currently there are clean teams that are once a month in each district.
  o Maybe incentivize the cleaning with a block party. Connecting incentives for cleaning
  o Building community through regular cleaning and build an attitude of keeping neighborhood clean.
- How long to get new graphic signs done? That are graphic and don’t need to be translated into other languages.
Maybe replace the existing signage; more graphic and refreshed so it doesn’t look like blight.

- People who are dumping garbage at garbage bins may think that is where it goes.

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

- This was a hot topic in other sub-groups; and can have a dramatic impact on the feel of the street.
- All of these items need maintenance; especially bioswales
- Need large, multi-lingual and multi-cultural campaign for any of our initiatives. Everything that comes out of this process needs to really reach the many populations of the Excelsior.
   - Get to the 20% of the do-ers in everything
- Can the greening be coordinated so that there is a cohesive look
   - Have a list of certain trees, shrubs that are appropriate for this micro-climate
   - A focused Excelsior – Outer Mission menu.
   - Check with Dept of the Environment.
   - Could identify the type of natural habitats that are here; for example are there butterfly corridors that are indications about what types of plants to use?

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.

- Be careful of somethings like sidewalk murals and stuff that are hard to maintain and could end up being a failure
- Customization – we have people who customize metal and turn some of the things into
- Sign at the Jewish Home be artistic.
- See murals as signs for the stores; like there is an auto-body shop’s sign that is a mural
- Do we want murals everywhere or a collection of murals in some places?
  o Could be Balmy Alley in the Mission, where it’s a destination
  o Could be part of the nodes conversation; a node
  o Restore and enhance existing murals.
- Can we think beyond murals?
  o Other forms of art
  o Living walls, statues
  o Let’s have our own unique thing not just copy Balmy Alley
- Add branding/neighborhood identity
  o Our theme could be families.
  o Everything promoting families and happy families and family colors
  o Ulysses will see about his colleague who does branding.
  o Can be hard to identify one image.
  o Diversity and international is such a perfect theme and add the families to that.
    - Could we be the international district (Seattle)
    - International cuisine.
  o Use wind as a theme of art; windmills, kinetic sculpture, use the wind!
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.
   
   • Can we use this with the empty storefronts and the Christmas decorations?
   • Make this pilot comprehensive; like art and anti-litter.
   • What area?
     o Working group can decide?
     o How do decide?
     o 4 potential nodes
       ▪ ocean and mission –
         • has some opportunity; has both places that draw people but also empty spaces
         • this is also a more visible area.
       ▪ Different nodes might have different needs and can think about tailoring programs to those nodes.
   • Do before after study to see what works

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

   • Think about also the Alemany Corridor
   • Connections on Ocean, Geneva, Alemany as these corridors and their walkability is also really important
   • Idea from mobility group – promote slower traffic on Mission and more traffic on Alemany. If we do so, how to create safe pedestrian east/west connections for pedestrians
   • Persia Triangle has had lots of energy; has lots of surveys and energy behind it. More documentation to back things up and move forward.
   • Also Onondaga and Mission could be a place
   • Identify the nodes, the needs, and the improvements.
   • Cast a vision for the nodes
   • This bullet can connect to the previous bullet about piloting
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.

- Jorge explained what SF Shines is.
- Node pilot could be a great opportunity to see what SF Shines expansion would include. What do people bite on.
  - A place could be the science workshop; they could use some great additional signage and some improvements to make the place shine.
  - The science/science workshop is temporarily located there.
- Idea: SF Shines express could be lighter touch improvements that don’t require property owner improvements; minor façade and tenant improvements, such as street furniture. Create a small catalog of those options
  - This would be great!
- Design catalog has come up a lot; the idea of coordinate design and template. Cohesive and standardized; makes it easier to decide.
  - Short term – basics; easy to implement.
  - Larger scale
  - Additional funding sources?
  - Can the catalog have variety as well, that allows the business to have character but also be part of the scheme.
- How do we get the word out to small business owners that are not necessarily connected to new developments?
  - EAG is a partner for OEWD on the ground
  - Be strategic about locations and then focus on certain locations

- Publicity
Places for people to have central locations for people to get information. There are not a lot of other locations where people can get information.

Having a central spot to know what’s going on; like a little machine w/bubbles and something fun.

Safety

- Uptick in incidents in certain areas; Mission & Persia, Mission & Geneva, Trumbull and Mission. These things go in waves.
- The business group had 2 key recommendations
  - Cameras & lighting
  - Design of intersection at Mission & Geneva and other bus stops
  - Enforcement
    - On the city side - Police, DBI, etc.
    - On the neighborhood watch side
- Security cameras & lighting

For implementation think about nodes that we can do things
Merge sign restoration in SF Shines