Excelsior & Outer Mission Neighborhood Strategy
Working Group
Public Realm Subgroup

Date: Wednesday, September 6, 2017

Staff Facilitators: Jorge Rivas, San Francisco Office of Economic and Workforce Development

Notes taken by: Jorge Rivas, San Francisco Office of Economic and Workforce Development and Rachael Tanner, San Francisco Planning Department

Attendance:

Working Group Participants
Summer Koide
Kate Taylor
Ulysses Rivas Canjura (Alternante)
Aaron Goodman

Partner Agencies & Organizations
Stephanie Cajina, Excelsior Action Group
Rachael Tanner, SF Planning Department
Paul Chason, SF Planning Department

Notes

Subgroup Ground Rules

- Start and finish on time
- Don’t talk over each other
- Respect each other’s opinions
- Think outside the box
- Limit public comment, when a larger number of people are in attendance, such as 10 or more people
- If stuck on a particular topic, table the topic and revisit later
- Facilitators/leaders push items through

Presentation by Summer Koide

- Murals
  - Large walls, buildings and walls
  - Scales of murals

- Bus Shelters and Sidewalk Features
  - Review design shelter guidelines
  - Need to be proactive about maintenance
  - Narrow walkways
  - Re-expose the decorative sidewalk features
  - Improve sidewalk unevenness
Steaming Cleaning Program
- Reward merchants/property owners
- Parklets- Explore other ways to active

- Short-term ideas
  - Painted Utility Box Art Program
  - Palm Tree Pruning
  - General Tree Pruning
  - Sparkling Streets with Glassphalt
  - Repaint light posts and Refreshing them
    - Info on light posts
  - Education and outreach on SF Shines, façade improvements and storefront transparency

- Long-term ideas
  - Excelsior Neighborhood Welcome Sign
  - Underground utility cables
  - Reduce Visual clutter, storefront sign removal, other
  - Landmark ideas, heritage and lighted signs
  - Repave street

Presentation by Aaron Goodman
- Entry Bridge at Mission Street, lights and other amenities
- Bike Connections, green areas with pavement
- Revitalized storefronts, new design guidelines
- Work with property owners on new open spaces
- Brand the neighborhood based on history and values, working class, engines,
- Entry/gateways into the neighborhood
- Incorporate art or more creative uses into street/community furniture (i.e. newspaper racks)
- More active and well deigned public spaces
- Beer garden, signage, food trucks, lighting, etc.
- Public Zones are missed opportunities, explore ways to active them
- Public Private Partnerships
- Litterbug Campaign – illegal dumping outreach and street cleaning campaign
- Good Neighbor commitment campaign

Considerations
- Short Term vs Long Term strategies
- Alleyways
- Farm Areas
- Pilot Areas and Programs
- What is public land?