



NEIGHBORHOOD STRATEGY

## Excelsior Outer Mission Neighborhood Strategy Spanish Merchants Focused Conversation Notes

September 27, 2018 5:30pm to 7:30pm

### Mobility

How did you get here today:

Auto, Bus, walking: 3 lived here

How did your clients get to you businesses?

Uber, Bus, Car, Walking. This is a complex issue, we get a lot of complaints about parking, even though parking in my area is two hours. Clients are always complaining.

There are people that are ruining things with limits on loading zones on purpose. The parking meters get damaged, someone is damaging them and they seem like they're on yellow the whole time. Or they place a bag on it. There is no enforcement. The cars are there all day. This happens ALL THE TIME.

I don't see it too much on loading zones. I like my loading zone (Tony's Watch repair)

There is lack of commercial loading. There are at least 4 large trucks parked in front of my restaurant all morning from the gas station to the Amazon Motel. It doesn't effect my business as much, but cars can get stuck between the sidewalk and the trucks.

The other merchants are considerate, although this disrupts traffic flow, it's only for about half an hour or so. (Cobbler II)

Tony: Building on Seneca will create more competition for parking.

Rincon Latino: I think the new development on Seneca will greatly benefit us. If there's more housing it will greatly benefit our businesses.

The Chinese cafe on the corner of London and Geneva, the customers block EVERYTHING. They double park, in garages, driveways, and they smoke like chimneys. From Monday-Friday, it happens EVERY Morning. DPT needs to get involed. I drive Uber and I get moved all the time.

Most of my cutomers about 80% drive.

Let's get rid of the hotel and make a 10 story parking lot.

The biggest complaint I get from my customers is that they are circling and circling around the restaurant and can't find parking. They have to walk all the way.

Solutions on Parking: Advertise other ways folks can reach our businesses. Let them use uber and create a discount and incentive to use other modes.

Get folks walking on Mission Street. There's a lot of transportation people can use. The people that visit us are in a hurry and they have to come and go (Cobbler). We have a lot of take out (Rincon Latino).

The loading zones aren't functioning for us. They need to be regular. There needs to be less commercial parking. There are no small vehicles that load.

We have both big and small vehicles that load.

What's functioning: MUNI is great and connections to BART.

Honestly parking is too big of an issue. If we don't have parking, we don't have customers, and the city doesn't get revenue (Tony)

## Public Realm

I love walking around

I can't make any comments on this since we go from home to the business and from the business to the house.

When my grandson was small we would go to Crocker Amazon Park. On days off, I usually go somewhere else.

Why? There aren't nice places to go. Everything is too dirty. We don't have enough trash cans like in other neighborhoods. I am always thinking about cleanliness in front of my business. If I don't clean, the trash from other parts accumulates. I have to clean well beyond my storefront. We have about 25% of our streets clean. I would give it a 2.5 in a scale from 1-10. Geneva is even worse than Mission Street.

We have no place to sit outside and socialize.

We have Crocker Amazon Park.

What is there to see at Crocker Amazon Park: Drinking? Drug Use? Crime?

Sometimes I walk to send money to my mom in my native country. When I walk I notice that the areas that need more cleanliness.

I live on Paris. A bunch of people throw their trash there. I don't think they pay for trash, They even leave furniture.

In front of my business, they do it all the time (Rincon Latino). I would scope it out to see how the trash was getting there. I would take pictures of them and that made them stop. I did my own surveillance.

I know there are people that want to recycle. They take out the cans from the trash cans and the trash comes out of the cans when they do that. They don't put the trash back. On Wednesdays it's trash day, and on Thursdays I have to still clean the streets from the trash that's taken out of the. People aren't considerate and the wind blows the trash everywhere.

The other businesses aren't considerate. The pizza shops sees that boxes are accumulating, cigarette buds are accumulating and they don't care. I have to clean this. People smoke like chimneys!!

What's needed is more trees, greenery, cleanliness, and accountability.

Pacific...let's just talk about Pacific, you can't compare! It's clean, people put their trash in cans, all cultures put their trash in cans.

There is a machine that cleans up the street (maybe from the MCD's). He says he doesn't go on my block because the south side of Geneva between Paris and Mission is dirtier.

The trash cans are overflowing and the wind spreads all the trash.

On the corner of the Amazon Motel between Alpha Pregnancy and the curb cut on Amazon Motel there is an indent that people use to urinate, and trash accumulates like crazy there. They should pay me for the times I clean!

I would love a bench. I don't even want to go the corner.

There are prostitutes and drug addicts in the motel. The motel owner does not contribute to the Public Realm.

I want to see trees! There is a basin in front of my business (Rincon Latino) and a tree should be there.

Cleaning would make us have more customers.

The problem with benches is that it attracts homeless people.

There was a homeless person that attacked 2 women one man and almost my wife. He almost punched my wife. There are many homeless people. He brings down his pants by the bus stop and shows his private parts.

Jorge: Perhaps increased services for the homeless? Probably, but this is commonplace on Mission and Geneva.

Jorge: Do you feel welcomed in the street? Yes, the streets are ours. I walk calmly and safe. I go to Walgreens, metro. Since they killed the kid on Mission and Geneva, everyone now is on edge. In Hayward they were telling people on the radio not to come because it's dangerous and high crime. I don't believe that though, I've lived here for years, but I told him that it's safe here.

Before the issue was the fights at the billiards. Many gangs would go there. I've seen less crime. It's more people with mental health issues.

## BUSINESS and SERVICES

I shop a lot in the local area. Me too. I support the local businesses be it Rincon Latino, Walgreens. I invest in the local neighborhood. Pollo Supremo and Guzman are our favorites.

My favorite businesses are on Mission Street. Sometimes I eat breakfast at the Millbrae Pancake House, Joe's for breakfast. I go to Sprouts and other supermarkets like Costco.

I go to restaurant depot.

I wish we had a music school for children. Vibo music was on Paris and since the shooting they left. Now my grandkids have to go to Vibo all the way on Ocean Avenue. More programs for kids in this district instead of having to go to other areas to see that.

I would love a Starbucks! I'm a lover of Starbucks. The closest one is on Bryant Street. Jamba Juice.

We need more businesses with different styles. I would like to see it differently, but it's an old building and the building is not mine. I would like to have a nicer façade. (Rincon Latino)

More lights needed at the Ever Upward Plaza.

We need more economic/ financial support. My landlord wants to sell my building and let me buy it. I have the right of first refusal. If someone else buys it, we're not going to be there.

We need help, loans, programs to help us buy our building.

We want to modernize add more lights to our storefront.

I don't have much options because my storefront is too small. I wouldn't want to change my storefront because it would be too expensive to move. I have no protections if my landlord wants to sell my building (Tony's). We have no commercial tenant protections. What can be done? We need more information to understand our rights with our contracts.

I have no lease, but my landlord is kind and hasn't increased our rent. He asked me if I wanted a contract. The Owner is forced to have two small businesses spaces to have Walgreens as a tenant. I feel safe, but I don't know to what point.

What's certain to me is that we have no commercial tenant protections. There is no law to protect us. Is there is a percentage limit on rent increases? Not for businesses.

The Legacy Business program seems like a good opportunity for me (The Cobbler). For me too (Tony's).

We would like programs to help legacy businesses, family-run businesses.

## Land-Use and Housing

I love how Valencia has transformed (tables outside to eat), trees, cleaner, safer,

Near the botanica we see people sizing us up and intimidating people. It affects how we interact with the street. We have to think about what time to open and close based on safety concerns. (Botanica). The police are always coming by to use our cameras. Perhaps if our cameras were better and better positioned we could help the area more. I see a lot of high school kids doing naughty things. If I had a solution: I would create a closed network that can monitor the intersection. It would help track and identify bad actors. Like CCTV. Many people would rather not collaborate with law enforcement for fear or repercussions. We have SO MUCH graffiti. There was a homeless person that took out the trash can and made the street filthy. This costs us time and money.

Is there repercussions for folks that graffiti businesses?

The city is so hard on us with graffiti. Why are we to blame for other people's actions. They penalize business owners but not the bad actors.

Camera installation would be key.

Lately there's these guys with bikes. But they just wait them to leave and then commit the crime.

We're scared of repercussions. Businesses don't want to attend public safety meetings.

The five of us should bring another merchant and organize. With unity there is power. Perhaps my ideas are not the same as others. If we organize we can get more done and get more resources if City Hall sees

that we're organized. I like being part of a committee (Juanita). The five of us should organize. With organizing we can accomplish our dreams.

We have a business but no housing. The rent keeps increasing.

The cheapest single room with shared bathroom and kitchen is \$1,200. It's too expensive.

My clients tell me that there is a lack of housing, prices are too high. If I want a two bedroom, it'll be about \$3,000. I have to have \$9,000 to even start the housing lease in deposits and last and first month. Why is that? I don't have a house because I can't afford one, so how can I come up with \$9,000. It's hard to also FIND housing. Finding it and getting it is hard.

My daughter was looking for a house she needed \$12,500 to just get in.

Let's talk about the big dream of purchasing a house. We can't achieve that dream! How can we achieve that if we make only \$1,500 in our businesses? Credit is also a barrier.

Retirees are also affected. Senior Housing would be great, creating programs for seniors to access housing.

My daughter had to find housing far away because she couldn't afford to live here. For one bedroom she had to pay \$3,000.

That's why people are fleeing the city. Three of my friends moved to Antioch.

We had a house in Richmond and it was about 1.5 hours to get into the city because of traffic.

It is incredibly hard to look for workers. We can find cooks and waiters. They don't have the training.

In my area, I see that they all have the same employees.

I had someone that helped me, but had to move to Richmond. The majority live outside of the city because housing is too expensive.

Wednesday's are the best at 6pm.