# ACCESSIBIE

housing, commercial, and public space

### Strategies

Explore the impacts of allowing more market rate and affordable housing units 13.5 = Market Rala through density changes.

Explore the impacts of allowing more market rate and affordable housing units through height changes. units through height changes.

Encourage market-rate development in order to create more affordable housing through both (1) inclusionary units and (2) "in-lieu-fees" that support 100% affordable housing.

Develop and increase funds dedicated to construction and operation of 16 affordable housing.

Identify underused and surplus land (parking lots, etc.) that could become affordable housing; work with landowners to make this posssible.

Create dedicated funding for small sites acquisition in the Excelsion & Outer Mission

Encourage use of density bonus programs, like HOME-SF, State Density Bonus, etc. to build more housing units.

Appropriately and responsibly expedite the development of housing through a corrdior-wide housing plan. A housing plan plan a proposition of commercial units so they can be purchased by

business owners.

Moderate size of commercial units in new development so they are lower cost.

Support efforts at the state level to create commercial rent control. 23 (PODER/CUHJ Ideas)

Proactively promote the neighborhood preference and the displaced tenant \*\* housing preference in the affordable housing lottery. (PODER/CUHJ Ideas)

Expand existing services that help residents access below market rate housing.\*

Maximize acceptance of rental subsidies.\*

JASON FAYE CHARLIE STEPHENE GOOD MEL

> Maintain and build housing stock that can serve current residents, and welcome diverse new residents, including low to high income earners, people of color, and immigrants.

Planning

Develop and enhance the commercial corridor so that it serves working people and supports small businesses, while also offering a range of goods and price points.

Be a neighborhood where diverse residents and visitors feel welcome and at-home.

WG member Community member Community member WG member Community member WG member Community member WG member Community member 111 111 Community member WG member Community member WG member 1111 Community member WG member Community member WG member Community member WG member Community member WG member Community member 111 WG member

Community member

WG member

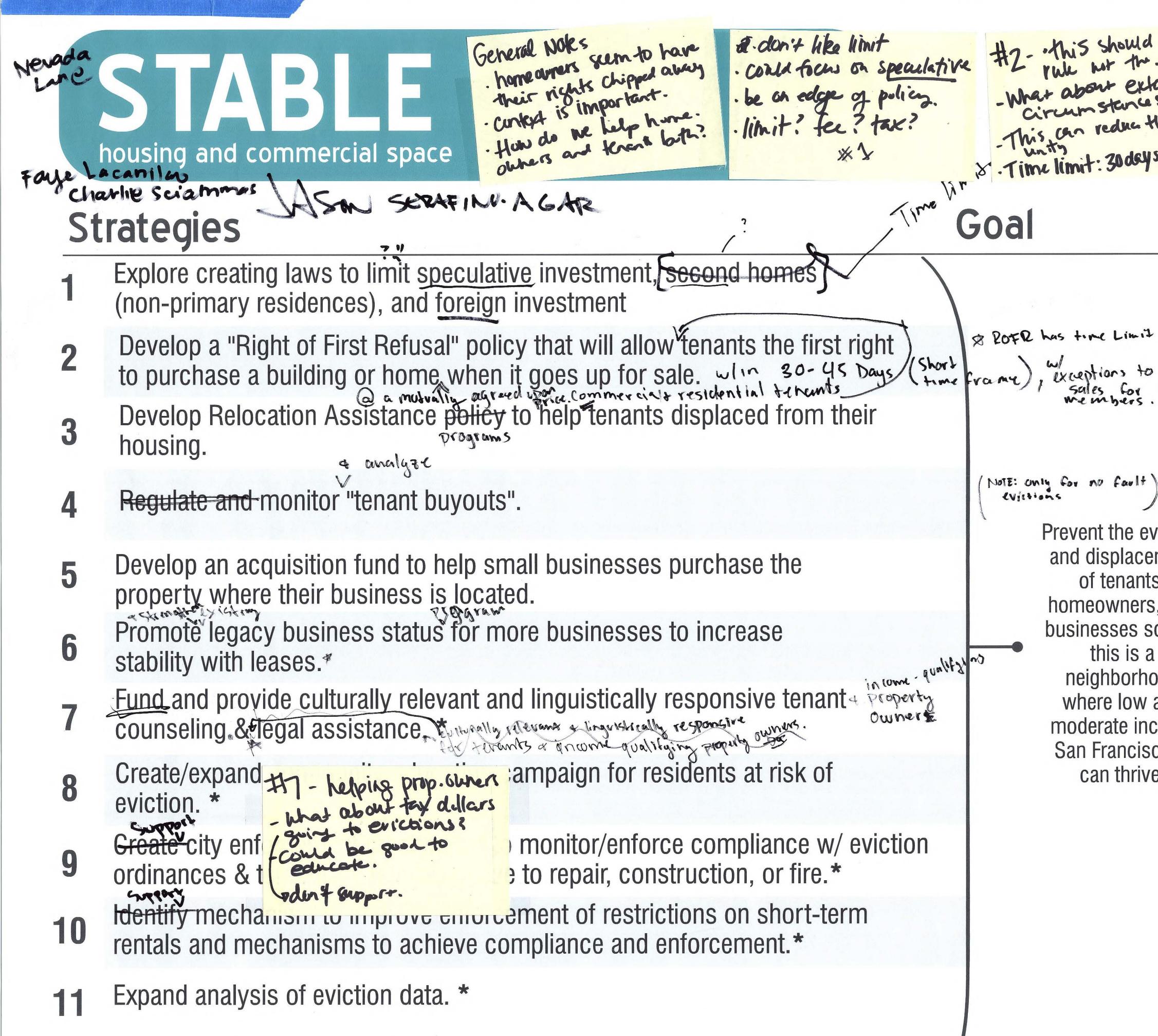
Community

111

EXCELSIOR

\*Mission Action Plan 2020 Idea

	THRIVING	Planning	SAN FRANCISCO Office of Economic and Workforce Development	EXCELSIOR OUTER MISSION NEIGHBORHOOD STRATEGY
	business district and community		5	OLE ILIO, DOLF THE CE TO
St	trategies Sylving Sylving Goal	POII Resi	SUPPORT	reed Monot Support Hilling
07	Research the impacts of allowing a greater diversity of uses and business  Develop and enha commercial corridor it serves working no	or so that	nember	(min. port support
21	types within the commercial district.  Impacts of anothing a groater diversity of ascs and business.  It serves working personal business within the commercial district.  It serves working personal business within the commercial district.  It serves working personal business within the commercial district.	sinesses, a range of	munity mber	
28	Explore means to explore Cultural Preservation & Promotion (such as a promotion and intercultural explored cultural district).	xchange	nember	
	neighborhood stake	eholders.  Comment	munity mber	
	32	What is the "pr	blic infrastri	nch ra" por we need /want?
	是大孩子的一个一个一个一个一个一个一个一个一个一个一个一个一个一个一个一个一个一个一个	Pedestrial infrastru	ture - pullicp	nera/institution Space plezas on hission.
St	rategies 32) Explore nears to fund/finance intrastructure.	all Resul	in and the second	SEG WOLF ENDE WILLIAM SOLLS
Fire		90.	50, 8	(min. 51) Support Support
29	Explore the feasibility of imposing an impact fee on new development.  Develop and maintingers infrastructure necessity.	ntain the essary to	nember munity mber	*tac
30	If an impact fee is feasible, allocate funding and staffing to create an area plan (neighborhood specific plan).	iccess for wg r	nember munity	
31	Develop design expectations that can be communicated with developers of new buildings.  Develop a design a and public realmentances neighbor architectural characteristics.	aethetic n that orhood Comi	nunity	
crRi	ng Brokp: Nevada Jason Mel Faye Charlie Lea			



Encourage and support policy efforts to amend the Ellis Act to exempt San

. What about extensiting circum stances? This can reduce 4.0. opport & . Time limit: 30 days Cuppetition

Prevent the eviction

and displacement

of tenants,

homeowners, and

businesses so that

this is a

neighborhood

where low and

moderate income

San Franciscans

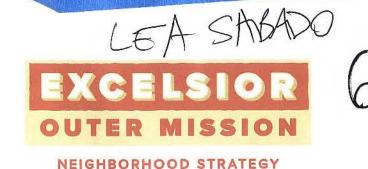
can thrive.

evictions

Planning

MELFLORES





WG member \$ Community member WG member Community member WG member Community member WG member | 1111 Community member WG member Community member WG member Community member WG member | 144 Community member WG member Community member WG member Community member WG member Community WG member Community WG member 中二 Community

\*Mission Action Plan 2020 Idea

Francisco from certain provisions. \*

## BUSINESS & SERVICE PROVIDERS

POII PROSUITS

Mote in Suppo

- 1) Encourage active street frontage.
- 1A Activate vacant storefronts through pop-up shops and art installations.
- 1B Prioritize attracting new businesses to vacant storefronts.
- 1c Encourage active and welcoming streets by encouraging storefront transparency through outreach to shop owners and enforcement.
- 2) Increase feeling of safety in the corridor and reduce incidents of violence.
- The Working Group agreed to support new and additional street and sidewalk lighting, funded by the Public Utilities Commission.
- The Working Group agreed to encourage businesses to install lighting that illuminates the sidewalk. This would be in addition to public lighting.
- 2C Increase safety by encouraging businesses to install security earners. Provide funding & technical support.

	2	0/	0/7
WG member	12	3	
Community member	7	2	
WG member	11	6	
Community member	6	3	
WG member	11	6	
Community member	8	1	
WG member	15	2	
Community member	8	1	
WG member	15	1	
Community member	6	3	
WG member		ty of the	
Community member	member of this s	s are in s trategy.	upport
WG member		ty of the \alpha	
Community member	members of this st	s are in so rategy.	upport
WG member	5	13	
Community member	5	4	

10. City (no/dination)
11 (?) (lean iness







OII RESULTS

More in Suppo

3) Develop a stable and secure source of funds to construct, maintain, and enhance public realm improvements.

The Working Group agreed to learn more about (1) Community Benefits Districts, (2) Green Benefits Districts and (3) Impact fees.

Establish a committee of property & business owners to investigate and research the impacts and viability of a community benefits district.

Establish a committee of property & business owners to investigate and research the viability of a green benefits district.

Analyze the potential funds generated from impact fees charged to <u>new development</u>; analyze the costs and beneftis of the impact fees.

- Encourage the development of a fully family friendly corridor, one that works for "ages 8 to 80"--that is for children and seniors alike!
- 4A Incorporate play features into public open spaces and plazas

4 Increase
4B Define the types of businesses and services families and seniors need in the neighborhood. 4

Increase the number of family-friendly businesses through attraction of new businesses and adaptation of existing businesses.

	1	0 /			
WG member	14	3			
Community member	8	1			
WG member		ity of the nd comm			
Community member		members are in support of this strategy.			
WG member	9	7	1		
Community member	7	2			
WG member	8	7	2		
Community member	6	1	2		
WG member	8	8	1		
Community member	5	4			
WG member	14	3			
Community member	5	4			
WG member	14	3			
Community member	4	4	1		
WG member	114	3			
Community member	4	3	1		
WG member	14	3			
Community member	6	1	1		







### Small businesses thrive on in the Excelsior & Outer Mission Neighborhood Commercial District (Mission Street, parts of Geneva).

- Develop and fund multi-lingual Excelsior Business Leadership Program to provide training to support small businesses.
- Outreach to businesses to increase participation in existing programs; ADA, façade improvements, lighting, cameras, legacy businesses, etc.
- Develop "façade improvement express" program that allows business owners to make quick improvements to their storefront.
- Develop a loan fund to help business owners to purchase property, and thereby increase their stability from displacement due to rising rents.
- Research the impacts of pursuing formula retailers as "anchors" along the corridor. What could be the impacts? Would such a strategy be feasible? Would such a strategy be desirable?
- Improve permitting process for businesses at the City & County level.
- Streamline the permitting process Produce recommendations on how to reduce the number, cost, and time required to obtain permits for opening, operating, and expanding small businesses.
- Have single point of contact for new businesses opening in district, shepherding entreprenuers and property owners through the permitting processes.

	1	0/	
WG member	17		
Community member	8		1
WG member	14	2	1
Community member	6	3	
WG member	17		
Community member	5	4	
WG member	115	2	
Community member	7	2	
WG member	14	3	
Community member	7	2	
WG member	111	5	1
Community member	5	3	1
WG member	15	1	
Community member	7	2	
WG member	13	4	
Community member	6	3	
WG member	13	4	
Community member	8	1	





- 7) Establish parking standards and controls that promote quality of place, support the commercial core, and do not adversely affect residents.
- **7A** Encourage turnover of parking spaces on the commercial corridor to increase the volume of motorists who have access to the NCD each day.
- Build a parking structure near the commercial corridor to allow motorists to more easily visit the corridor.
- 7C Enforce meter time so people don't overstay meter time.
- 7D [Install more short-term meters (20 min, 30 min, 1 hour)
- **7E** Sharing of private parking lots during "off hours."
- 7F Allow a period of "free" meter time, such as first 10 or 20 mins a vehicle is parked.

79 Explore	diagnol	Par	King
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		. 1		
WG member	13	3		
Community member	4	5		
WG member	12	4		
Community member	6	2		
WG member	6	11/1	3	
Community member	5	3		
WG member	11	4	1	
Community member	6	1	1	
WG member	11	3	2	
Community member	4	3	1	
WG member	12	4		
Community member	7	1		
WG member	8	5	3	
Community member	4	2	2	
WG			*	
	Mark Control of the C			

Wester 2/15/16

- Transit Study Parking Study

- Diagnol Pew King, etc.









## BUSINESS & SERVICE PROVIDERS

Oll Result

More in Suppor

8)	The commercial corridor is a destination that has a sense of place that reflects and	
	reinforces the area's character and layered identity.	

8A Identify a series of "nodes" to create a sense of distinct places and destinations along the corridor.

8B Develop nodes based on identifiable assets in each node.

8C Work with nearby businesses in the development of each node.

8D Consider policies that can encourage certain uses to concentrate in each node.

**8E** Develop multi-cultural and multi-lingual branding for the corridor that contains sub-brands for each node.

		101	17
WG member	16		
Community member	7	1	1
WG member	15	2	
Community member	5	4	
WG member	12	4	
Community member	3	6	
WG member	1,3	4	
Community member	5	4	
WG member	9	8	
Community member	2	6	
WG member	10	7	v
Community member	1	7	







- Encourage more jobs on the commercial corridor to bring opportunities to residents and bring more daily visitors to the corridor.
- Consider permitting a greater variety of uses on the second floor, such as offices. Assess the potential demand for and impact of such uses. Developmeans to connect local residents to these jobs.
- Support the development and expansion of institutions and programs that help entrepreneurs and small business owners. Some examples are listed below.
- Support the development of a business incubator.
- Support the development of a Food Hall Food vendors can reduce costs through a shared space. Can also be a
- Support the development of Shared Market Space Entreprenuers can reduce costs through a shared space.
- Support the development of Maker Space Provides opportunities for youth and adults to learn about making things (with technology like 3D printers or "old school" tools) and to collaborate.
- 9 Co-working Space Could provide an opportunity for those who might work from home or have side-businesses.

	X	. /	
WG member	164		
Community member	7	2	
WG member		7	1
Community member	6	3	
WG member	1211	5	
Community member	6	3	
WG member	1311	3	
Community member	7	2	
WG member	13[[	4	
Community member	7	2	
WG member	141	3	
Community member	7	2	
WG member	15[[	2	
Community member	6	3	
WG member			
Community member			





### MOBILITY

Bike connections to and through the Excelsior & Outer Mission Neighborhood Commercial District are safe and free from vehicular collisions. - double pathing (temp. loading ze

Identify and create safe bike connections from neighborhoods to the Mission Street corridor.

-reconfigure 14ell & Wission (bike bot?)
Enhance bike connection between Mission NCD and regional transit hubs (Balboa Park and Glen Park BART). - fixing tracks near Ocean (whoing?) FB carbam @ San Jose - consider eliminating pkg. near Balboa Park (could be likeway?)

Identify gaps in the bike network and work to create a complete network of separated and protected bike lanes. - Pike boulevards (ex: cayuga)

Enhance connections to other neighborhoods.

Points of interest to connect to are Cayuga Playground; could have a bus stop.

Siting transit near development.

Smaller routes that have people make smaller trips using smaller types of transit vehicles.

### Increased connectivity within the neighborhood

Explore other ways to get around within the neighborhood.

- Greenward on Missions - Green Connections Program

- e-assist bikeshave (hills)

- more options (lighter & nimbler)

Planning

## Community member Community member

member

#### Transportation (from JSA)

Goal: Bike Connections to and from the NCD are inviting for ages 8-80/6-96, safe and free from vehicular and pedestrian crashes [replaces word - collisions]

Expand SFMTA Excelsior Safety Project to develop safe and inviting connections between Ocean Business District/CCSF and Mission St via Ocean and Geneva. Examples: Redesign tracks on Ocean Ave east at Muni yard for safe passage by people using bikes. Provide bike share provider with Electric Assist Bicycles - such as JUMP Bikes/Social Bicycleshttp://www.sfchronicle.com/business/networth/article/Electric-bike-share-rides-into-SFjumping-ahead-11250951.php

Goal: Encourage more D11 residents to use fun, practical and efficient transportation modes such as bike share. Gather and respond to community feedback on Bike Share. Consider SFMTA operated bike share in the next 5 years that is informed by community input, IE: not invasive to individuals with it's data collection, with culturally appropriate, aesthetically pleasing branding/messaging and highlights different neighborhoods (like the location specific branding of U-Haul trucks/trailers). If Bike Share is to remain private, allow for competition between providers.

#### Goal: Encourage the development of a fully family friendly corridor, one what works for ages "8-80" / "6-96"

- Encourage the creation of Play Streets where traffic can be drastically slowed or limited in favor of children's play.
- Explore/research the creation of a network of Bicycle Boulevards with limited direct throughway vehicle access or Play Streets (mentioned above) which would also create safer places for children to play. Example: Research the potential of Cayuga Ave being one north of Balboa HS
- Identify and create inviting and safe bike connections from neighborhoods to the Mission Street and Ocean Ave corridors including City College of SF and Balboa Reservoir.

#### Goal: Community Engagement and Outreach

- More deeply empower community to inform redesign process in different areas: Housing, Mobility, Business and Public Realm.
- Develop an educational toolkit to assist residents in understanding and shaping planning design options. Work with existing community organizing groups to do culturally competent/appropriate outreach and engage residents to draft suggestions for redesign
- Present a Mobility specific toolkit that can address resident mobility concerns within the neighborhood including but not limited to: roadway redesign, creating bicycle boulevards, physically separated bikeways, additional loading for ride/hail and commercial needs, demand responsive parking, car share, bike share using electric assist bicycles (to encourage ridership when faced with barriers like hills or distance).

member Community

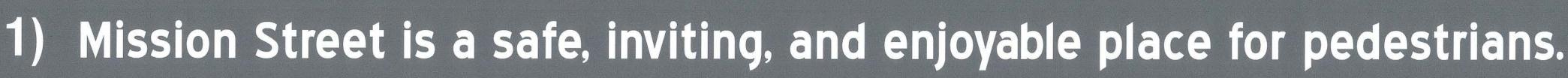
member

	MOBILITY	Polypes College	Meco Suppo	2 0
4)	Speed is not the ultimate goal; we need pedestrian safety, access, and options. (speed isn't the goal) & I should be ORFAT to walk in the neighborhood?		WG member Community member	
<b>4A</b>	Enforce double parking restrictions Dynamic parking meters) + temporary loading zones reading reading permits - sidewalk parking roading roading roading permits - sidewalk parking enforcement	alvate y configuration	WG member Community member	
<b>4B</b>	Investigate modesfrom other cities.		WG member Community member	
77)	Buses are so frequently coming that you don't need to check the schedule; you can just go out to the street and wait.		WG member MC	BILITY 2/15/18
<b>5A</b>	Better coordination with MUNI and BART	MATS MIGGINA.  SAFE ROUTES TO SCHOOL  (MOBILITY TOOLKIT FOR RESIDEN  > VISION LEVO / pede	City  DL + FAMILY EN  TS) (enhance conn	VEATHEMENT vections to agencies)
5B	Increase access to transit $+$ any atvangly $+$ calling many many	> VISION Levo / pede * input from seniors  * Persia Triangle, Onondage		
<b>5C</b>	J&T more reliable	* configuration of road  * daylighting	* midVlock	crossing
	Return original 29 route	* signalized crossings  * "traffic calming"  - Community Outreach to a	Tinn	quist cally divers
	Promote, positive, and intentional culture for transit fiders.		Community member	
3 <mis< td=""><td>Require new development to maintain and enhance councetivity (walking, biking) transit)  Create pedestrian/bike or shared street that connects France to Alemany; could potentially serve as MOHCD housing at funeral home site.</td><td>public space for</td><td>WG member Community member</td><td>EVAFIALA</td></mis<>	Require new development to maintain and enhance councetivity (walking, biking) transit)  Create pedestrian/bike or shared street that connects France to Alemany; could potentially serve as MOHCD housing at funeral home site.	public space for	WG member Community member	EVAFIALA
		Planning SAN FRANCIS Office of Economic and Workforce De	SCO  Velopment  INVEST  NEIGHBORHOODS  AAN FRANCESCO	EXCELSION OUTER MISSION

NEIGHBORHOOD STRATEGY

### PUBLIC REALM

SPERTY MINE (SME CROWES DELIBORIES



- Develop a foundational public realm plan that (1) provides guidance for near-term public realm improvements and that (2) builds on previous streetscape efforts.
- 1B Develop a longer-term public realm plan that considers larger-scale, transformative public realm improvements.
- 1C Research and consider a transformative reconfiguration of the Mission & Geneva intersection.
- 1D Research and consider a transformative reconfiguration Mission/Persia/Ocean intersection.
- 1E Identify strategies to slow vehicular traffic on Mission Street, while encouraging motorists trying to "get thru" the neighborhood to use Alemany.
- 1F Improve pedestrian infrastructure in the NCD (neighborhood commercial district).
- 1G Plan and implement pedestrian safety measures such as soft tip posts, painted safety zones, flashing beacons, etc.
- 1H Install a crosswalk on Mission between Onondaga and Seneca.
- 1 Review bus shelter design and location with the SFMTA.

		<u> </u>	
WG member	15	1	
Community member	7		1
WG member	12	4	
Community member	6	2	1
WG member	12	4	1
Community member	5	3	1
WG member	12	3	1
Community member	6	3	
WG member	16	1	
Community member	7	2	
WG member	12	3	2
Community member	4	5	
WG member	14	1	1
Community member	6	3	
WG member	15	2	
Community member	6	3	
WG member	11	5	
Community member	7	2	
WG member	12	2	1
Community member	6	3	







## PUBLIC REALM

ON Results

SUDDO MOT SUDDO





Develop a foundational public realm plan that (1) provides guidance for near-term public realm improvements and that (2) builds on previous streetscape efforts.

2B Develop a longer-term public realm plan that considers larger-scale, transformative public realm improvements.

2C Research and consider a transformative reconfiguration of the Mission & Geneva intersection.

### 2

3) Green the public realm.

VOTES: #2

3A Identify an appropriate and desirable plant palette to guide planting choices on the corridor.

1 QUALITY OF NEIGHBORHWD

3B Encourage near-term, small-scale greening through planter boxes and filling empty tree wells. V (RIME

**3C** Prune the trees currently located on the commercial corridor.

		$\prec$ $\setminus$	
WG member	15	2	
Community member	6		3
WG member	15	1	
Community member	8	1	
WG member	16	1	
Community member	7	2	
WG member	12	4	1
Community member	5	4	
WG member	13	4	
Community member	7	2	
WG member	13	3	
Community member	6	3	
WG member	16		1
Community member	7	2	
WG member	14	3	
Community member	8	1	









## PUBLICREALM

1) Cloop the public realm - 1/1/11	MAINTAIN THE PUBLIC REALM
4) Clean the public lealing.	MAMINIAM LIE LYDUC CERCUI
4 mai nton	

Develop a multi-lingual, and multicultural anti-litter campaign. This can include graphics, clean up events, use of 311, and efforts to discourage litter and dumping. CULTURE / PRIDE OF PLACE

Investigate root causes of dumping. Concerns

IS IT RECOLDAY THAT IS A CAUSE, (AN THERE BE MURIPLE PICKUPS?

C Enforce existing sidewalk cleanliness regulations.

### FINDING MECHANISM TO FUND/MAWTAM

- A network of vibrant public spaces--including parks, plazas, and open space--offer places where neighbors and visitors can sit, socialize, play, and share.
- Develop a public space plan that identifies (1) public locations that could be enhanced and (2) private locations that could be acquired for public space.
- Allocate funds to develop a conceptual design of the Persia Triangle.
- Allocate funds to develop a conceptual design for public space at Whittier and Mission Street.
- Engage more businesses in the construction of parklets (or farmlets) to create more open space.

MAJUR ACALS	MAMTAMM,	
(ILEANING, G	Reining, SAFETY, +	

Planning





WG member

Community member

WG member

Community member



WG member Community member 14 WG member 6 Community member WG member Community member

## PUBLIC REALM

13

6

3

9

A majority of the Working

Group and community

of this strategy.

members are in support

WG member

Community member

- Use art and design to create a sense of place that reflects and reinforces the character and identities of the area.
- The working group supported the strategy to develop a public art plan that, integrates with the public realm plan, to identify areas for art within each node. The plan should consider a wide variety of art and unique types of art.
- Develop entry signs at "entrances" to the district and at different nodes.
- Use "everyday" objects to give identity to nodes and serve practical purposes: benches, street lights, plantings, signage, banners.
- Develop a "historic sign program" that would help identify and restore signs that contribute to neighborhood history and 1 1 really like
- All branding, art, design, and communication strategies must be multi-lingual and multicultural so that everyone feels connected to the corridor.

- FLAGS Something Colsin For

Visualidentily, maybe flags, branding

- STREET NAMES INSPIRE MAT ADD I onger term

Unanimous on a unitying compour







- The commercial corridor is a destination that has a sense of place that reflects and reinforces the area's character and layered identity.
- Identify a series of "nodes" to create a sense of distinct places and destinations along the corridor.
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- Consider policies that can encourage certain uses to concentrate in each node.

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elop multi-cultural and multi-lingual branding for the	he corridor that contains sub-brands for each node
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WG member	16	1	
Community member	7	1	1
WG member	15	2	
Community member	5	4	
WG member	12	4	
Community member	6	3	
WG member	13	4	
Community member	5	4	
WG member	9	8	
Community member	2	6	
WG member	10	7	
Community member	r 1	7	







ON Results

# SUDDO MOT SHOOD,



- 8) Develop a stable and secure source of funds to construct, maintain, and enhance public realm improvements.
- The Working Group agreed to learn more about (1) Community Benefits Districts, (2) Green Benefits Districts and (3) Impact fees.
- Establish a committee of property & business owners to investigate and research the impacts and viability of a community benefits district.
- 8c Establish a committee of property & business owners to investigate and research the viability of a green benefits district.
- Analyze the potential funds generated from impact fees charged to new development; analyze the costs and beneftis of the impact fees.

### MISCELLANEOUS

Assemble a multi-agency taskforce to systematically and consistently address criminal activity and code violations.

Encourage SFPD to deploy beat cops (foot/bike patrol) in the NCD.

Collaborate with SFPD to ensure the presence of beat cops and other safety measures encourages feelings of safety and does not lead to harrassment of residents, customers, and workers.

WG member	14	3		
Community member	8	1		
WG member	A majority of the Working Group and community members are in support of this strategy.			
Community member				
WG member	9	7	1	
Community member	7	2	A L	
WG member	8	7	2	
Community member	6	1		
WG member	8	8	1	
Community member	5	4		
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WG member		
Community member		
WG member		
Community member		
WG member		
Community member		







