ACCESSIBLE
housing. commercial. and public space

Strategies

13. Explore the impacts of allowing more market rate and affordable housing units through density changes.
14. Explore the impacts of allowing more market rate and affordable housing units through height changes.
15. 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.
16. Develop and increase funds dedicated to construction and operation of affordable housing.
17. Identify underused and surplus land (parking lots, etc.) that could become affordable housing; work with landowners to make this possible.
18. Create dedicated funding for small sites acquisition in the Excelsior & Outer Mission.
19. Encourage use of density bonus programs, like HOME-SF, State Density Bonus, etc. to build more housing units.
20. Appropriately and responsibly expedite the development of housing through a corridor-wide housing plan.
21. Encourage condoization of commercial units so they can be purchased by business owners.
22. Moderate size of commercial units in new development so they are lower cost.
23. Support efforts at the state level to create commercial rent control.
24. (PODER/CUHJ Ideas)
25. Proactively promote the neighborhood preference and the displaced tenant housing preference in the affordable housing lottery. (PODER/CUHJ Ideas)
26. Expand existing services that help residents access below market rate housing.
27. Maximize acceptance of rental subsidies.

**THRIVING**

**business district and community**

**Strategies**

27 Research the impacts of allowing a greater diversity of uses and business types within the commercial district.

28 Explore means to explore Cultural Preservation & Promotion (such as a cultural district).

**Goal**

Promote relationship building and intercultural exchange among the many different neighborhood stakeholders.

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.

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**LIVABLE**

**neighborhood**

**Strategies**

29 Explore the feasibility of imposing an impact fee on new development.

30 If an impact fee is feasible, allocate funding and staffing to create an area plan (neighborhood specific plan).

31 Develop design expectations that can be communicated with developers of new buildings.

**Goal**

Develop and maintain the infrastructure necessary to support a high quality of life for residents and success for businesses.

Develop a design aesthetic and public realm that enhances neighborhood architectural character.

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Poll Results

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*Working Group:* Nevada, Jason, Moe, Charlie, Lea
STABLE
housing and commercial space

Strategies

1. Explore creating laws to limit speculative investment (second homes), (non-primary residences), and foreign investment.

2. Develop a "Right of First Refusal" policy that will allow tenants the first right to purchase a building or home when it goes up for sale.

3. Develop Relocation Assistance policy to help tenants displaced from their housing.

4. Regulate and monitor "tenant buyouts".

5. Develop an acquisition fund to help small businesses purchase the property where their business is located.

6. Promote legacies business status for more businesses to increase stability with leases.*

7. Fund and provide culturally relevant and linguistically responsive tenant counseling and legal assistance.

8. Create/expand campaign for residents at risk of eviction.*

9. Create city enforcement to monitor/enforce compliance w/ eviction ordinances & tenant rights to repair, construction, or fire.*

10. Identify mechanism to improve enforcement of restrictions on short-term rentals and mechanisms to achieve compliance and enforcement.*

11. Expand analysis of eviction data.*

12. Encourage and support policy efforts to amend the Ellis Act to exempt San Francisco from certain provisions.*

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.

2A The Working Group agreed to support new and additional street and sidewalk lighting, funded by the Public Utilities Commission.

2B 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 cameras. Provide funding & technical support.

10. City Coordination
11 (? ) Cleanliness
BUIISINESS & SERVICE PROVIDERS

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

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

3B Establish a committee of property & business owners to investigate and research the impacts and viability of a community benefits district.

3C Establish a committee of property & business owners to investigate and research the viability of a green benefits district.

3D Analyze the potential funds generated from impact fees charged to new development; analyze the costs and benefits of the impact fees.

4) 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.

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

4C Increase the number of family-friendly businesses through attraction of new businesses and adaptation of existing businesses.
### Small businesses thrive on in the Excelsior & Outer Mission Neighborhood Commercial District (Mission Street, parts of Geneva).

#### 5) Develop and fund multi-lingual Excelsior Business Leadership Program to provide training to support small businesses.

#### 5A
Outreach to businesses to increase participation in existing programs; ADA, façade improvements, lighting, cameras, legacy businesses, etc.

#### 5B
Develop “façade improvement express” program that allows business owners to make quick improvements to their storefront.

#### 5C
Develop a loan fund to help business owners to purchase property, and thereby increase their stability from displacement due to rising rents.

#### 5D
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?

#### 5E

### Improve permitting process for businesses at the City & County level.

#### 6) 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.

#### 6A

#### 6B
Have single point of contact for new businesses opening in district, shepherding entrepreneurs and property owners through the permitting processes.
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 motorist who have access to the NCD each day.

7B 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.

7G Explore diagonal parking

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Note: 2/15/18
- Transit Study (Parking Study - Dyrol Parking, etc.)

Excelsior Planning
- San Francisco
- Outer Mission Neighborhood Strategy
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.
Encourage more jobs on the commercial corridor to bring opportunities to residents and bring more daily visitors to the corridor.

9A Consider permitting a greater variety of uses on the second floor, such as offices. Assess the potential demand for and impact of such uses. Develop means to connect local residents to these jobs.

9B Support the development and expansion of institutions and programs that help entrepreneurs and small business owners. Some examples are listed below.

9C Support the development of a business incubator.

9D Support the development of a Food Hall - Food vendors can reduce costs through a shared space. Can also be a destination.

9E Support the development of Shared Market Space - Entrepreneurs can reduce costs through a shared space.

9F 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.

9G Co-working Space - Could provide an opportunity for those who might work from home or have side-businesses.
MOBILITY

1) Bike connections to and through the Excelsior & Outer Mission Neighborhood Commercial District are safe and free from vehicular collisions.

1A Identify and create safe bike connections from neighborhoods to the Mission Street corridor.

1B Enhance bike connection between Mission NCD and regional transit hubs (Balboa Park and Glen Park BART).

1C Identify gaps in the bike network and work to create a complete network of separated and protected bike lanes.

2) Enhance connections to other neighborhoods.

2A Points of interest to connect to are Cayuga Playground; could have a bus stop.

2B Siting transit near development.

2C Smaller routes that have people make smaller trips using smaller types of transit vehicles.

3) Increased connectivity within the neighborhood

3A Explore other ways to get around within the neighborhood.

- Greenwave Mission
- Green Connections Program
MOBILITY

4) Speed is not the ultimate goal; we need pedestrian safety, access, and options. (speed isn't the goal) It should be GREAT to walk in the neighborhood!

4A Enforce double parking restrictions. + dynamic parking meters + temporary loading zones + reevaluate road configuration

4B Investigate models from other cities.

4C Buses are so frequently coming that you don't need to check the schedule; you can just go out to the street and wait.

5A Better coordination with MUNI and BART

5B Increase access to transit + paratransit + senior mobility

5C J&T more reliable

5D Return original 29 route

5E Promote positive and intentional culture for transit riders.

misc. Require new development to maintain and enhance connectivity (walking, biking, transit)

Create pedestrian/bike or shared street that connects France to Alemany; could potentially serve as public space for MOHCD housing at funeral home site.
1) Mission Street is a safe, inviting, and enjoyable place for pedestrians.

1A 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.

1I Review bus shelter design and location with the SFMTA.
2) Pedestrian connections to Mission Street are safe and inviting.

2A 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.

3) Green the public realm.

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

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

3C Prune the trees currently located on the commercial corridor.
4) **Clean the public realm.** (Green)  

**4A** 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.  

**4B** Investigate root causes of dumping.  

**4C** Enforce existing sidewalk cleanliness regulations.  

**4D** Finding mechanism to fund/maintain  

**5) A network of vibrant public spaces**—including parks, plazas, and open space—*offer places where neighbors and visitors can sit, socialize, play, and share.*  

**5A** 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.  

**5B** Allocate funds to develop a conceptual design of the Persia Triangle.  

**5C** Allocate funds to develop a conceptual design for public space at Whittier and Mission Street.  

**5D** Engage more businesses in the construction of parklets (or farmlets) to create more open space.
6) **Use art and design to create a sense of place that reflects and reinforces the character and identities of the area.**

6A 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.

6B Develop entry signs at "entrances" to the district and at different nodes.

6C Use "everyday" objects to give identity to nodes and serve practical purposes: benches, street lights, plantings, signage, banners.

6D Develop a "historic sign program" that would help identify and restore signs that contribute to neighborhood history and character.

6E All branding, art, design, and communication strategies must be multi-lingual and multicultural so that everyone feels connected to the corridor.

- **FLAGS**
  - Something the Excelsior is known for
  - Visual identity, maybe flags, branding

- **STREET NAMES INSPIRE ART**
  - ADD
  - Longer term

[Handwritten note: UNANIMOUS on a unifyng corridor]
The commercial corridor is a destination that has a sense of place that reflects and reinforces the area's character and layered identity.

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PUBLIC REALM

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8D Analyze the potential funds generated from impact fees charged to new development; analyze the costs and benefits 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 harassment of residents, customers, and workers.