



NEIGHBORHOOD STRATEGY

## Excelsior Outer Mission Neighborhood Strategy

### Youth Focused Conversation Notes

July 18th, 2018 11:30pm to 2:00pm

Excelsior Works!

#### INTRO/Ice Breaker

- Started with a “3 words that describe Excelsior” exercise. The common responses were:
  - Food
    - Popeyes
    - Burritos
    - Little Caesars
    - Fast food restaurants
  - Blight:
    - Litter
    - Bird Poop
    - Gum
  - Diversity of cuisine, culture, language
  - Home, families
  - Transportation
    - Lots of buses
  - Lively, vibrant
    - McLaren Park
  - Sometimes scary

#### MOBILITY

How did you get here today?

- 6 took the bus
- 1 got a ride
- 2 walked

Experience with riding muni:

- Felt safe
- Free clipper for youth
- Sometimes feels “fishy”
  - Weird people “doing something” in the back of bus
- Long waits, really frustrating
- Buses drivers getting on and off

- Sometimes the bus does not work, causes delays in getting to school on time
- Dirty: trash build-up
- Too packed: there should be more buses during busy hours
- 29 bus picks up students all at the same time
  - 29R/ 29X
  - Should be a double bus
  - Reserve afterschool buses just for students
  - Times should match up so that if you have to catch a connecting bus you wouldn't have to wait over 30 minutes (54 to 29)

#### Experience walking:

- Felt safe, lots of crosswalks.
- Lots of things to look at
- No homeless people on streets
- Wide sidewalks
- Sometimes dark, needs more streetlights.
  - Alleyway behind Burger King
- Unusual people
- **Dirty**
  - Gum on the ground.
  - Consider putting signage to reinforce littering policy
  - More garbage cans on streets
- Evening/ Night:
  - Girls agreed that they try not to go out late at night
    - Walk super fast when they *do* go out at night to avoid people
  - People are the main issue

#### Experience driving:

- J-walkers
  - Raise awareness to look where you're going if you *are* going to J-walk
- Parents usually don't drive them to school, have to bus
- Double-parking
  - Already not many lanes
  - Hard for people to get where they want on time
- Parents avoid driving on Mission St. except for freeway
  - Drive on more residential streets
  - Flow of traffic
    - More stop lights on Mission st.

#### Biking:

- Many more bike lanes in neighborhoods closer to downtown
  - Barely see any bikers in Excelsior, no bike lanes
- Dangerous

- Hilly, steep slopes
  - Tiring to bike uphill
- Don't like people skateboarding on the sidewalks, wheels shouldn't go on the sidewalk
  - Maybe consider allowing skateboarding on bike lanes

### **Working Group's Aspirations:**

- Everyone agreed with the vision statement
- "More inviting" too general but addresses all of the previously mentioned issues (cleaning the streets, more street lights, etc.)

### **PUBLIC REALM**

Where do you hang out in the neighborhood?

- Mission/Silver region
  - Close to home and take the bus there
- Excelsior library
  - Safe
- Restaurants:
  - Mr. T's café:
    - By friend's house
    - Near the bus routes, more convenient
  - Popeyes
    - Safe: indoors, populated
- Mission Street, closer to Persia: more shops
- Geneva has become scary:
  - Gunshots, Barber shop
- Dollar store
  - Everyone is minding their own business
- Walgreens
- Little Caesars

Why don't you hang out in other spaces in the neighborhood?

- Friends live mostly in Sunset/Richmond
- Not convenient
  - Not near bus stops
- Not appealing
  - No need to shop there
- Not eye-catching
- Feels dirty
- "Vibe of the neighborhood is not that good"

- Attributes this to both the people and the built environment
- Language barrier/ Cultural inaccessibility:
  - Some stores only speak Spanish
  - Comfortable with mainly English stores
- Some places are just unknown
  - Not many recommendations (unheard of on Yelp)

Common Theme:

- Students hang out where the bus stops are located

Where do you hang out outside of the neighborhood?:

- Stonestown
  - Shops
- Japantown
- Richmond/Sunset
  - Where their school is near
  - Lots of stores on Irving st.
- Ingleside (Ocean ave.)
  - Whole Foods, Quicklys
- San Bruno Ave
  - Restaurants, Boba places
- Downtown
  - Shopping, Food
- Chinatown
  - Family lives there
  - Shopping
- Fisherman's Wharf

Do you feel welcomed in the Excelsior?:

- Neutral, people usually don't say hello
  - Strangers to people living in their neighborhood
- Social Networks
  - "Most of my friends do not live in the Excelsior, so have to leave to socialize"
    - Only one that lives in the Excelsior
- Prefers the "vibe" of downtown:
  - More music, entertainment; more things to do
- Lack of Cleanliness:
  - Litter buildup
  - Graffiti problem
  - Dumping in trash cans (trash cans already full)
    - Trash all around trash cans on floor
  - Cigarette butts

- Roads:
  - Cracked
  - Unattended to after accidents

What's good about spaces in the Excelsior?:

- Never feels lost here. Knows her way around.
- Few drug stores - i.e. Cannabis
- Likes public spots - "Persia Triangle"
  - Can sit on benches, hang out with friends there
- Great parks: large, green, spacious

**Working Group's Aspirations:**

- All agree

## **BUSINESS AND SERVICE PROVIDERS**

What is missing?

- More cafes, spaces to hang out
  - Mostly restaurants in Excelsior
  - Quiet place where you can sit and buy food
- Mr.T's
  - Boba!
  - Too small, crowded
- Diversify the food options:
  - Ramen, Korean bbq
- Greater variety of shopping options:
  - Clothing, home goods
  - Too many grocery stores

What businesses does your family leave to shop at?

- Chinese markets: language barrier
  - Shop at Manila Market in Excelsior since workers speak Chinese
- Variety of produce
- Costco: can buy products in bulk

What services do you use in the Excelsior?

- Balboa Teen Health Clinic
  - Good for community, wellness center for youth
- A lot of people offering programs in schools

Programs:

- Lincoln: don't really hear about any programs in Excelsior, but hear about programs in Sunset

- “Not many programs in the Excelsior neighborhood”
- Centered around the Excelsior library
- Programs mostly offered by school

What stores/ services are missing:

- Should be more businesses dedicated to extracurricular activities
  - Arts & cultural centers
  - Private lessons (music, dance)
- Most of those are in the Mission or Richmond
- Retail, supplies, clothing
  - Only have Walgreens or Dollar store here
- Food banks
  - Balboa is introducing a food bank, with cooking classes

**Working Group’s Aspirations:**

- All agree with the Working Group’s vision statement for a “thriving commercial corridor.”

## LAND USE AND HOUSING

Impressions of housing in the Excelsior:

- Too expensive
  - Neighboring house is starting at 1 mil.
- Enough Housing
  - Not much homelessness
  - But prices are just too high
- More affordable housing
  - Should build more apartments (affordable)
- Landlords should be more responsible, less abusive
- Multi-family dwellings
  - People rent out basement rooms/ ADUs
- Ground-floor commercial space (like Ocean, Ingleside)

What does your “ideal neighborhood” look like?

- “Looks like Westfield” has every shopping option
- More spacious buildings
- More greenery, trees on sidewalks, parks & gardens
  - More colors
- Movie theater
- Cleaner streets and stores/restaurants
- Street fairs, cultural events, gatherings that would get people outside & meeting each other
  - Sunday Streets, lots of people in the neighborhood meeting and bonding
- Faster/more transportation

- Stationary shops
- “would look like a suburb”
  - Bigger housing
  - Responsible residents: taking care of their own space
- More recreational spaces (courts and parks)
  - Badminton

**Misc.**