



# EXCELSIOR

## OUTER MISSION

### NEIGHBORHOOD STRATEGY

Presentation to the City Planning Commission

December 21, 2017

San Francisco  
**Planning**

 **SAN FRANCISCO**  
Office of Economic and Workforce Development

 **INVEST  
IN  
NEIGHBORHOODS**

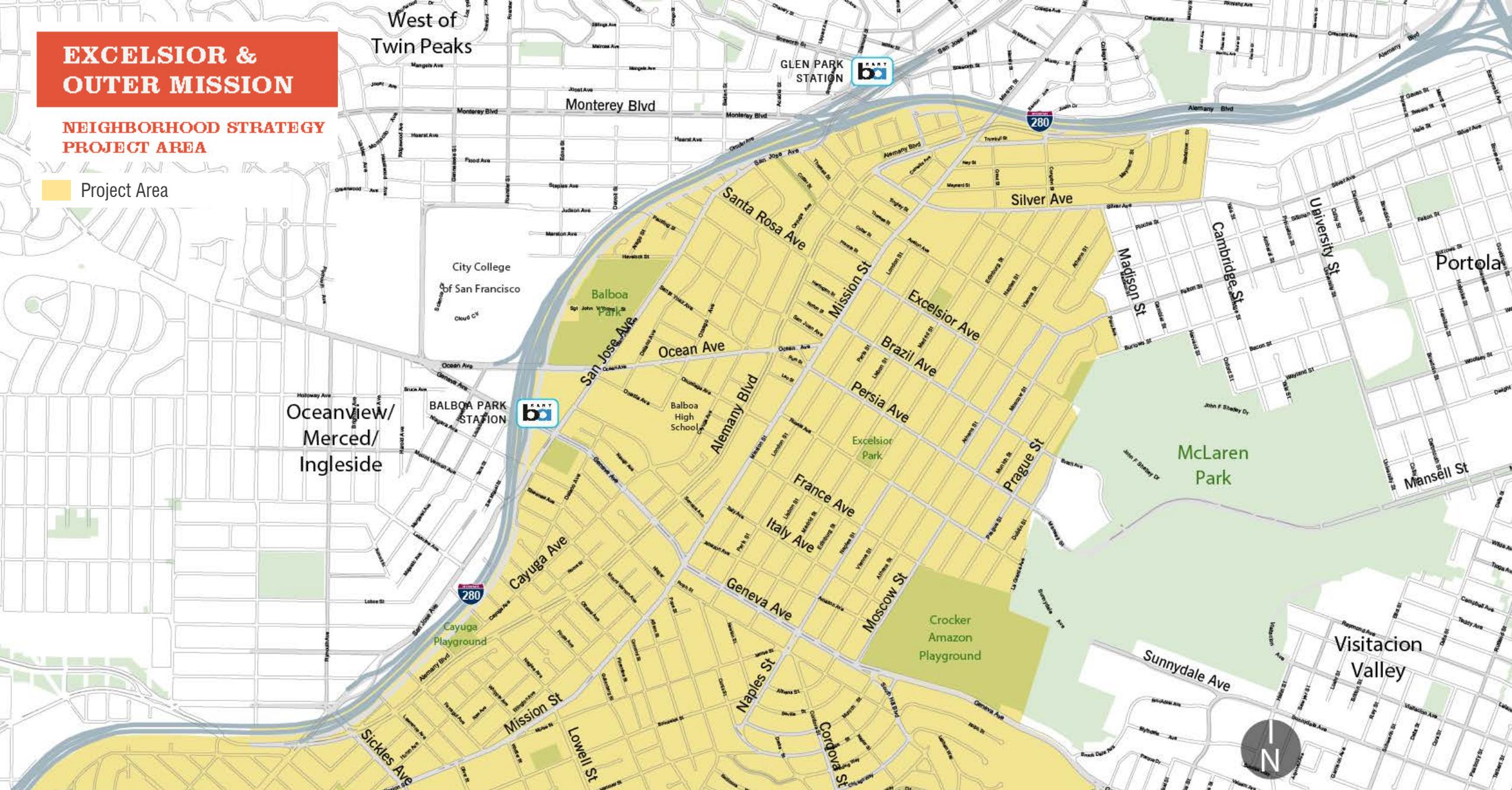
## PRESENTATION OVERVIEW

- 1** Neighborhood Profile
- 2** Neighborhood Strategy Process
- 3** Next Steps

# EXCELSIOR & OUTER MISSION

## NEIGHBORHOOD STRATEGY PROJECT AREA

Project Area



# EXCELSIOR & OUTER MISSION

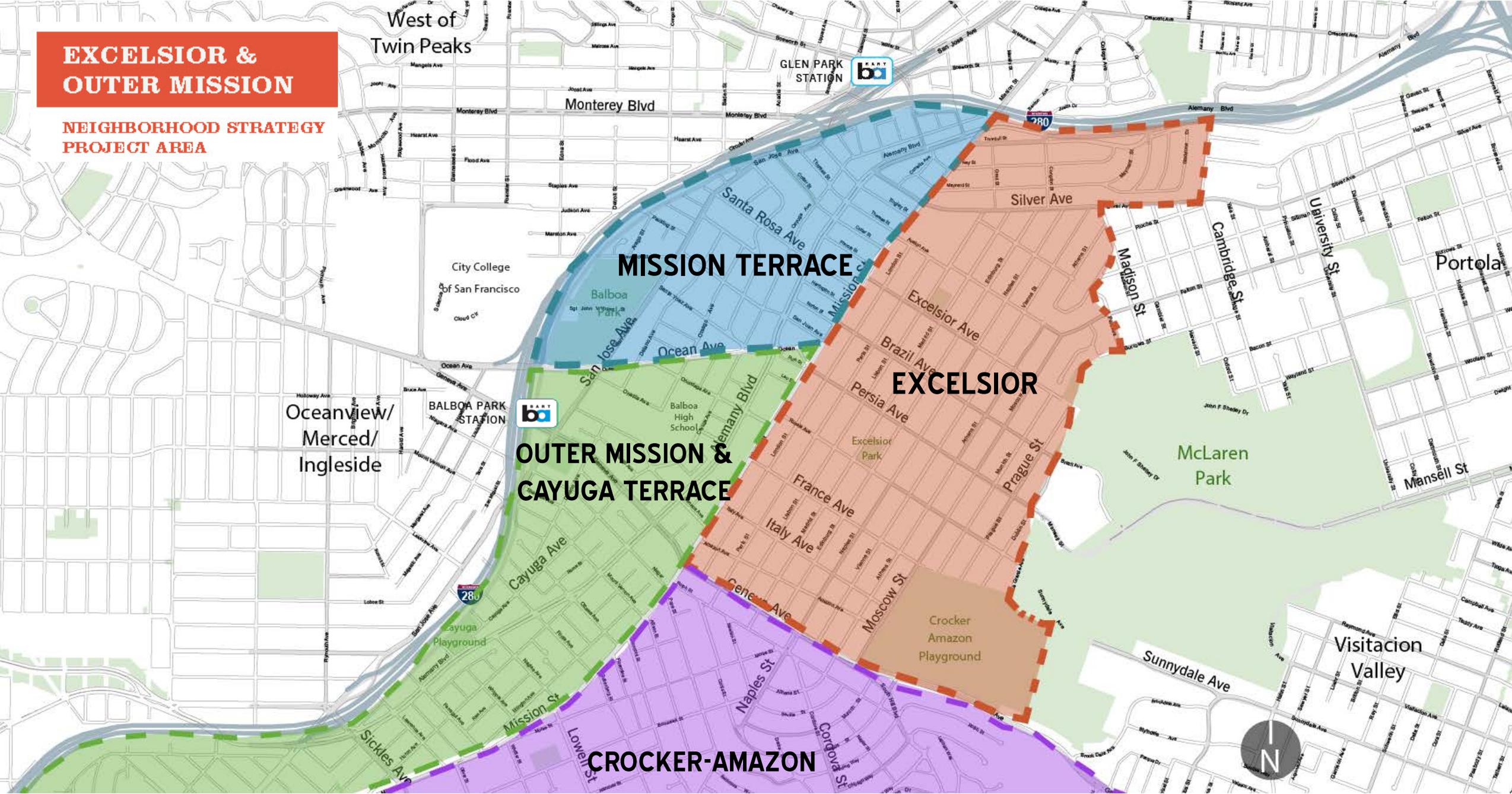
NEIGHBORHOOD STRATEGY  
PROJECT AREA



**Excelsior & Outer Mission  
Neighborhood Commercial  
District (NCD)**

# EXCELSIOR & OUTER MISSION

NEIGHBORHOOD STRATEGY PROJECT AREA



# NEIGHBORHOOD PROFILE



Source: <http://opensfhistory.org/Download/wnp36.03340.jpg>



# DEMOGRAPHIC PROFILE

## POPULATION

**63,620**

vs 840,770 citywide

## HOUSEHOLDS

**17,610**

vs 353,290 citywide

## FAMILY HOUSEHOLDS

**13,400**

**76.1%**  
of neighborhood households

vs 65% citywide

## FOREIGN BORN

**52.9%**

vs 35% citywide

## AVERAGE HOUSEHOLD SIZE

**3.6**

vs 2.3 citywide

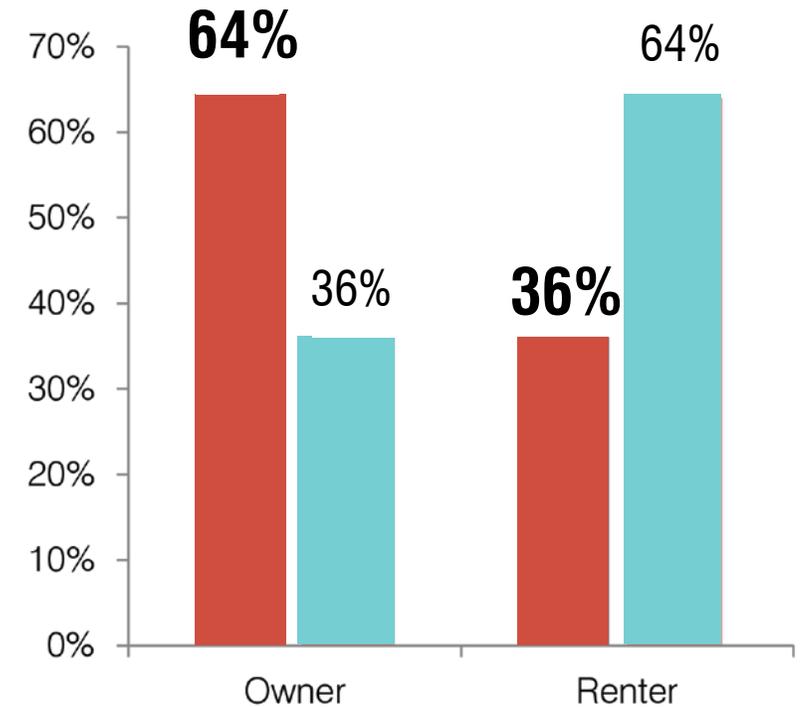
## AVERAGE FAMILY HOUSEHOLD SIZE

**4.2**

vs 3.3 citywide

## OWNERS

Tenure by Household

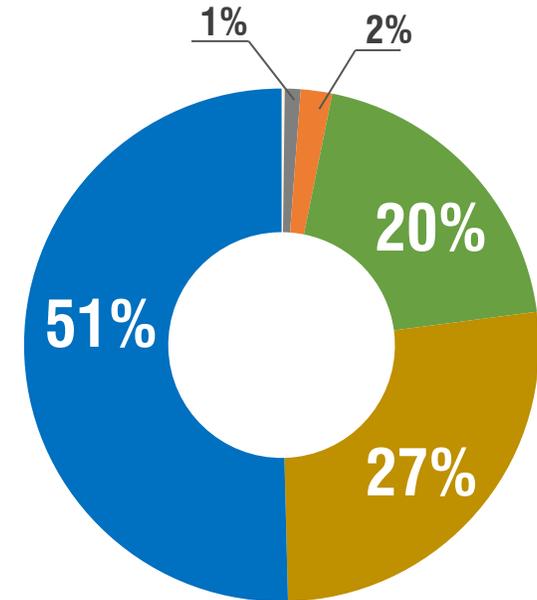


Excelsior and Outer Mission

San Francisco

# DEMOGRAPHIC PROFILE

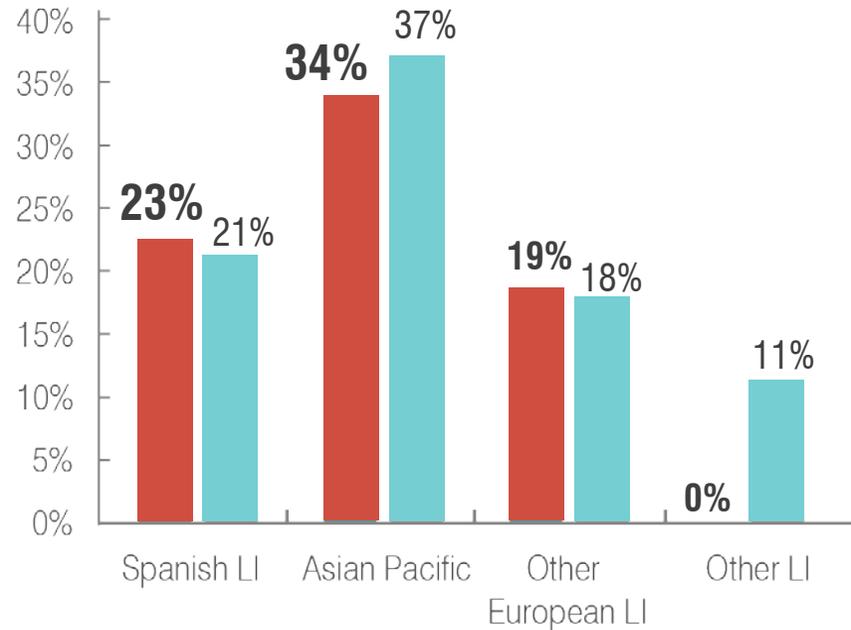
## RACE & ETHNICITY



- Asian
- White
- Other/two or more races
- Black
- Native American
- Native Hawaiian Pacific Islander

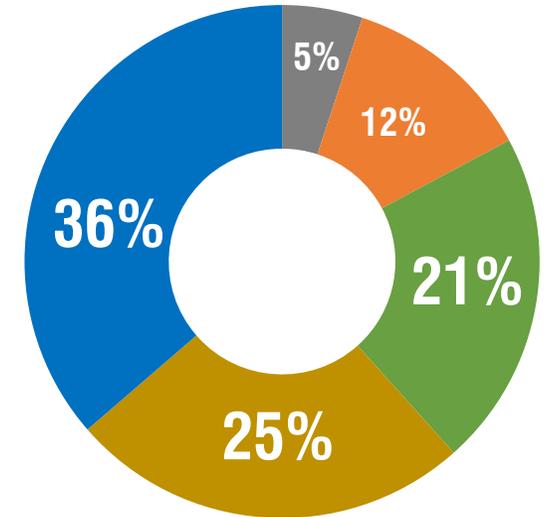
**Latino/a**  
**31%**

## LINGUISTIC ISOLATION (LI)



- Excelsior and Outer Mission
- San Francisco

## AGES



- 0-4 years
- 5-17 years
- 18-34 years
- 35-59 years
- 60 and over

# DEMOGRAPHIC PROFILE

## MEDIAN HOUSEHOLD INCOME

**\$70,610**

vs \$81,950 citywide

## MEDIAN FAMILY INCOME

**\$73,320**

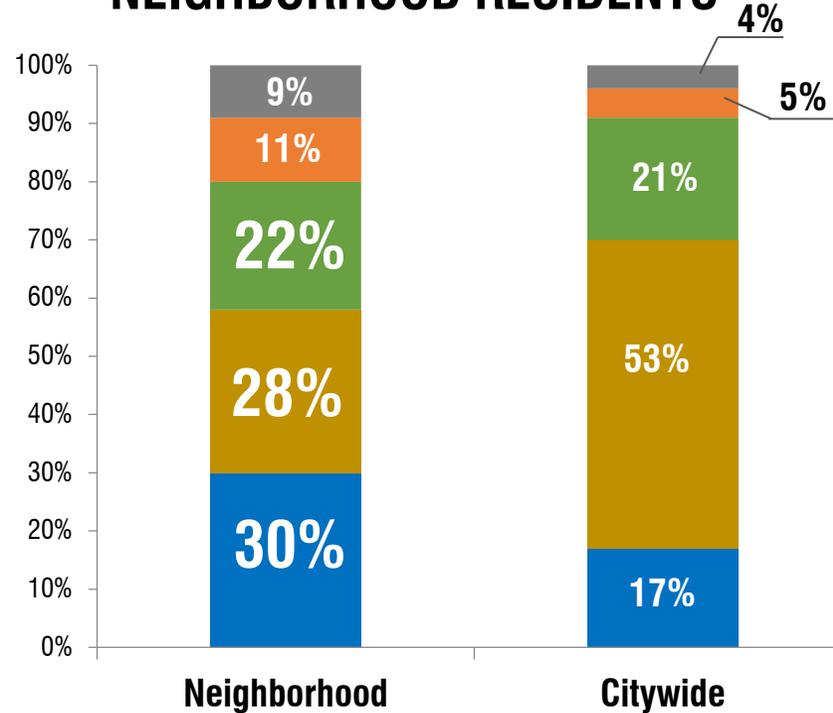
vs \$96,730 citywide

## UNEMPLOYMENT RATE

**9%**

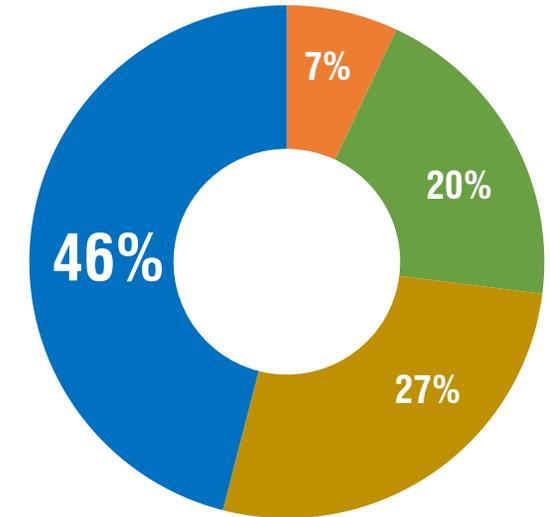
vs 7% citywide

## JOB SECTORS EMPLOYING NEIGHBORHOOD RESIDENTS



- **Services**
- **Managerial and Professional**
- **Sales and Office**
- **Product Transport and Material Moving**
- **Natural Resources Construction and Maintenance**

## EDUCATION



- **High school or less** 26% citywide
- **Some college AA degree** 20% citywide
- **College degree** 33% citywide
- **Graduate professional degree** 21% citywide

Source: US Census American Community Survey 2011-2015

# TRANSIT

- Muni bus line
- Muni train line
- High Injury Network
- Vision Zero Pedestrian Fatalities (2014-2017)
- Vision Zero Bike Fatalities (2014-2017)

West of  
Twin Peaks

**Glen Park Station**  
**8,300 riders/day**

**Balboa Park Station**  
**18,000 riders/day**

**Geneva & Mission**

Boardings	Alightings
<b>7,313</b>	<b>7,087</b>

Source: San Francisco Municipal Transportation Agency

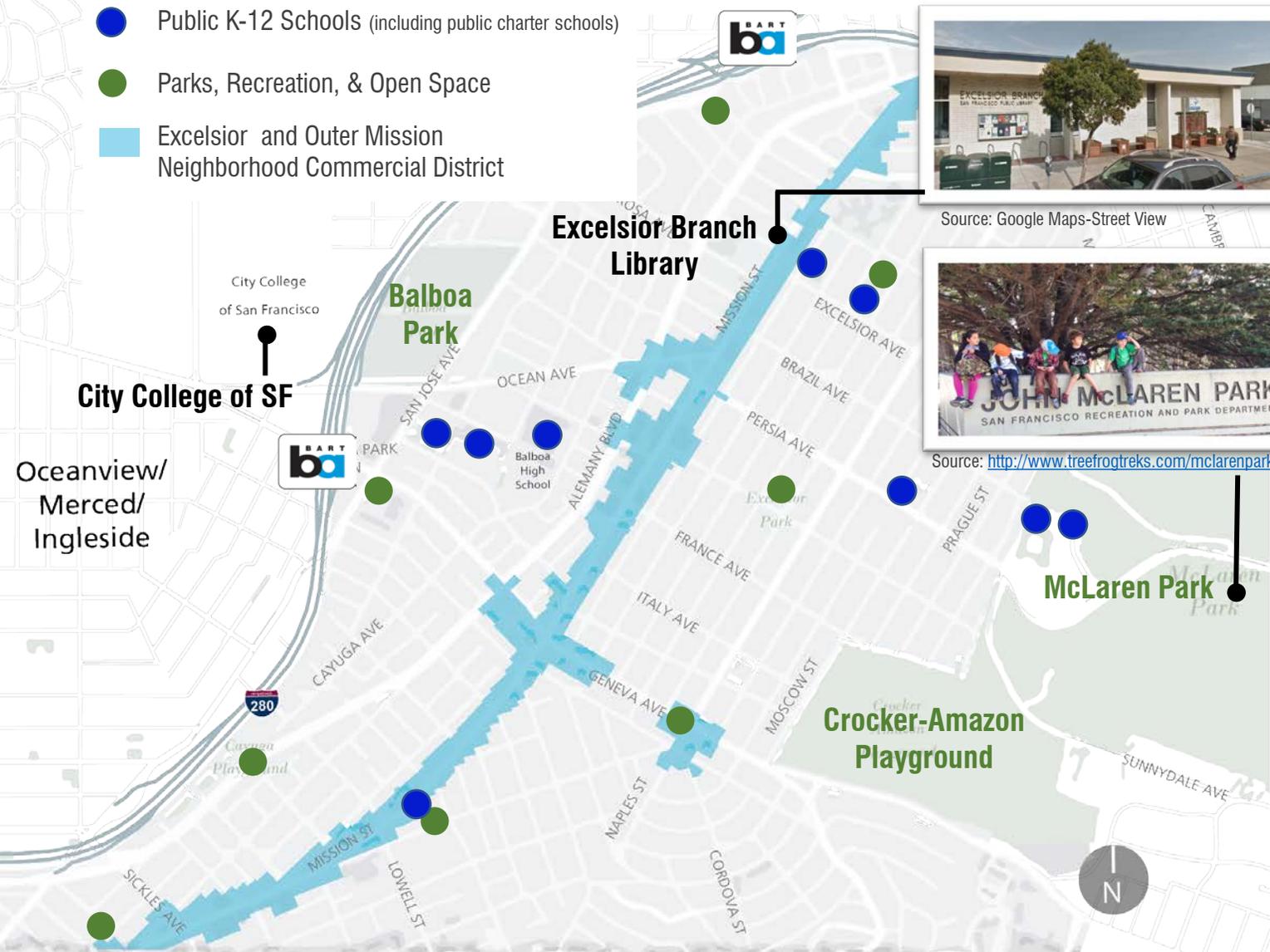
MUNI Bus Routes	Regular	Rapid
North-South	14, 49, 52	14R, 14X, 88 BART Shuttle
East-West	43, 91 OWL, 54, 29, 44	8BX

Oceanview/  
Merced/  
Ingleside

Visitacion  
Valley

# PUBLIC & CIVIC INSTITUTIONS

- Public K-12 Schools (including public charter schools)
- Parks, Recreation, & Open Space
- Excelsior and Outer Mission Neighborhood Commercial District



Source: Google Maps-Street View



Source: <http://www.treefrogtreks.com/mclarenpark/>

## Parks & Open Space



Persia Triangle: Heart of the Neighborhood

## Public Art



Excelsior Mural

## Senior Services



Crocker-Amazon Senior Housing

**12 Public, Private, & Charter Schools**

**5+ Health & Wellness Centers**

**Over 398 acres of park land & recreation assets over 10 sites**

**15+ religious institutions**

**2 childcare centers on Mission St.**

# HOUSING

- Market-Rate Projects in the Pipeline
- 100% Affordable Housing
- Jewish Home of San Francisco
- Excelsior and Outer Mission Neighborhood Commercial District

PROJECTS IN THE PIPELINE $\leq$ 10 Units		
TOTAL	Market rate	Affordable
908	509	399

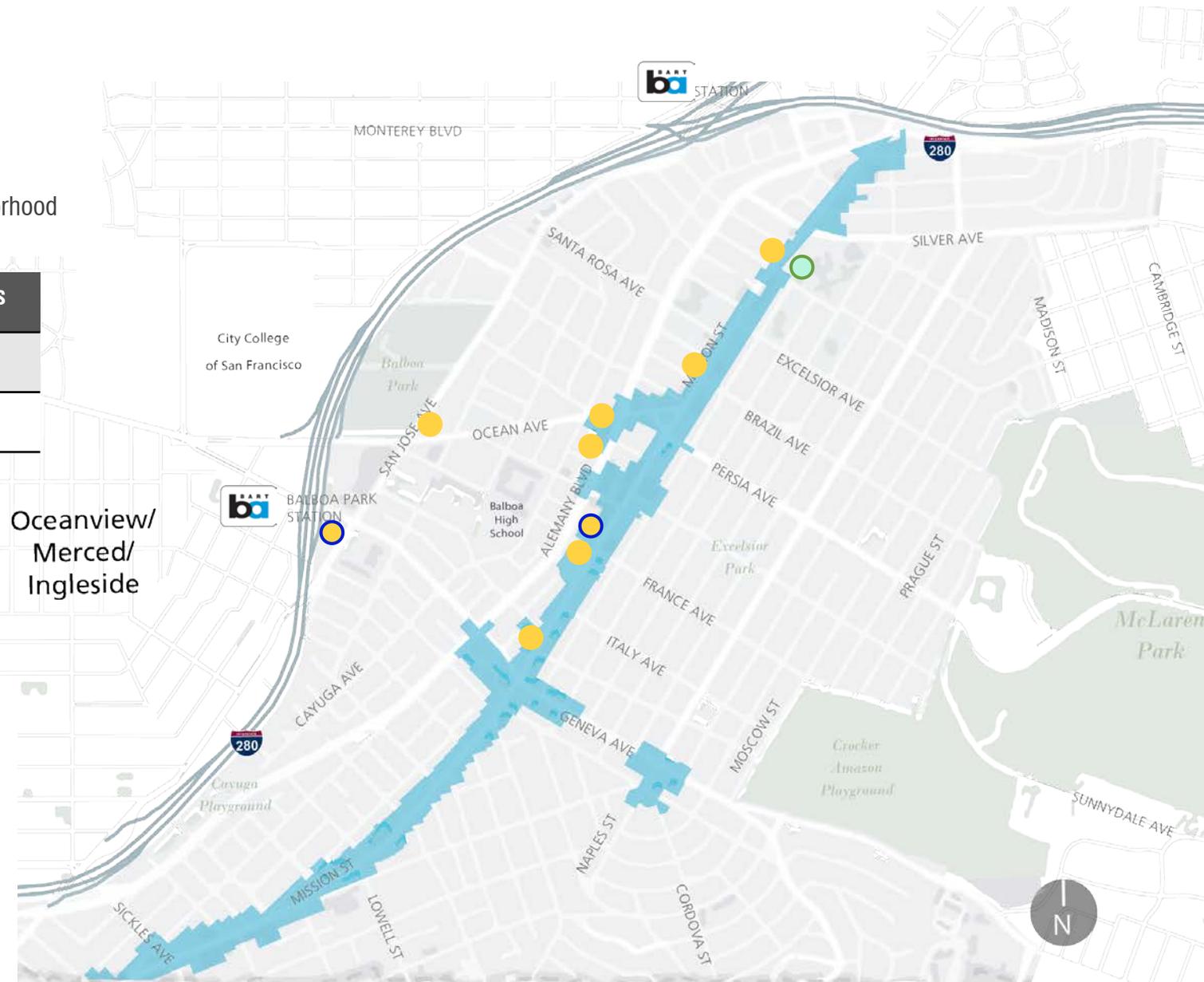
## 18,270

**HOUSING UNITS**  
in Excelsior & Outer Mission  
vs. 383,680 citywide

## 82.3%

**SINGLE FAMILY HOUSING**  
vs. 31.9% citywide

Source: US Census American Community Survey 2011-2015



# HOUSING STOCK & HOUSING COSTS

## MEDIAN LIST PRICES AND RENT OF SINGLE FAMILY PROPERTIES

	Median Home Value	Median Rent
Zip Code 94112	\$917,500	\$3,816
San Francisco	\$1,194,300	\$4,285

Source: Zillow Home Value Index Summary, Zillow Rental Index Summary (July 2017)

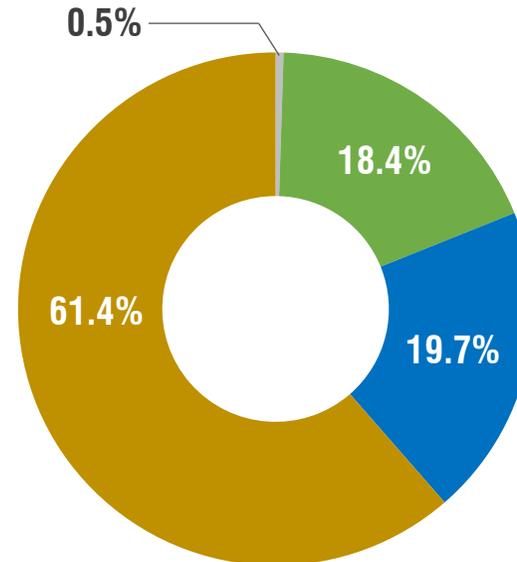
## AFFORDABLE RENTAL & SALES PRICES FOR A 4 – PERSON HOUSEHOLD\*

	Sales Price	Rent
Very Low-Income (up to 50% of Area Median Income)	\$147,000	\$1,300
Low-Income (up to 80% of Area Median Income)	\$260,000	\$2,000
Moderate-Income (up to 120% of Area Median Income)	\$432,000	\$3,000
Middle-Income (up to 140% of Area Median Income)	\$519,000	\$3,500

\*Assumes a 3-bedroom unit.

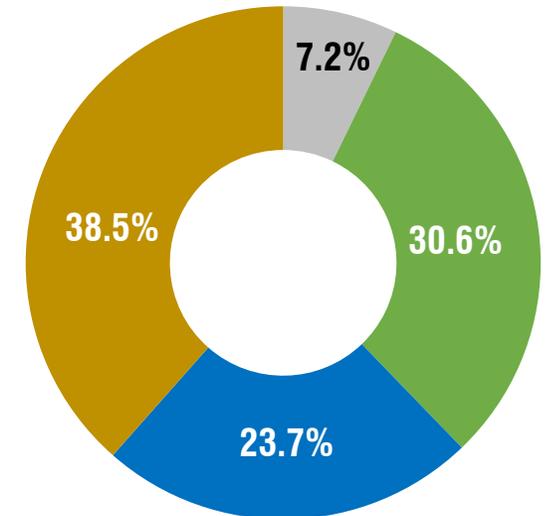
Source: Mayor's Office of Housing and Community Development, San Francisco, 2015

## Owner Housing Cost Burden



- Less than 30% of income spent on housing costs
- 30-50% of income spent on housing costs
- 50% of income spent on housing costs
- Not computed

## Rent Burden



- Less than 30% of income spent on gross rent
- 30-50% of income spent on gross rent
- 50% of income spent on gross rent
- Not computed

Source: US Census American Community Survey 2011-2015

# NEIGHBORHOOD COMMERCIAL DISTRICT

**Variety of Goods & Services Contributing towards a “20 Minute Neighborhood”**

**Fresh Produce, Grocery Stores & Ethnic Markets**

**Global Cuisine—**  
over 70 eating & drinking places

**Essentials:** Post Office, Pharmacies, Hardware, Urgent Care, Laundry, Cleaners

**7 + Financial Institutions –**  
Credit Unions, Local & National Banks

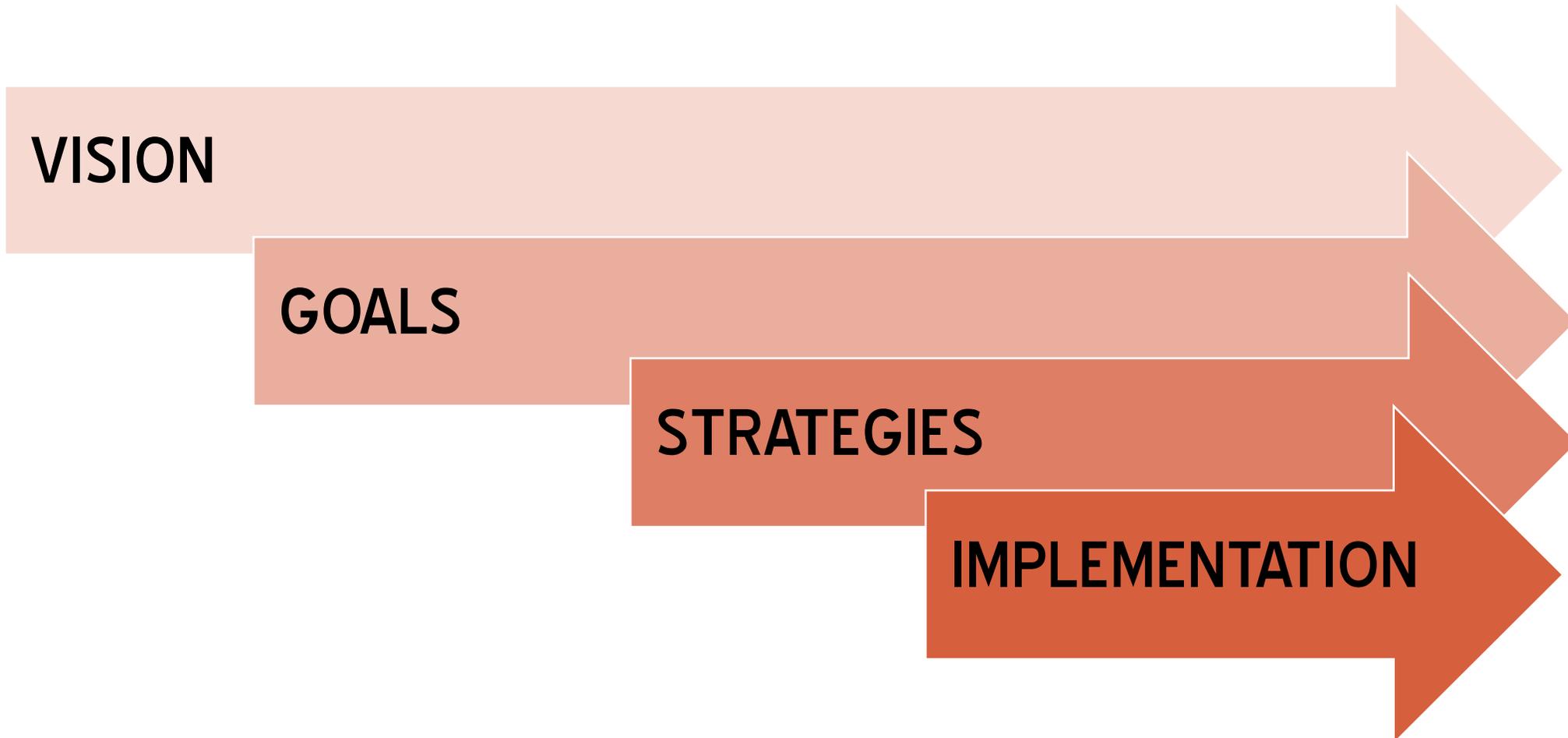
High Numbers of Salons, Auto Repair, Optometrists, Dentists.

**Challenged** by vacancy and retail mix.



# NEIGHBORHOOD STRATEGY PROCESS

# WHAT IS A NEIGHBORHOOD STRATEGY?



# TIMELINE

ACTIVITIES

OUTPUTS



Relationship-building



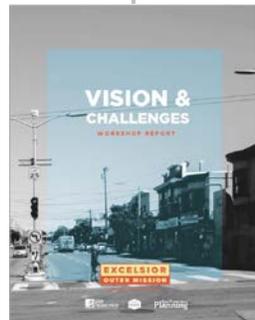
- **30 one-on-one meetings** with neighborhood leaders
- **15+ meetings** w/community organizations

Kick-off meeting



- **150+ community members** attended
- **10 city agencies** participated

Workshops + report



- **5 “pop-up” workshops**
- **250+ people** participated
- **Workshop report** published

Survey + report



- **Survey** received **970 responses**
- **Survey results** published

# TIMELINE

Aug. 2017

Aug. 2017-present

Early 2018

Early 2018

ACTIVITIES

Existing conditions report

Working Group

Focus group (forthcoming)

Publish Neighborhood Strategy - Phase 1

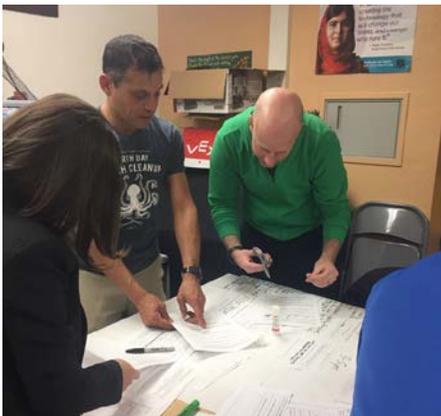


OUTPUTS

The draft provided an overview of the project area.

- 31 neighborhood stakeholders
- 21 meetings to date
- Subgroups:
  - (1) Land Use & Housing
  - (2) Mobility
  - (3) Public Realm
  - (4) Businesses & Service Providers

# WORKING GROUP



- **Purpose:** The Working Group will establish goals for the future of the neighborhood; identify, prioritize, and reach consensus on the strategies that can realize those goals.
- **Why Establish a Working Group:**
  - Build Relationships through Consistent Attendance
  - Promote Team Work & Compromise
  - Encourage New & Diverse Voices:
    - Homeowners & Tenants, Shop owners, Property Owners, Seniors & Young People, Seasoned Advocates & New Neighbors- and more!
- **Work To Date:**
  - Over 60 people applied; 31 selected
  - Held 21 meetings, tours, & walks since July 2017
  - Open to and Encourage Participation of All Members of Public

## JASON | Bike & Safe Routes Advocate

Father, husband, renter, living in current house since January 2013, resident of Outer Mission, wife grew up in the neighborhood.



“...I’m taking away...a better understanding of our planning process, learning about different perspectives of group members and a better understanding of my neighborhood.”

## KATIE | Public Realm and Transit Advocate

Homeowner, born and raised in the Excelsior, retired from the Environmental Protection Agency, 60 years old.



“I am retired now, and I want to make a positive contribution somehow; it’s cool to have this opportunity to brainstorm and guide the future of the neighborhood.”

## ULYSSES | AKA “The Excelsior Guy”

Homeowner, lives with his mother and 2 sisters, SFPD Academy, resident of Mission Terrace near Balboa Park Station, 25 years old.



“We need to create a plan...for the neighborhood. We are going to have lots of new and longtime residents. I am passionate about connecting these people—especially youth.”

## SUSAN | Safety and Community Engagement Advocate

Mother, wife, homeowner since October 2013, bi-racial household, resident of the Outer Mission



“I was motivated to join the working group to improve the safety and quality of life issues in hopes to see the neighborhood become a place where I can envision my daughter growing up in.”

# WORKING GROUP

## COMMUNITY MEMBERS

Aaron Goodman  
Adhi Nagraj  
Alan Leung  
Anton Jaber  
Allyson Ritger  
Barbara Fugate  
Charlie Sciammas  
Chuck Kong Sui  
Danielle Bennett  
David Hooper  
David Latterman  
Delia Fitzpatrick  
Estela Garcia  
Faye Lacanilao  
Jason Serafino-Agar  
Jeff Rocca

Kabir Seth  
Katherine Taylor  
Lea Sabado  
Lisa Hartmayer  
Marco Montenegro  
Maribel Ramirez  
Mel Flores  
Nevada Lane  
Rena Macapagal  
Roberto Guerrero  
Sean Ingram & Andrea Ferruci  
Simonne Joseph Moreno  
Summer Koide  
Susan Lam  
Ulysses Rivas Canjura

## CITY STAFF

Jorge Rivas, OEWD  
Sharon Carrins, Public Works  
Kelli Rudnik, Public Works  
Cindy Heaves, MOHCD  
Matt Lasky, MTA  
Kim Walton, MTA

Nick Smith, MTA  
James Pappas, Planning  
Seung Yen Hong, Planning  
Ru'a Al-Abweh, Planning  
Aaron Yen, Planning



# ASSETS



# WHAT WOULD BEST IMPROVE YOUR EXPERIENCE OF MISSION? OF GENEVA?



EMERGING NEIGHBORHOOD ASPIRATION:

“ As our neighborhood changes, we support, sustain, and enhance what makes our neighborhood special:  
our families,  
economic and ethnic diversity,  
small businesses, &  
local gems. ”

# LAND USE & HOUSING

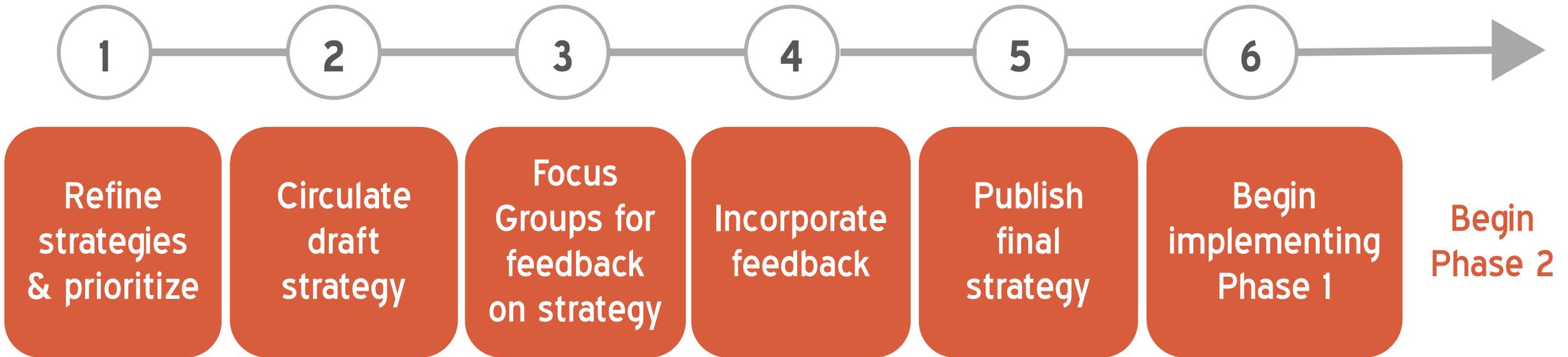
# PUBLIC REALM

# MOBILITY

# BUSINESS SUPPORT



# NEXT STEPS NOW THROUGH FEBRUARY 2018





## CONTACT



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