



VISION & CHALLENGES

WORKSHOP REPORT

**EXCELSIOR
OUTER MISSION**

NEIGHBORHOOD STRATEGY



San Francisco
Planning

PROJECT OVERVIEW

The Planning Department and the Mayor's Office of Economic and Workforce Development invite you to discuss the future of the Excelsior & Outer Mission Neighborhoods.

The Excelsior & Outer Mission Neighborhood Strategy (bounded by the I-280 on the north and west, McLaren Park on the East, and Daly City on the South), will develop a vision for improving and enhancing the Excelsior, Outer Mission, Mission Terrace, Crocker Amazon, and Cayuga neighborhoods. The Strategy will strive to maximize the benefits of ongoing and future projects, working toward making the area an even better place to live and visit.

This neighborhood-level visioning process requires ongoing dialogue between City officials and community leaders, residents, students, service providers, property owners, and others to consider practical approaches to implement the necessary public improvements and investments.

Please join us and be a part of the conversation about your neighborhood's future.



PUBLIC WORKSHOPS

Public workshops were held to get feedback and ideas from the Excelsior community, to define goals, priorities and strategies for the neighborhood's future.

The community feedback in this report was compiled from the following workshops in 2017:

Kickoff Meeting (May 6)

Mayor's Youth Employment and Education Program [MYEEP] (June 29-30)

Mission YMCA (July 5)

Calvary Baptist Church (July 9)

Community Assembly of God (July 9)

Seniors' Cayuga Community Connectors (July 19)

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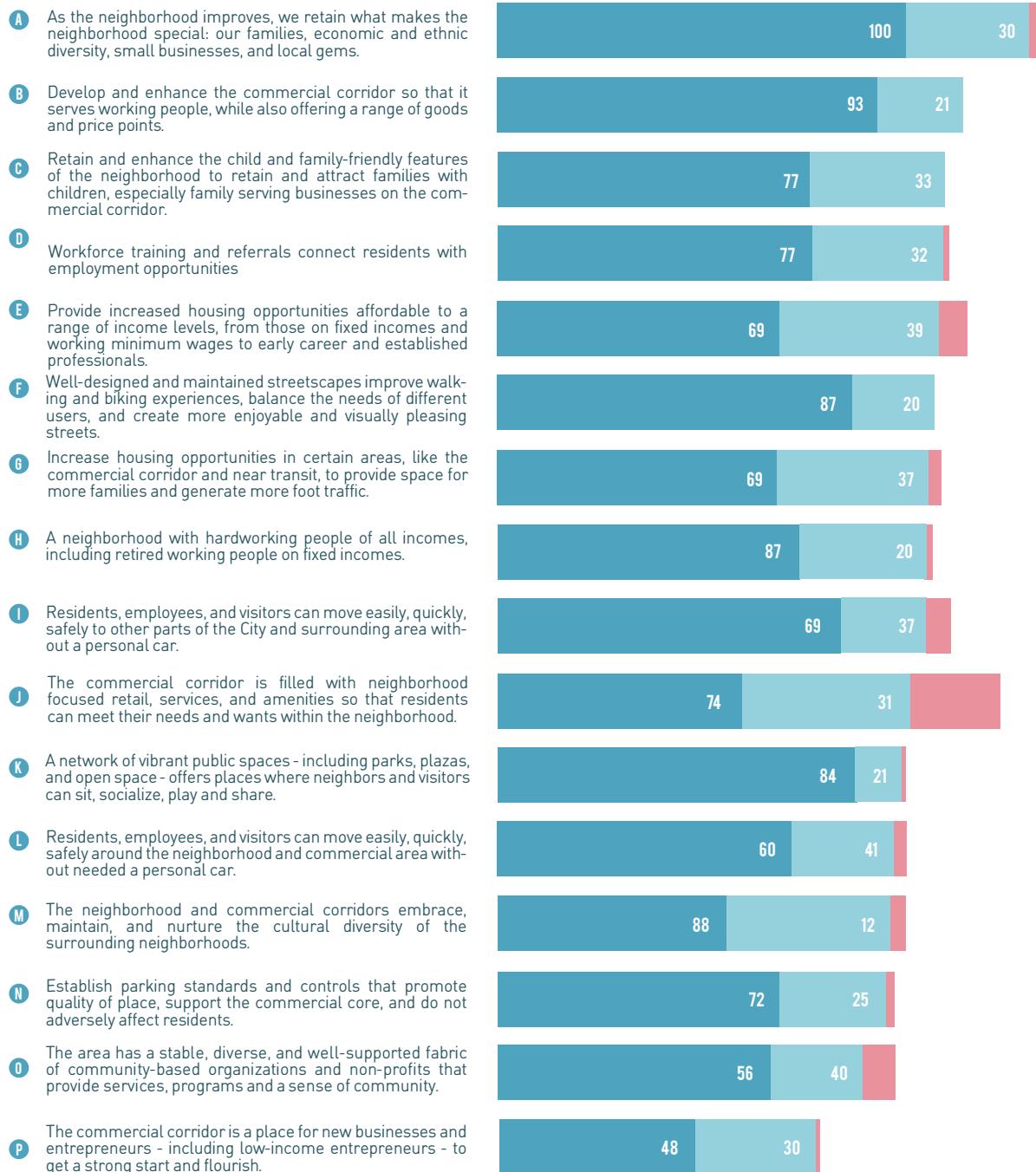
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VISION / VISIÓN / 視力 / VISION

Workshop participants were asked to place a dot beneath each aspirational statement, indicating their support for the statement. Participants were asked: do you want this statement to be true about the project area? What aspirations would you add?



 I support this statement

 I support this statement with some modifications or specifications

 I don't support this statement

** See translations on page 14

TOP 6 Vision Statements

1. As the neighborhood improves, we retain what makes the neighborhood special: our families, economic and ethnic diversity, small businesses, and local gems.



Community members said “what make this place special in San Francisco is its race, class and gender diversity”. They asked to “keep the neighborhood affordable and diverse”, to “stabilize” while also “thriving in change”.

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



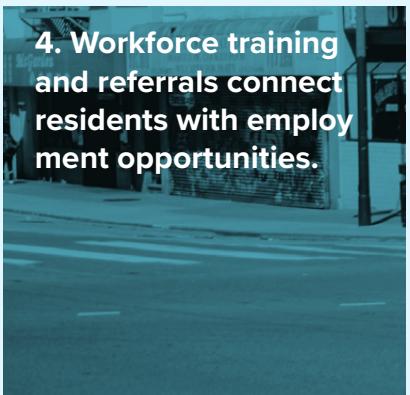
Community members said “job shadowing and training for monolingual neighbors” and “culturally appropriate and inexpensive stores”.

3. Retain and enhance the child and family-friendly features of the neighborhood to retain and attract families with children, especially family serving businesses on the commercial corridor.



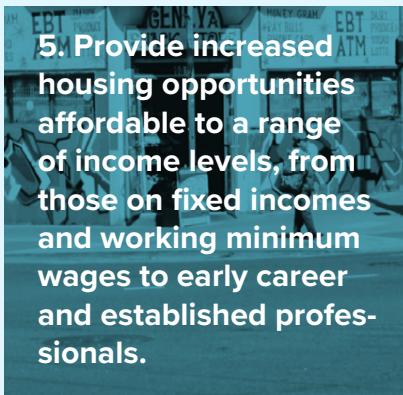
People drew links to housing, businesses and pedestrian safety, emphasizing “safe parking, street crossings and bike lanes for families” and “support for family-serving orgs and businesses with mixed-used and affordable development”.

4. Workforce training and referrals connect residents with employment opportunities.



Community members suggested increasing jobs for both youth and older workers, as well as cultural and linguistic workforce training.

5. Provide increased housing opportunities affordable to a range of income levels, from those on fixed incomes and working minimum wages to early career and established professionals.



Community members emphasized the need for affordable and mixed-income housing. People articulated need for a navigation center, and for housing opportunities to be tied to mass transit improvements.

6. Well-designed and maintained streetscapes improve walking and biking experiences, balance the needs of different users, and create more enjoyable and visually pleasing streets.



Community members emphasized the need for safe bike paths and parking. Others said that streetscape improvements should “depend on the design aesthetic—must accurately reflect diversity of community”.

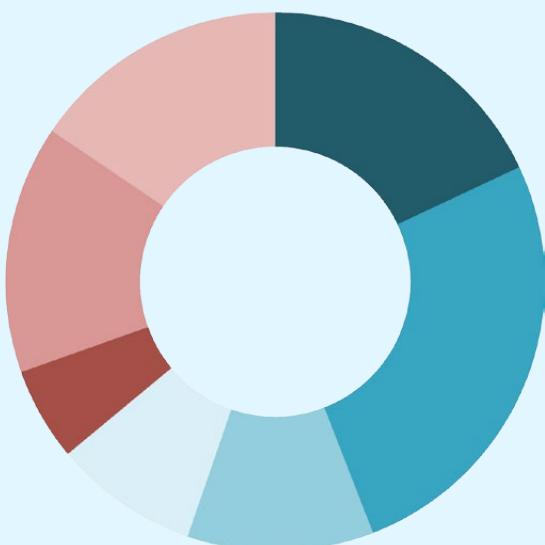
ASSETS / ATRIBUTOS / 資源 / MGA BAGAY NA HALAGA

What are the greatest assets within the project area? What makes this area unique? Things, places, organizations, and people you love.





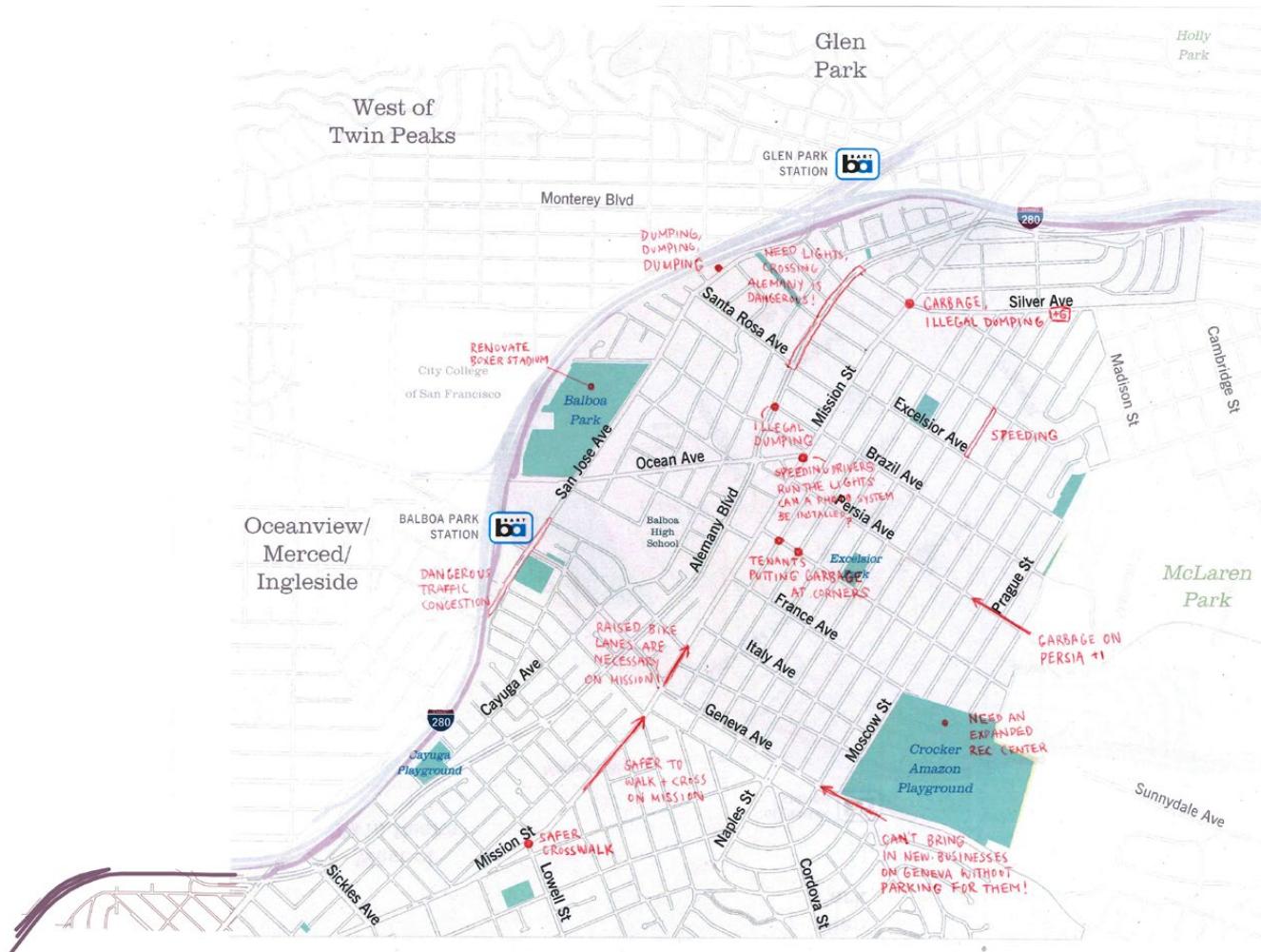
GREATEST ASSETS



CATEGORY	COUNT
Diversity	29
Civic & community spaces	42
Community & culture	18
Local organizations	14
Families & children	9
Business mix	24
Transit	25

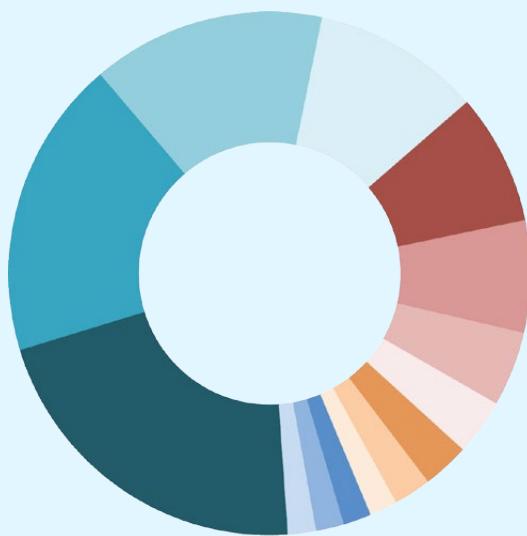
CHALLENGES / DESAFÍOS / 挑戰 / MGA SAGABAL AT HADLANG

What are the greatest challenges within the project area? What makes this area unique? Things, places, organizations, and people you love.





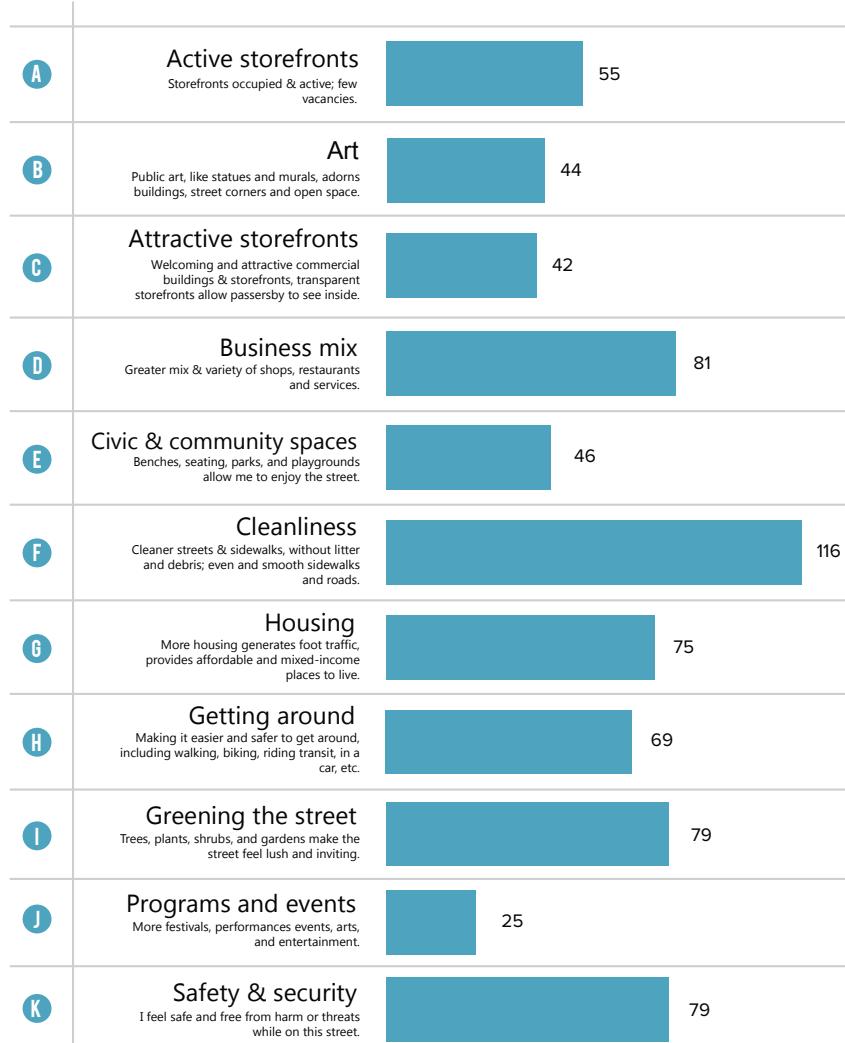
GREATEST CHALLENGES



CATEGORY	COUNT
Safety & security	37
Getting around	32
Cleanliness	25
Housing	18
Pedestrian & cyclist safety	14
Parking	12
Beautification	8
Access for vulnerable populations	6
Emergency preparedness	5
Business mix	4
Civic & community spaces	3
Renovations & maintenance	3
Traffic	3
Vacant storefronts	3

MISSION AVENUE

Workshop participants were asked: which of these items would most improve your experience of Mission Avenue?



TRANSLATIONS

ESPACIOS COMERCIALES ACTIVOS Espacios comerciales ocupados y activos; pocos espacios vacantes
善用店舗 更多善用店舗；少有空置單位。

AKTIBONG MGA STOREFRONT Masigla ang Daanang Pangangalakal, ilan lang ang mga banteng tindahan.

ARTE El arte público como estatuas y murales, adornan edificios, calles y espacios abiertos
美術藝術 公共藝術品 · 如雕像和壁畫、裝飾建築、街角美化、及開闊空間。

SINING Pangmadlang Sining tulad ng mga istawa at ang mga mural sa mga gusali, kanto, tindahan o iba pang kabulusan.

FACHADAS COMERCIALES ATRACTIVAS Edificios y fachadas comerciales gratis y atractivas, y fachadas transparentes que permiten ver el interior
吸引店舗 招客和吸引的商業建築和店舗 · 可令路過人士注意店內商品

NAKAKAHALINA ANG MGA TINDAHAN Kalugod-lugod at kaakit-akit na gusaling pangkalakal at tindahan; naaaring ng mga dumaraan ang mga tinitinda sa loob ng tindahan.

DIVERSIDAD DE NEGOCIOS Mayor mezcla y variedad de tiendas, restaurantes y servicios
商業種類 更多種類的銷售、餐飲和服務業。

IBA'T IBANG KALAKAYAN Mga tindahan, restauran, negosyo, paglilignod o serbisyo.

ESPACIOS CÍVICOS Y COMUNITARIOS Bancas, asientos, parques, patios de recreo permiten disfrutar de la calle
社區空間 長凳、座位、公園和遊樂場 · 讓我可享受街道。

PAMAYAN AT PAMBAYANG LUGAR Nakakagalak ang lansangan dahil sa mga bangko o luklukan, at ang mga paro o paláran.

LIMPIEZA Calles más limpias y aceras, sin basura y escombros; aceras y calles niveladas y lisas.
清潔情 更清潔的街道和人行道 · 沒有垃圾和廢棄物品，平坦和光滑的人行道和道路。

KALINISAN AT KAAYUSAN Malinis at walang kalat o yagit sa langasan; patag ang mga kalsada't bangketa.

VIVIENDA Más viviendas generan tráfico peatonal. Proporcionar viviendas asequibles y de ingresos mixtos para vivir
住房情況 更多住屋創造人行交通 · 提供可負擔的混合收入層居住所。

PABAHAY Ang karagdagang pabahay ay karagdagang dumaraan. Dagdagang ang pabahay na abot-kaya't "mixedincome".

MOVILIDAD Hacer que sea más fácil y más seguro moverse, incluyendo caminar, andar en bicicleta, montar en tránsito, en automóvil, etc.
進出本區 使進出本區更容易和更安全 · 包括步行、騎自行車、乘坐交通工具、乘坐車輛等。

PAGDARAAN Gawning madali at maligtas ang pagdaraan, kasama na ang paglalakad, pagbibisikleta, pagsakay sa bus o tren, pag-gamit ng kotse, atbp.

REVERDECIMIENTO DE LA CALLE Árboles, plantas, arbustos y jardines hacen de la calle se sienta abundante y atractiva
綠化街道 樹木、植物、灌木和公園 · 使街道有蔥翠感和吸引力。

GAWING LUNTIAN ANG MGA KALYE Ang mga puno'nt halaman at ang mga hardin ay nakakaanyaya sa kalaguan. at bangketa, walang magkalat at mga labi.

PROGRAMAS Y EVENTOS Más festivales, espectáculos, arte y entretenimiento
項目和活動 更多節慶 · 表演活動、藝術和娛樂。

PALATUNTUNAN AT MGA DIWANG Karagdagang pistahan, palabas dualan, sining, at iba pang libangan.

SEGURIDAD Hacer que se sienta seguro y libre de cualquier daño o amenazas, mientras en calle.
安全情況 當在這街道上 · 我感到安全和免受傷害或威脅。

KALIGTASAN Pakiramdam na ligtas ako sa perwisyo, banta o panankot sa daan o lansangan.

TOP 5

Cleanliness

Community members said “littering and debris on the streets”.

Business mix

Community members suggested greater parking availability should be tied to new businesses.

Safety & security

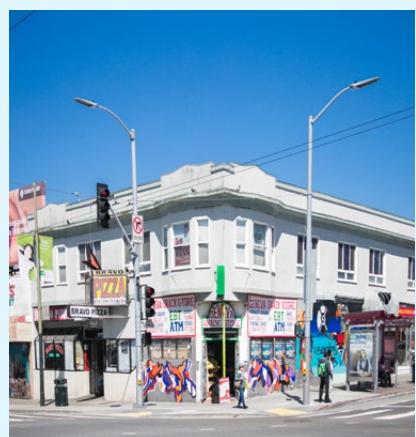
One person comments “need better lighting at pedestrian level, too many dark alcoves. Another asked “what does this entail? More policing?”

Greening the street

Many supported the comment “open, accessible green space!”

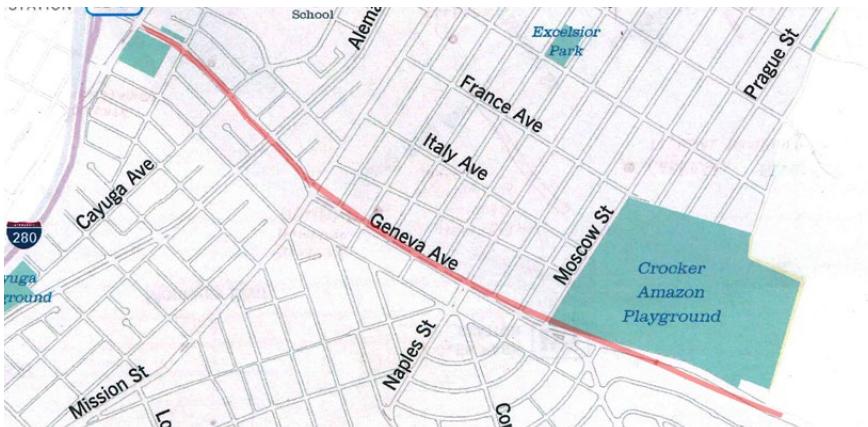
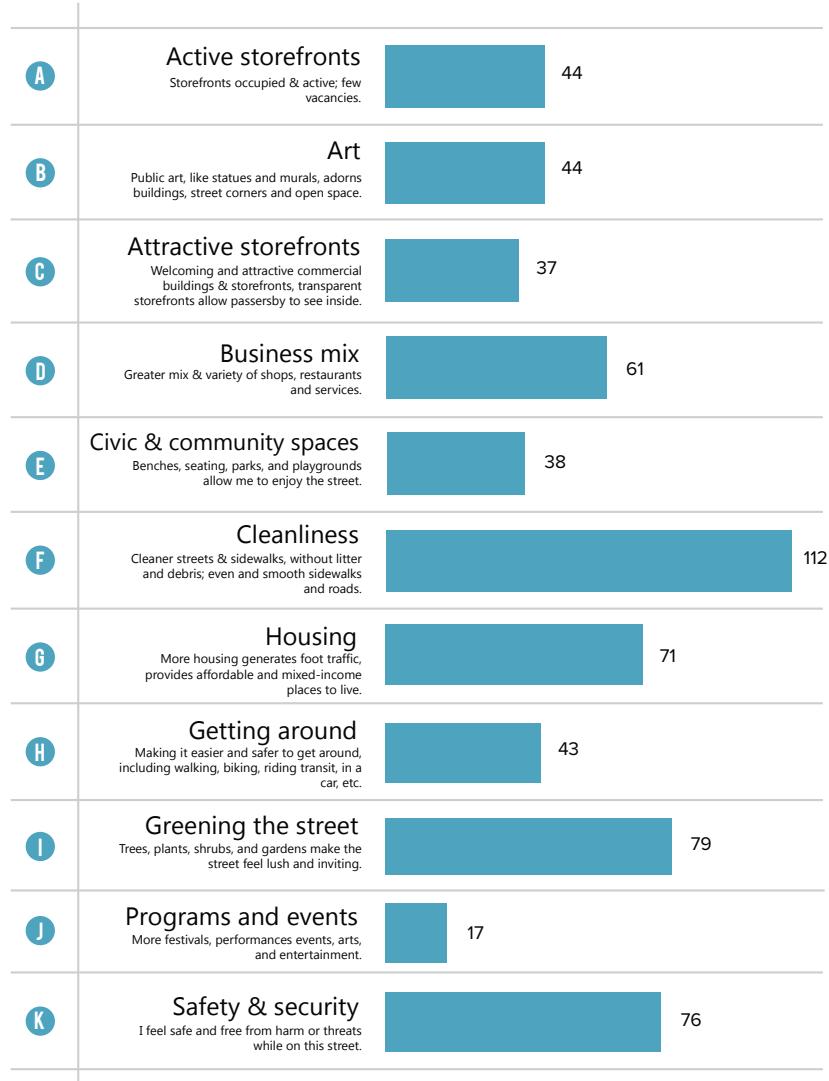
Housing

Community members stressed the need to “house people most in need” and “better solutions for low income families that leverage what’s in place”.



GENEVA AVENUE

Workshop participants were asked: which of these items would most improve your experience of Geneva Avenue?



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TOP 5

Cleanliness

Community members stressed the need for “Illegal dumping enforcement” and “more garbage cans”.

Greening the street

One community member suggested more street plantings, a green ambassador for the neighborhood and enforcing front and backyard green space.

Safety & security

People articulated that more security “doesn’t mean over-policing”.

Housing

Community members had different opinions on housing—some stressed that “housing needs to be mixed income”, while others argued to “prioritize only affordable housing”.

Business mix

Some residents think there are “too many banks and nail salons” and were opposed to more MCDs. Other community members emphasized “stability for existing businesses”.



VISION

TRANSLATIONS

- A** A medida que el vecindario mejora, conservamos lo que hace a este vecindario especial: nuestras familias, la diversidad económica y étnica, y los atributos locales.
當鄰里改善時，我們保留鄰里的特色因素：我們的家庭、經濟和種族多元性、小型企業、及本地瑰寶。
Habang umiig ng purok, pinapanatili natin ang mga bagay na katang-tangi sa ating kapitbahayan – ang ating mga pamilya, ang sari-saring katauhan, kultura at pangkabuhayan, ang mga munting negosyo, at ang mga hiyas ng ating purok.
- B** Desarrollar y mejorar el corredor comercial para que sirva a los trabajadores, al mismo tiempo que ofrezca una variedad de productos y precios.
發展和強化商業走廊，使其服務勞動人民，同時提供一系列商品和價格點。
Iunlad at palakihin ang daanang pangkalakal upang ito'y sumisilbi sa mga pangangailangan ng mga manggagawa, habang lumalako sa iba't ibang uri ng tinda at halaga.
- C** Mantener y mejorar las características del vecindario, para niños y familias, para retener y atraer a familias con niños, especialmente los negocios que atienden a las familias en el corredor comercial.
保留和強化鄰里的兒童和家庭友好特點，以保留和吸引有子女的家庭，尤其是在商業走廊服務的家庭。
Ingáñat at palakihin ang mga katangian ng kapitbahayan na pang pamilya't pambata upang ingatan at makaakit ng mga pamilyang may mga bata, lalo na ang mga negosyo sa daanang pangkalakal na sumisilbi sa mga pamilya.
- D** La capacitación laboral y las referencias conectan a los residentes con oportunidades de empleo.
連接居民和就業機會的勞動力培訓和轉介。
Isaungnay ang mga nananirahan sa mga pagkakataong pang-trabajo.
- E** Proporcionar mayores oportunidades de vivienda asequibles a una variedad de niveles de ingresos, desde aquellos con ingresos fijos y salarios mínimos hasta profesionales comenzando su carrera y establecidos.
為一系列收入層增加可負擔住房機會，從固定收入和最低工資者至早期入職和資深專業者。
Karagdagang pagkakataong pabahay na abot-kaya ng iba't ibang kanyahan – mula sa mga may nakatakdang kita o kumikita ng pinakam-ababang sahod hanggang sa mga profesional na may mas masaganang sahod.
- F** Las calles bien diseñadas y mantenidas mejoran las experiencias cuando se camina y usa bicicleta, equilibran las necesidades de los diferentes usuarios y crean calles más disfrutables y visualmente agradables.
優良設計和維持的街景，以改善步行和騎自行車的經驗、平衡不同使用者的需要、及創造更多可享受和可觀性的街道。
Ang mabuting disenyo at mantensyon ng lansangan ay nakakabuti sa paglalakad o pagbibisikleta, nakakasapat sa mga pangangailangan ng iba't ibang tao, at nakakalikha ng mas kalugodlugod at kasiyasiyang tignang lansangan.
- G** Aumentar las oportunidades de vivienda en ciertas áreas, como en el corredor comercial y cerca de tránsito público, para proveer espacio para más familias y generar más tráfico peatonal.
在某些地區，如商業走廊和交通要點，增加住房機會；以提供空間給更多家庭和創造更多人行交通。
Karagdagang pagkakataong pabahay tulad sa mga sentro ng kalakal o kung saan malapit sa BART o MUNI, upang madagdagang ang mga pabahay ng mga pamilya at maparami ang mga naglalakad.
- H** Un vecindario con gente trabajadora de todos los ingresos, incluidos los trabajadores jubilados con ingresos fijos.
一個保有所有收入層勤勞人民的鄰里，包括退休的固定收入勞動人民。
Isang kapitbahayan ng mga nagsisikap na katauhan at lahat ng hanap-buhay, kasama na ng mga retirado na may nakatakdang kita.
- I** Los residentes, los trabajadores del área y visitantes pueden llegar fácilmente, rápidamente y con seguridad a otras partes de la ciudad y sus alrededores sin un automóvil personal.
居民、雇員和訪客可以簡易、快捷和安全地進出于市內其他地方和周邊地區，無需擁有私人車輛。
Ang mga nananirahan, mga nagtatrabajo at mga bisitang walang kotse ay maadali, mabilis at maligtas tumungo o mangaling sa iba't ibang panig ng San Francisco at ibang dako.
- J** En el corredor comercial abundan los negocios centrados en el comercio minorista, servicios y comodidades para que los residentes puedan satisfacer sus necesidades y deseos dentro del vecindario
走廊充滿了鄰里為本的零售、服務和設施，讓居民在鄰里中得以滿足需要和欲求。
Ang daanang pangkalakal ay puno ng mga tindahan at serbisyo para sa mga nananirahan sa ganoon ay masasapatan ang kanilang mga pangangailangan sa loob ng purok.
- K** Una red de espacios públicos vibrantes - incluyendo parques, plazas y espacios abiertos - ofrece lugares donde los vecinos y visitantes pueden sentarse, socializar, jugar y compartir.
個充滿活力的公共空間網路--包括公園、廣場和開放空間--提供鄰居和訪客可以憩坐、交誼、玩耍和分享的地方。
Ang masiglang pangkat ng mga pambayang lugar – tulad ng mga parke, plasa and kabulusan -- ay nagbibigay ng mga lugar at luklukan kung saan maaring makibahagi, makipagkwentuhan, at maglaro ang mga magkakapitbahay.
- L** Los residentes, los trabajadores del área y los visitantes pueden moverse con facilidad, rapidez y seguridad por el vecindario y el área comercial sin necesidad de un automóvil personal.
居民、雇員和訪客可以簡易、快捷和安全地在鄰里和商業區之間活動，無需擁有私人車輛。
Ang mga nananirahan, mga nagtatrabajo at mga bisitang walang kotse ay maadali, mabilis at maligtas tumungo o mangaling sa iba't ibang panig ng purok at sa distritong pangkalakal.
- M** Este vecindario y sus corredores comerciales acogen, mantienen y nutren la diversidad cultural de los vecindarios aledaños
鄰里和商業走廊包容、維護和培育周邊鄰里的文化多元性。
Ginagalang, inaalayat at inaalaagan ng purok at ng daanang pangkalakal ang sari-saring kultura ng purok.
- N** Establecer estándares y controles de estacionamiento que promuevan la calidad del lugar, apoyen el corredor comercial y no afecten negativamente a los residentes.
定立停車標準和監控，以促進地方素質、支援商業核心、及不會對居民造成反向影響。
Tumatag ng mga kautusan at ulirang pang-parking na nagtagatugoy sa katangian ng lugar at kumakalíng sa daanan pangkalakal, at hindi sumasalinga sa mga nananirahan.
- O** El área tiene un tejido estable, diverso y bien apoyado de organizaciones basadas en la comunidad y organizaciones sin fines de lucro que proporcionan servicios, programas y un sentido de comunidad.
這地區擁有多元、支援的社區組織和非牟利機構，來提供服務、計畫和社區意識。
Ang lugar ay may matatag, sari-sari at may katig mula sa mga organisasyong pang-komunidad na nagbibigay tulong, serbisyo, at pandam-dam ng komunidad.
- P** El corredor comercial es un lugar para nuevos negocios y empresarios — incluyendo a los empresarios de bajos ingresos — para obtener un fuerte comienzo y prosperar.
商業走廊是為新商業和企劃者而設的地方--包括低收入企劃者--可獲得強勁起步和蓬勃發展。
Ang komersyal na koridor ay isang lugar para sa mga bagong mga negosyo at negosyante - kabilang ang mga mababang-kita na mga negosyante - upang makakuha ng isang malakas na simula at umunlad.

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