

**Richmond District Strategy – Follow Up Community Conversation
February 26, 2017**

TOPIC: COMMUNITY STABILIZATION

Ideas we like:

- Keeping local businesses
 - Use an existing model (Balboa Park) to create plans
 - Development process can take too long, which could be discouraging
- Policy Idea 3/7 “update existing planning code to discourage ground floor parking in development within NCDs” → written in a confusing way, describe more
 - Concerns: make sure it is realistic and practical
 - Make sure public transportation is available if parking spots are limited
 - Parking permits might be a solution, but need to ensure enough parking spots
 - You can pay and still not have a spot
- Policy Idea (1/7) “develop a toolkit or set of strategies to help displaced residents, businesses, or those who are near displacement”
 - Develop prevention plans before displacement
 - Maybe consider senior housing developments
 - Include a land trust as part of the toolkit
 - People don’t know their rights; more knowledge of their rights
 - This idea may be difficult to overcome, considering the Ellis Act
 - Unlawful owners move into Richmond
 - Focus on near displacement, should be prevent
 - Support for 317 reform!
 - Family size units needed
 - People with language barriers may be more challenged
 - Lots of passion and agreement, focus on prevention
- Policy Idea (4/7) “encourage offering more jobs within the district”
 - Would be great if neighbors could walk to work! Lots of benefits
- Policy Idea (2/7) “encourage development to lease to small/local businesses, especially along NCDs”
 - General support
 - This could help create more neighborhood personality
 - There should be some type of economic study, ie: small businesses and BRT
 - Balance neighborhood growth (density) with some larger retailers (like Trader Joe’s, Safeway)
 - Empty storefront tax
 - City-owned/funded projects can have lower commercial rents
- Policy Idea (5/7) “revitalize the district’s smaller NCDs”
 - Balboa good, but the plantings make it hard to park and use the parking system. Just have a tree; keep it simple.
 - Parklet is good, but too full 😊 great addition
 - Art and local art can help it feel special

- Create a vibe and sense of community
- La Playa could use a little “umph”
- Parks integrated with housing and other uses
- Spread parks out throughout the neighborhood
- Policy idea (6/7) “provide social services that meet a variety of needs”
 - Great example: George Washington HS → adult education class, it’s fantastic! We should have more!
- Public school quality is very important for retaining families

Table #2 (Session 1)

- Small businesses → people who own the businesses are unable to afford to live in the neighborhood
- AirB&B → there needs to be more enforcement
- Rent control allows for more tenant protection
- It’s difficult for small businesses to stay (because of rents?)
- Will market rate housing have a ripple effect and lead to displacement?
- How are we going to accommodate people?
- If we’re going to build a wide variety of housing, it needs to be occupied
- Can the City consider a vacancy tax? Or second home tax?
- Housing is a regional issue and we need to push neighboring cities to produce their fair share
- No more monster homes → potentially require ADUs and legalize in-law units
- The neighborhood needs to remain affordable for families
- Is there a way that we balance family housing and housing for singles and those in roommate situations?
- There are long-established ethnic communities in the Richmond (Russians and Chinese)
- There’s units for homeless, but speculators are sitting on the properties

Table #2 (Session 2)

- Legacy businesses (Green Apple Books and Toy Boat Dessert Café)
 - Find way to make rent more affordable for small businesses
 - Also affordability for housing for people who own businesses
 - There’s a limitation/cap on the number of restaurants located along a NCD
- Is the future increased density?
 - Should there be better ways to help displaced businesses
- The issue is not providing enough jobs within the District, but people are not getting paid enough to stay and live here
 - Police officers, teachers, and doctors cannot to afford live here
- How can we get landlords to rent out storefronts?
 - Is there a way to support merchant groups? Some type of incentivization?
 - Geary BRT → how will this impact businesses?
- There are not that many non-profits in the District
 - There needs to be more publicity to help people know that there are services
 - Non-profits all for people to connect with other members

- Childcare → utilize current sites (SFUSD and private schools for childcare)
- Enjoys the small town feel in a big city that Richmond offers → hopes that this can be preserved with development
- Maintaining the sense of community is difficult with changes in tenants and people turning over in neighborhoods.

TOPIC: HOUSING AND LAND USE

Table #3 (Session 1)

- Relax zoning for more housing
- Adding to one store commercial within existing zoning
- Expedite development process
- Understand why developers don't build here
- Ensure that infrastructure is provided
- Find ways to maintain housing stock as livable and high quality
 - Illegal bedrooms → supposed to be 2 bedrooms, but its 6 bedrooms (living room turned into a bedroom)
- 100% affordable housing may not be feasible, with new federal administration
- Affordable housing should very low income households

Table #3 (Session 2)

- Reduce parking requirements and establish RPPs
- Design standards are need to avoid 60s/70s architecture
- Infrastructure improvements is needed (Muni)
- Concerns over need for road repair → coordination between agencies
- Encourage affordable housing, establish the right rates of inclusionary
- Provide affordable housing to lower and very low income households
- "The Cliff" households who can't qualify for affordable housing or market rate
- Richmond also has to provide housing to all income, especially lower income
- Concerns about people currently living here
 - Don't want evictions in Mission here
- Small businesses → rent goes up

Table #4 (Session 1)

- Section 317 was discussed
- Identify sites for affordable housing
 - Empty parcels of land
 - Put in 100% affordable housing
 - For who? What level?
 - Housing for mixed income so people are not priced out
 - Balance
- Multi-family housing

- Apartments
- Condos
- Preserving existing housing
- Teacher housing
- Additional community conversation so the issue can be discussed

Table #4 (Session 2)

- Its affordable to live in the Richmond and there is rent control
- Concerned about building for market rate housing and influences from housing prices
- Residents care about the neighborhood
- How do we put in more people without more cars
- Eviction free zones?
- 100% affordable housing
- Richmond should be a place where average income earners should be able to live
- What does affordable mean? Based on income?
 - What is the breakdown of the affordability formula?
- Can people of different incomes live here?
- What are some of the impacts when new development is put in?
- Development should occur around transportation
- Relaxing zoning restrictions to help housing
 - Geary Blvd is a great street to build housing and maybe relax the zoning
- Why are certain areas asked to accommodate certain patterns
- Design of building up a mid-rise or higher density building

TOPIC: BIKE/PED SAFETY, PARKS, AND NEIGHBORHOOD FACILITIES

Table #5 (Session 1)

- Fulton St
 - Why are there no crosswalks on the odd street numbers?
 - What can we do to make this happen?
 - Many seniors and kids crossing Fulton St to parks, Park Presidio, Clement St and 36th Ave (more stop signs are needed)
 - SFMTA needs planners/reorganization by District or neighborhood
 - Better traffic calming → even with traffic lights, there are lots of crashes
 - Let's look at cities that work → e.g. Montreal, Sweden, Amsterdam
 - Multi-modal streets → e.g. rails or dedicated buffer lanes for bikes and peds
- Better pedestrian signs
 - Seniors crossing signs
 - Currently too many sign/sign fatigue
- More bulb-outs in Richmond (25th Ave and Geary Blvd)
- Test in small steps from cities that are working

Table #6 (Session 1)

- Bike boulevards like Berkeley
- Residential Permit Parking
 - Discourage Auto
 - Raise \$\$ (prices)
- Retain businesses, not garages
- Difficult to be car-free as a family
- Good transportation needed for people to give up cars
- Fulton St – crosswalk safety e.g. flashing beacons
 - It's unsafe – drivers are too fast
- Geary BRT- more outreach needed
- Congestion pricing for Geary
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Session 2

- Bike lanes – cycle down streets with local businesses
 - California St → a lot of accidents
 - Fulton St → already crowded
- Focus improvements on Cabrillo
- Slow down cars on Fulton but HOW?
- California = more realistic for adjustments , room to grow, wide
- What are cyclists choosing? Flat? Commerce
- Very few routes east-west, big gap
- Anza identified by BRT, good option and less conflict
 - Neighborhood greenway, shared road, speed calming
 - Anza primary route for emergency vehicles, cant it be shifted?
- East-west, north-south bicycle connection improvements
- Pedestrians crossing on Fulton → entrance to park has unsafe intersections
- 22nd Ave and Geary Blvd → improve this intersection with traffic light?
- Pedestrians crossing Geary and Park Presidio → tripping hazards
- Lake St and Park Presidio Blvd – bike lane disappears and that's dangerous. It feels safer to “say walk” than to cross intersection
- Painted bulb-outs are a good idea, but If they're just painted, cars will park there
- Parking difficult- cyclists not respectful of the road
- Bad design can cause bad behavior
- No enforcement!
- 4-way stops work well and feel safer
- There's a lot going on Balboa Street, cars drive slower
- Some streets should be loading only

- People (pedestrians) are fighting loading trucks/areas to walk across → this brings conflicts, sidewalks are too narrow
- LED lights demarcating bike lanes (safer environment)
- Crossing north of California from Clement, especially at unsignalized intersections (especially crossing 4-lanes) → can traffic calming and road diets help?
- Parked cars block views
- Encourage more multi-purpose centers for seniors, children and families
- We need a way to track progress on these proposals, something tangible
 - How will we know which action items were put in place?