

**Excelsior & Outer Mission Neighborhood Strategy**  
Working Group  
Public Realm Subgroup

**Date:** Wednesday, September 6, 2017

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**Staff Facilitators:** Jorge Rivas, San Francisco Office of Economic and Workforce Development

**Notes taken by:** Jorge Rivas, San Francisco Office of Economic and Workforce Development and Rachael Tanner, San Francisco Planning Department

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Attendance:

***Working Group Participants***

Summer Koide

Kate Taylor

Ulysses Rivas Canjura (Alternante)

Aaron Goodman

***Partner Agencies & Organizations***

Stephanie Cajina, Excelsior Action Group

Rachael Tanner, SF Planning Department

Paul Chason, SF Planning Department

**Notes**

**Subgroup Ground Rules**

- Start and finish on time
- Don't talk over each other
- Respect each other's opinions
- Think outside the box
- Limit public comment, when a larger number of people are in attendance, such as 10 or more people
- If stuck on a particular topic, table the topic and revisit later
- Facilitators/leaders push items through

**Presentation by Summer Koide**

- Murals
  - Large walls, buildings and walls
  - Scales of murals
- Bus Shelters and Sidewalk Features
  - Review design shelter guidelines
  - Need to be proactive about maintenance
  - Narrow walkways
  - Re-expose the decorative sidewalk features
  - Improve sidewalk unevenness

- Steaming Cleaning Program
- Reward merchants/property owners
- Parklets- Explore other ways to active
  
- Short-term ideas
  - Painted Utility Box Art Program
  - Palm Tree Pruning
  - General Tree Pruning
  - Sparkling Streets with Glassphalt
  - Repaint light posts and Refreshing them
    - Info on light posts
  - Education and outreach on SF Shines, façade improvements and storefront transparency
  
- Long-term ideas
  - Excelsior Neighborhood Welcome Sign
  - Underground utility cables
  - Reduce Visual clutter, storefront sign removal, other
  - Landmark ideas, heritage and lighted signs
  - Repave street

### **Presentation by Aaron Goodman**

- Entry Bridge at Mission Street, lights and other amenities
- Bike Connections, green areas with pavement
- Revitalized storefronts, new design guidelines
- Work with property owners on new open spaces
- Brand the neighborhood based on history and values, working class, engines,
- Entry/gateways into the neighborhood
- Incorporate art or more creative uses into street/community furniture (i.e. newspaper racks)
- More active and well deigned public spaces
- Beer garden, signage, food trucks, lighting, etc.
- Public Zones are missed opportunities, explore ways to active them
- Public Private Partnerships
- Litterbug Campaign – illegal dumping outreach and street cleaning campaign
- Good Neighbor commitment campaign

### **Considerations**

- **Short Term vs Long Term strategies**
- **Alleyways**
- **Farm Areas**
- **Pilot Areas and Programs**
- **What is public land?**