

Excelsior Outer Mission Neighborhood Strategy
 Results from 9-21-17 Working Group Meeting

	Indicates present consensus; all support.			
	Indicates near consensus. Up to 3 indications of needing more information/modifications or no support.			
	Consensus	Near Consensus	No Consensus	To Be Considered
Goals - 16 Goals	6	4	4	2
	38%	25%	25%	13%
Strategies & Tactics - 71 Total	8	20	26	17
	11%	28%	37%	24%
Mission Street is a safe, inviting, and enjoyable place for pedestrians.	I support this goal	I support this goal with some modifications or information	I do not support this goal.	
	13	0	0	
	Generally, I recommend this strategy.	I would recommend this strategy with some modifications or more information.	I do not recommend this strategy.	
Develop a foundational public realm plan that (1) provides guidance for near-term public realm improvements and that (2) builds on previous streetscape efforts.	10, 1 staff	1	0	
Develop a longer-term public realm plan that considers larger-scale, transformative public realm improvements.	10	0	0	
Research and consider a transformative reconfiguration of the Mission & Geneva intersection.	10	1	0	
Research and consider a transformative reconfiguration Mission/Persia/Ocean intersection.	11	2	0	

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Identify strategies to slow vehicular traffic on Mission Street , while encouraging motorists trying to "get thru" the neighborhood to use Alemany.				
Improve pedestrian infrastructure in the NCD (neighborhood commercial district).				
Plan and implement pedestrian safety measures such as soft tip posts, painted safety zones, flashing beacons, etc.				
Create pedestrian/bike or shared street that connects France to Alemany ; could potentially serve as public space for MOHCD housing at funeral home site				
Install a crosswalk on Mission between Onondaga and Seneca.				
Review bus shelter design and location with the SFMTA.				
Pedestrian connections to Mission Street are safe and inviting.	I support this goal	I support this goal with some modifications or information	I do not support this goal.	
	11	0	0	
	Generally, I recommend this strategy.	I would recommend this strategy with some modifications or more information.	I do not recommend this strategy.	
Identify and create safe pedestrian connections from neighborhoods to the Mission Street corridor.	8	0	0	
Enhance pedestrian connection between Mission NCD and regional transit hubs (Balboa Park and Glen Park BART).	9	1	0	
Fund and implement pedestrian improvements planned for Ocean Avenue , from CCSF to BART and from BART to Mission Street.	8	3	0	
Bike connections to and through the NCD are safe and free from vehicular collisions.	I support this goal	I support this goal with some modifications or information	I do not support this goal.	
	8	1	0	

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	Generally, I recommend this strategy.	I would recommend this strategy with some modifications or more information.	I do not recommend this strategy.	
Identify and create safe bike connections from neighborhoods to the Mission Street corridor.	10, 1 staff	0	0	
Enhance bike connection between Mission NCD and regional transit hubs (Balboa Park and Glen Park BART)	7	0	0	
Identify gaps in the bike network and work to create a complete network of separated and protected bike lanes.	8, 1 staff	0	2	
Encourage active street frontage.	I support this goal	I support this goal with some modifications or information	I do not support this goal.	
	13	0	0	
	Generally, I recommend this strategy.	I would recommend this strategy with some modifications or more information.	I do not recommend this strategy.	
Activate vacant storefronts through pop-up shops and art installations.	9	3	0	
Prioritize attracting new businesses to vacant storefronts.	6	1	0	
Encourage active and welcoming streets by encouraging storefront transparency through outreach to shop owners and enforcement.	15	1	0	
Green the public realm.	I support this goal	I support this goal with some modifications or information	I do not support this goal.	
	13	0	0	
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Identify an appropriate and desirable plant palette to guide planting choices on the corridor.	12	1	0	
Encourage near-term, small-scale greening through planter boxes and filling empty tree wells.	11	1	0	
Prune the trees currently located on the commercial corridor.	14	0	0	
Clean the public realm.	I support this goal	I support this goal with some modifications or information	I do not support this goal.	
	13	0	0	
Develop a multi-lingual, and multicultural anti-litter campaign. This can include graphics, clean up events, use of 311, and efforts to discourage litter and dumping	14	0	0	
Investigate root causes of dumping.	12	2	0	
Enforce existing sidewalk cleanliness regulations.	13	3	0	
A network of vibrant public spaces--including parks, plazas, and open space--offer places where neighbors and visitors can sit, socialize, play, and share.	I support this goal	I support this goal with some modifications or information	I do not support this goal.	
	9	0	0	
	Generally, I recommend this strategy.	I would recommend this strategy with some modifications or more information.	I do not recommend this strategy.	
Develop a public space plan that identifies (1) public locations that could be enhanced and (2) private locations that could be acquired for public space.	11	0	0	
Allocate funds to develop a conceptual design of the Persia Triangle.	7	4	0	
Allocate funds to develop a conceptual design for public space at Whittier and Mission Street.	3	5	0	
Engage more businesses in the construction of parklets (or farmlets) to create more open space.	7	3	3	

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Use art and design to create a sense of place that reflects and reinforces the character and identities of the area.	I support this goal	I support this goal with some modifications or information	I do not support this goal.	
	8	5	0	
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Develop a public art plan that, integrates with the public realm plan, to identify areas for art within each node. (This could be integrated into the public realm plan).	6	4	0	
Consider a wide range of public art types , includes types not seen as frequently such as sculpture, sidewalk murals, signage, banners, and other ideas.	8	6	0	
Consider art that is unique to the commercial corridor (as opposed to murals that are in many parts of the city).	8	5	0	
Develop entry signs at "entrances" to the district and at different nodes	4	8	0	
Use "everyday" objects to give identity to nodes and serve practical purposes: benches, street lights, plantings, signage, banners	15	0	0	
Develop a "historic sign program" that would help identify and restore signs that contribute to neighborhood history and character.	4	4	1	
All branding, art, design, and communication strategies must be multi-lingual and multicultural so that everyone feels connected to the corridor .	8	4	2	
Develop a stable and secure source of funds to construct, maintain, and enhance public realm improvements.	I support this goal	I support this goal with some modifications or information	I do not support this goal.	
	11	4	0	

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	Generally, I recommend this strategy.	I would recommend this strategy with some modifications or more information.	I do not recommend this strategy.	
Establish a committee of property & business owners to <i>investigate and research</i> the impacts and viability of a community benefits district .	2	11	2	
Establish a committee of property & business owners to <i>investigate and research</i> the viability of a green benefits district .	2	9	3	
Analyze the potential funds generated from impact fees charged to new development; analyze the costs and benefits of the impact fees.	1	11	3	
Increase feeling of safety in the corridor and reduce incidents of violence.	I support this goal	I support this goal with some modifications or information	I do not support this goal.	
	12, 10	3, 1	0, 0	
	Generally, I recommend this strategy.	I would recommend this strategy with some modifications or more information.	I do not recommend this strategy.	
Increase safety by encouraging businesses to install security cameras . Provide funding & technical support.	5, 3	7, 5	1, 4	
Encourage more business to install exterior lighting on the sidewalk	11, 7	3, 3	0, 1	
Install pedestrian sidewalk lighting.	8, 9	1, 1	0, 0	
Assemble a multi-agency taskforce to systematically and consistently address criminal activity and code violations.	2, 4	7, 6	0, 0	
Encourage SFPD to deploy beat cops (foot/bike patrol) in the NCD.	6, 9	2, 3	0, 0	
Collaborate with SFPD to ensure the presence of beat cops and other safety measures encourages feelings of safety and does not lead to harassment of residents, customers, and workers.	4, 8	4, 0	0, 0	

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Encourage the development of a fully family friendly corridor, one that works for "ages 8 to 80"--that is for children and seniors alike!	I support this goal	I support this goal with some modifications or information	I do not support this goal.	
	9	1	0	
	Generally, I recommend this strategy.	I would recommend this strategy with some modifications or more information.	I do not recommend this strategy.	
Incorporate play features into public open spaces and plazas	7	1	1	
Define the types of businesses and services families and seniors need in the neighborhood.	4	7	0	
Increase the number of family-friendly businesses through attraction of new businesses and adaptation of existing businesses.	10	1	0	
Small businesses thrive on in the NCD	I support this goal	I support this goal with some modifications or information	I do not support this goal.	
	10	2	0	
	Generally, I recommend this strategy.	I would recommend this strategy with some modifications or more information.	I do not recommend this strategy.	
Develop and fund multi-lingual Excelsior Business Leadership Program to provide training to support small businesses.	6	2	2	
Outreach to businesses to increase participation in existing programs; ADA, façade improvements, lighting, cameras, legacy businesses, etc.	6	4	0	
Develop " façade improvement express " program that allows business owners to make quick improvements to their storefront.	13	1	0	
Develop a loan fund to help business owners to purchase property, and thereby increase their stability from displacement due to rising rents.	12	2	0	

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Research the impacts of pursuing formula retailers as "anchors" along the corridor. What could be the impacts? Would such a strategy be feasible? Would such a strategy be desirable?	3	4	3	
Improve permitting process for businesses at the City & County level.	I support this goal	I support this goal with some modifications or information	I do not support this goal.	
	8	4	0	
	Generally, I recommend this strategy.	I would recommend this strategy with some modifications or more information.	I do not recommend this strategy.	
Streamline the permitting process - Produce recommendations on how to reduce the number, cost, and time required to obtain permits for opening, operating, and expanding small businesses	10	4	0	
Have single point of contact for new businesses opening in district , shepherding entrepreneurs and property owners through the permitting processes.	7	3	0	
Establish parking standards and controls that promote quality of place, support the commercial core, and do not adversely affect residents.	I support this goal	I support this goal with some modifications or information	I do not support this goal.	
	4	5	0	
	Generally, I recommend this strategy.	I would recommend this strategy with some modifications or more information.	I do not recommend this strategy.	
Encourage turnover of parking spaces on the commercial corridor to increase the volume of motorists who have access to the NCD each day.	2	6	0	
Build a parking structure near the commercial corridor to allow motorists to more easily visit the corridor.	2	4	5	
Enforce meter time so people don't overstay meter time	5	3	1	

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Install more short-term meters (20 min, 30 min, 1 hour)	2	4	0	
Sharing of private parking lots during "off hours"	8	1	0	
Allow a period of "free" meter time , such as first 10 or 20 mins a vehicle is parked.	2	4	3	
Goals, strategies, and tactics below were inadvertently omitted from the working group meeting on 9-21-17. Therefore, there is no tally.				
The commercial corridor is a destination that has a sense of place that reflects and reinforces the area's character and layered identity.	I support this goal	I support this goal with some modifications or information	I do not support this goal.	
Identify a series of " nodes " to create a sense of distinct places and destinations along the corridor	Generally, I recommend this strategy.	I would recommend this strategy with some modifications or more information.	I do not recommend this strategy.	
Develop nodes based on identifiable assets in each node.				
Work with nearby businesses in the development of each node.				
Consider policies that can encourage certain uses to concentrate in each node.				
Develop multi-cultural and multi-lingual branding for the corridor that contains sub-brands for each node.				
Encourage more jobs on the commercial corridor to bring opportunities to residents and bring more daily visitors to the corridor.	I support this goal	I support this goal with some modifications or information	I do not support this goal.	
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Support the development and expansion of institutions and programs that help entrepreneurs and small business owners.				
Potential institutions include:				
<i>Business Incubator</i>				
<i>Food Hall</i> - Food vendors can reduce costs through a shared space. Can also be a destination.				
<i>Shared Market Space</i> - Entrepreneurs can reduce costs through a shared space.				
<i>Co-working Space</i> - Could provide an opportunity for those who might work from home or have side-businesses.				
<i>Maker Space</i> - Provides opportunities for youth and adults to learn about making things (with technology like 3D printers or "old school" tools) and to collaborate.				
<i>Consider</i> permitting a greater variety of uses on the second floor, such as offices. Assess the potential demand for and impact of such uses. Develop means to <i>connect local residents to these jobs</i> .				