

Potential Public Realm Strategies Discussed 9-18-17

- I. **Create a public realm plan that fully addresses the need for new public space acquisition, lighting, street furniture, banners, art.**
 - a. Budget for Planning Dept/Public Works/MTA for this process
 - b. Budget for implementation
 - c. Plan should
 - i. Consider major sidewalk and street reconfiguration that slows the traffic on Mission Street at certain node(s) and significantly enhances pedestrian safety and the pedestrian experience.
 - ii. Closing Ocean from Persia to Mission; making it only passable for buses
 - iii. Pedestrian connection from Mission to Alemany through the funeral home site **and possibly the safeway site redevelopment**
 - d. Require new development to contribute directly to the implementation of the public realm plan **including site acquisition contributions for new public zoned spaces along the mission corridor.**
 - e. Review / reconsider bus shelter placement and configuration
 - i. **Ensure bus shelter does not hinder pedestrian safety and line of sight, as well as ensure enough sidewalk space for strollers to pass through bus stops**
 - ii.
 - f. Establish a 'menu' of choices for pavement, sidewalks, lighting and street furniture to help business owners make decisions that align with the district plan
- II. **Establish impact fees for new development (*divide equitably and have review controls of what it funds to show how impacts are assessed and spent, possibly public decisions on improvements [example: public open design competition])**
 - a. **Transit**
 - b. **Open Space**
 - c. **Housing**
 - d. **Public Realm**
- III. **Form a Community Benefits District to maintain streetscape**
 - a. **Consider including a training local jobs program for seniors, youth, and existing community members connected to the Excelsior Works program.**
- IV. **Develop anti-litter (including no bird-feeding) and anti-dumping campaign**
 - a. Messaging
 - i. **Ensure signage to discourage litter and dumping is multi-lingual (or graphic)**
 - ii. **Strategy to remind/ educate people (and businesses) of proper waste disposal (e.g., sorting into carts, Recology pickups, hazardous waste and waste oil, making sure styrofoam isn't blown all over the place, ideas for reducing the bulk of trash)**
 - iii. **Ask businesses that generate single use food container waste (e.g., coffee cups, clamshells) to contribute funds to help pay for anti-litter programs and to post signage in their establishments about proper waste disposal/ or encourage businesses to become eco friendly.**
 - b. Enforcement
 - c. Fines & Consequences

- d. Resolve Issue of trash cans – whether to have or not have public cans? Do homes have enough trash bins of the right size?
 - i. **Ways to discourage those who go through public and residential trash bins for recyclables**
- e. **Assistance to businesses - free paint program?**
- f. **Regular (once a month?) community cleanup days so businesses and residents can pitch in and build community**

Green the Corridor

- g. CBD or Green Benefits District to maintain
- h. Encourage greening through small-scale through planter boxes, street trees,
- i. Larger scale bioswales/green infrastructure, green walls, through public realm plan, impact fees, and new development
- j. Short term push to prune street trees and palms

V. Use Public Art to communicate neighborhood identity; creating a sense of cohesion and creating a pleasing and inviting place to be. Art can also designate the different “nodes” within the corridor.

- a. Murals
 - i. Mural Event/Community Building, Can Make Excelsior a Destination Pow Wow Event (<http://powwowhawaii.com/>)
 - ii. Potential Locations include:
 - 1. First choice: US Bank
 - 2. Other choices: Safeway wall, Taqueria Guadalajara building, Frank’s ATM Market, Goodwill Theatre building at intersection of Ocean and Mission, Botanica at Geneva and Market, Northeast corner of Mission at Italy, Blue building above Popeye’s, on France at Furniture Center
 - 3. **McLaren Water Tower**
- b. Walls
- c. Sidewalk Murals
- d. Distinctive Entry Signs
- e. Street Banners
- f. Statues/Durable public art
- g. Collective program to activate multiple utility boxes with Utility Box art program
- h. Activate vacant storefronts w/art,
- i. Historic signs as art; designate (*utilize the mills act, legacy business funds, and preservation groups like NTHP, ASLA, DOCOMOMO_Norcal, SF Heritage, or community organizations to identify sites items the community wants to see protected)
- j. Wayfinding through art
- k. **Public Plazas, Gardens, Quiet Zones, and Meeting/Event Niches.**

VI. Focus on one node to implement catalytic interventions to showcase potential

- a. Fund 18 month pilot
- b. Trees, flowerboxes; tables & chairs; safety cameras, lighting & lampposts, public art, enforcement of transparency standards, façade enhancements (SF Shines program),
- c. Measure before and after impacts on businesses.

- VII. Fully realize the Persia Triangle (*or seek an alternative site(s) for entry features and as a new public amenity for the district.) Examples;**
 - a. Triangle Site at bridge near Manila Market that has public stair down to Alemany
 - b. Bike Route that connects the Excelsior along Alemany (into pedestrian/bike improved path)
 - c. Smaller site acquisitions along the corridor transform to public park/plazas at “T” intersections
 - d. Triangle Sites out past Geneva towards Daly City and areas like the small street at the Cavalry Baptist and Plaza that can be transformed to parks and public spaces even if temporary.
- VIII. Expand Opportunities for SF Shines program**
 - a. Loan fund for property purchase
 - b. Make it possible and encourage façade improvements to include sidewalk lighting
 - c. Make it possible and encourage greening of some level
 - i. Provide landscaping information and other resources for homeowners and businesses for free or discounted price
 - d. Create “catalog” of easy lighting and greening options for businesses.
 - e. Make a list/sheet that helps owners of homes or businesses know what needs are seen for their buildings and how/whom to contact on the Excelsior Planning Committees for support on ideas or simple improvements that can be an assist, or community involved improvement.
- IX. Sign Restoration and Support**
 - a. Provide incentives for businesses to restore / refurbish and upgrade their signage
 - b. Create a recognition program for businesses with “showpiece” signage
 - c. Legacy Business (Restaurants) and funds for restoration of signs.
- X. Publicity**
 - a. Need easy-to-access way to locate information on the EWG efforts
 - b. Make use of social networking resources such as NextDoor
- XII. Lighting & Safety along the Mission & Geneva Corridors**
 - a. Pedestrian level lighting along Mission & Geneva streets, connecting Balboa Park BART station to the commercial corridor to encourage foot/bike traffic from public transit hub
 - b. Require commercial space (vacant or active) to have outdoor lighting from sunset to sunrise.
 - c. Reconsider requirement or usage of awnings that can create dark enclaves or jeopardize public safety