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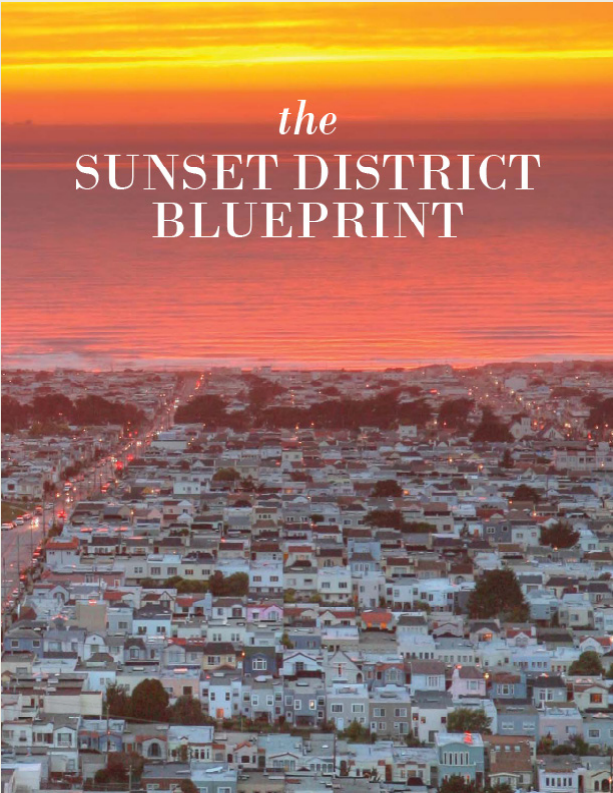
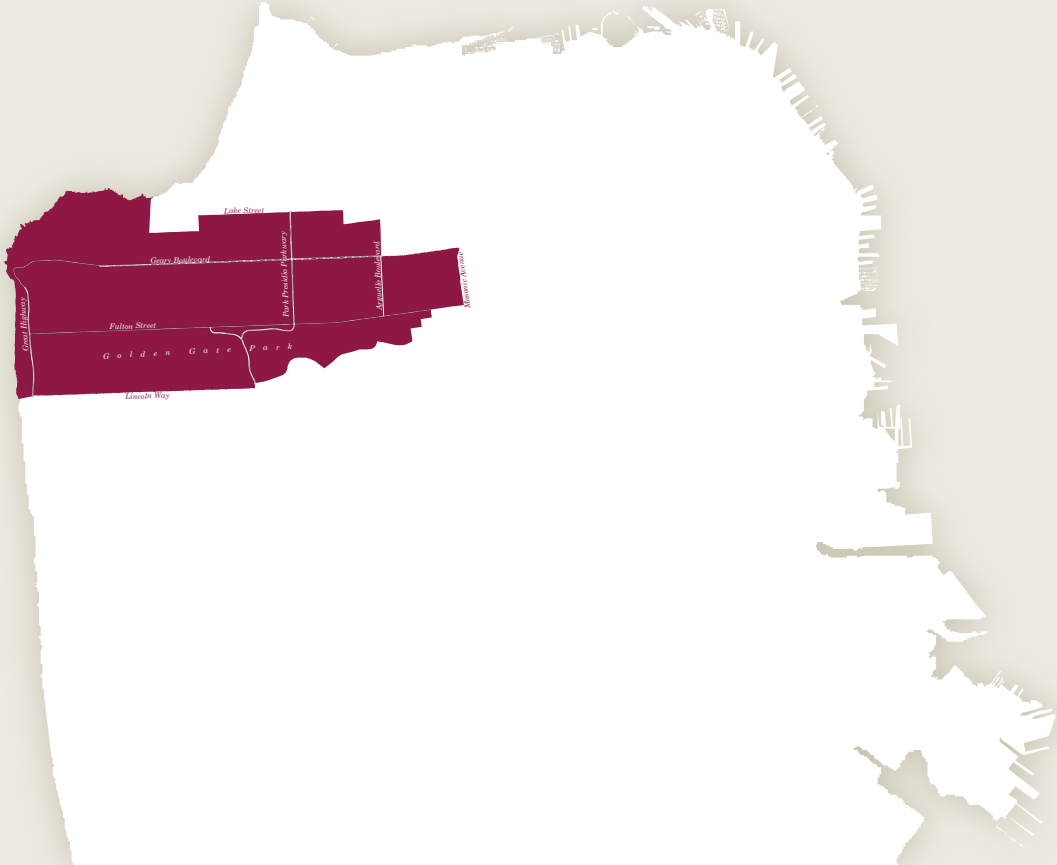
THE RICHMOND DISTRICT STRATEGY



TODAY'S PRESENTATION

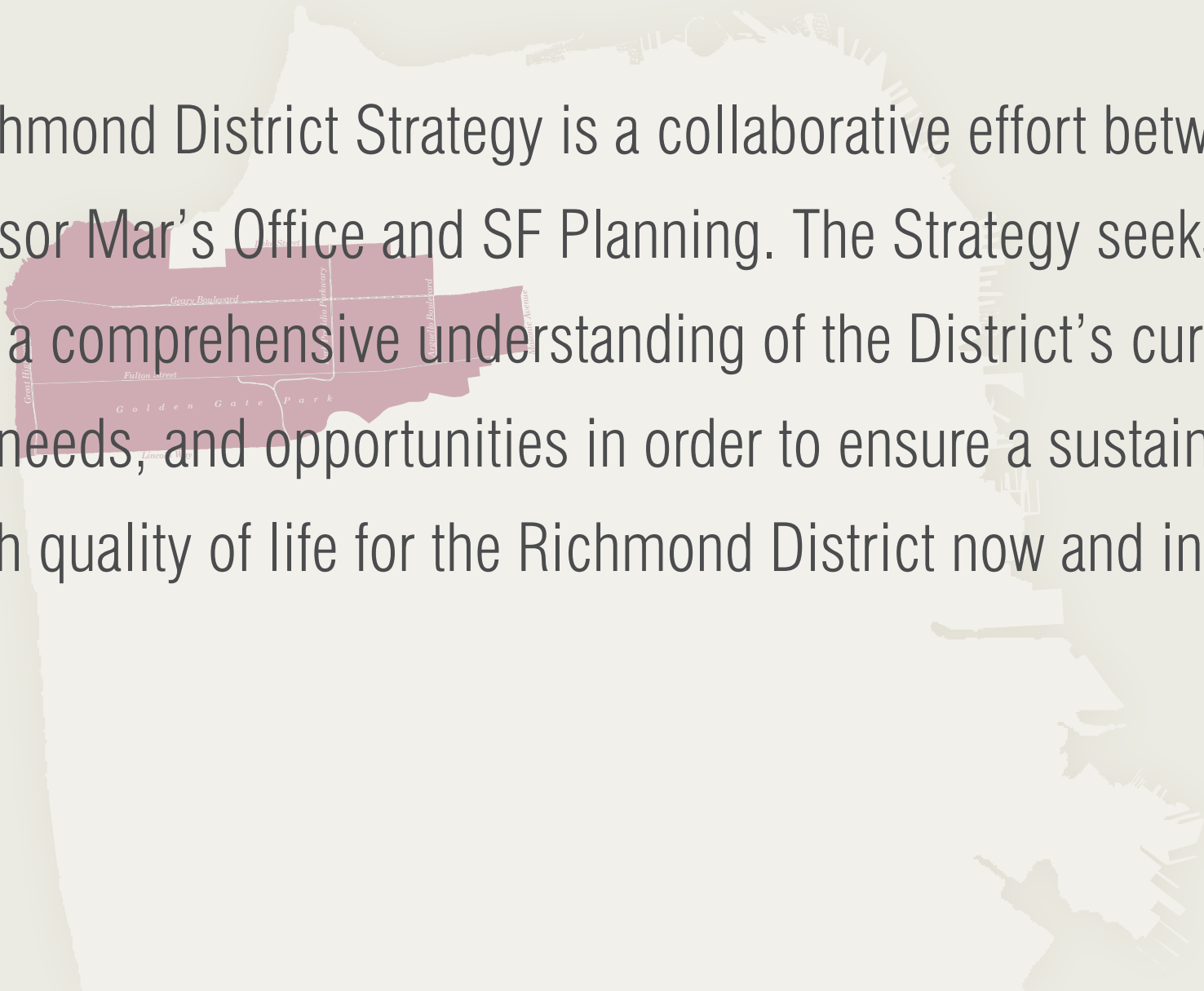
- Project Context
- Project Scope
- Outreach Process
- Finding highlights
- Next steps

PROJECT CONTEXT AND OVERVIEW



PROJECT INTRODUCTION

The Richmond District Strategy is a collaborative effort between Supervisor Mar's Office and SF Planning. The Strategy seeks to provide a comprehensive understanding of the District's current trends, needs, and opportunities in order to ensure a sustainable and high quality of life for the Richmond District now and in the future.



PROJECT SCOPE



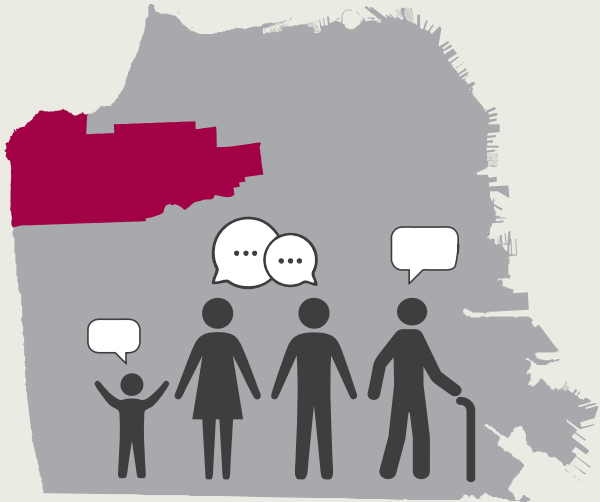
Supervisor District 1

EXISTING CONDITIONS REPORT



Supervisor District 1

COMMUNITY NEEDS ASSESSMENT SURVEY



Existing Conditions
Analysis
*Completed
September 2015*



Community Needs
Assessment Survey
*Completed
June 2016*



- Identify Community Priorities
- Establish Community Goals
- Create Policies and Solutions to Reach these Goals



Richmond District

EXISTING CONDITIONS REPORT



Richmond District
**COMMUNITY NEEDS
ASSESSMENT SURVEY**

OUTREACH METHODS

- Reached out to existing community events rather than hosting new meetings.
- Extended outreach to “hard-to-reach” populations including lower income, and non-English speaking residents.
- Chinese speaking staff improved engaging mono-lingual Chinese residents.
- Online and in-person survey outreach:
October 2015- January 2016



**1413 Survey
Respondents**

WHAT HAVE WE LEARNED SO FAR?

NEIGHBORHOOD OVERVIEW

- Population growth is slow compared to the City.
(12% growth rate since 1980 vs. 18% Citywide growth)
- Population is getting older.
(Residents between the ages of 35 to 64 make up 41% of the Richmond population in 2014, up from 38% in 2000.)
- Share of higher income households has doubled since 2000.
(Households earning \$150,000 made up 21% of Richmond residents in 2014, up from 10% in 2000.)
- Majority of residents are renters.
(66% of residents are renters)
- Over half of residents are non-white.
(51% of Richmond residents are non-white)

VULNERABLE GROUPS IN THE RICHMOND

How has neighborhood change affected these groups?



RENTERS have increasingly been facing evictions. Outer Richmond has the 4th highest no-fault eviction rate.



LOWER-INCOME HOUSEHOLDS are being replaced by those of higher income.



SENIORS could experience severe hardship if evicted with over half earning less than \$45,000 annually.

VULNERABLE GROUPS IN THE RICHMOND (CONT'D)

How has neighborhood change affected these groups?



SMALL BUSINESSES in the Richmond have lower asking rents than Citywide but are vulnerable to rent increases.



HOUSEHOLDS WITH CHILDREN of low and moderate income are being replaced by those of higher income.

HOUSING AFFORDABILITY

Median asking rent
for a 2-bedroom apartment

\$3,000

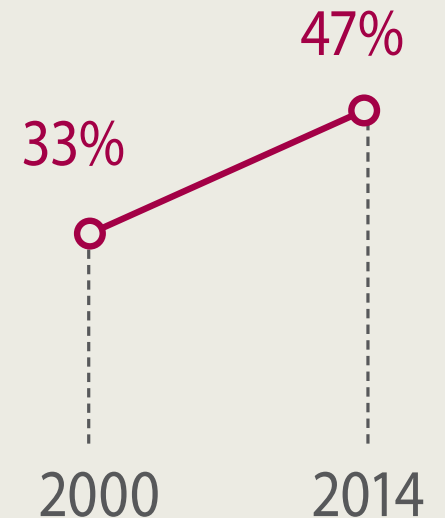
Required annual income
to be affordable

\$120,000

Less than 47% of Households can afford this rent.

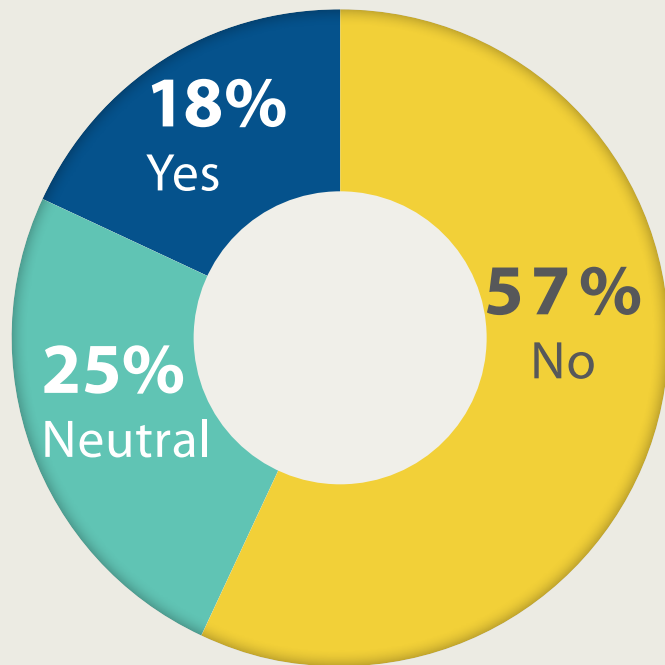
More households are rent burdened.

Rent Burden Households: those paying
more the 30% of their income for rent or
mortgage.



HOUSING NEED & TRENDS

Is housing sufficient in the Richmond?



Less than 1% of Citywide Pipeline Units are in the Richmond

About **3%** of the citywide total of **affordable units** are in the Richmond.

DEVELOPMENT OPPORTUNITIES

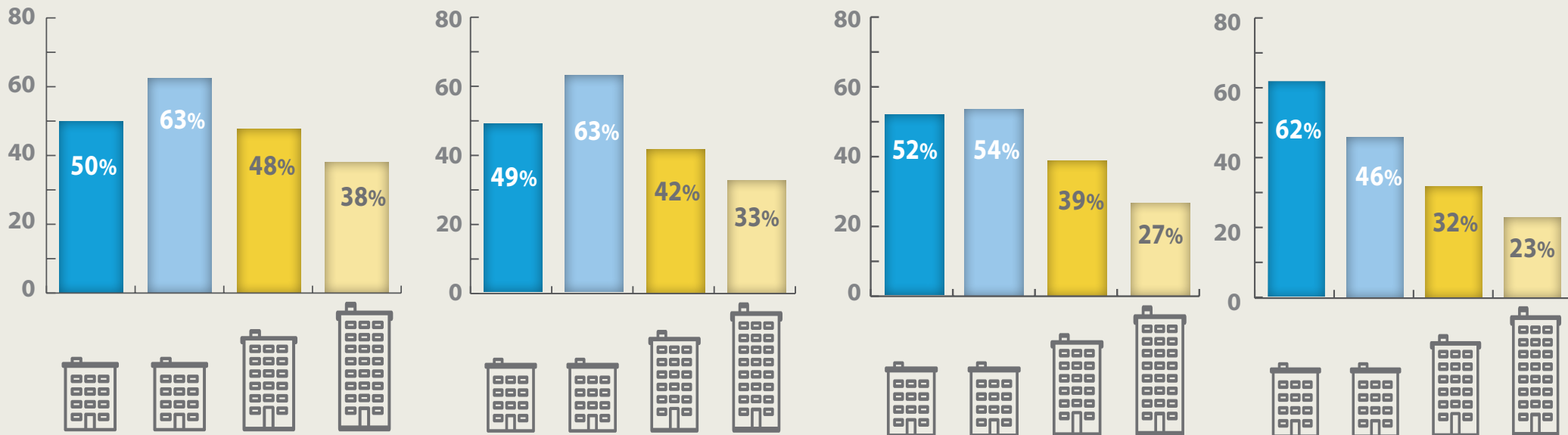
70% of respondents expressed interest in at least one type of new housing development.

Less than \$45k

\$45k to \$90k

\$90k to \$150k

More than \$150k



4-story project:
11- 18 units
(12% affordable)

4-story project
w/more units
(20% affordable)

6 or 7 story
project (30%
affordable)

8 story project
(more than 30%
affordable)

NEIGHBORHOOD COMMERCIAL

86% of respondents **WALK** to their local shops

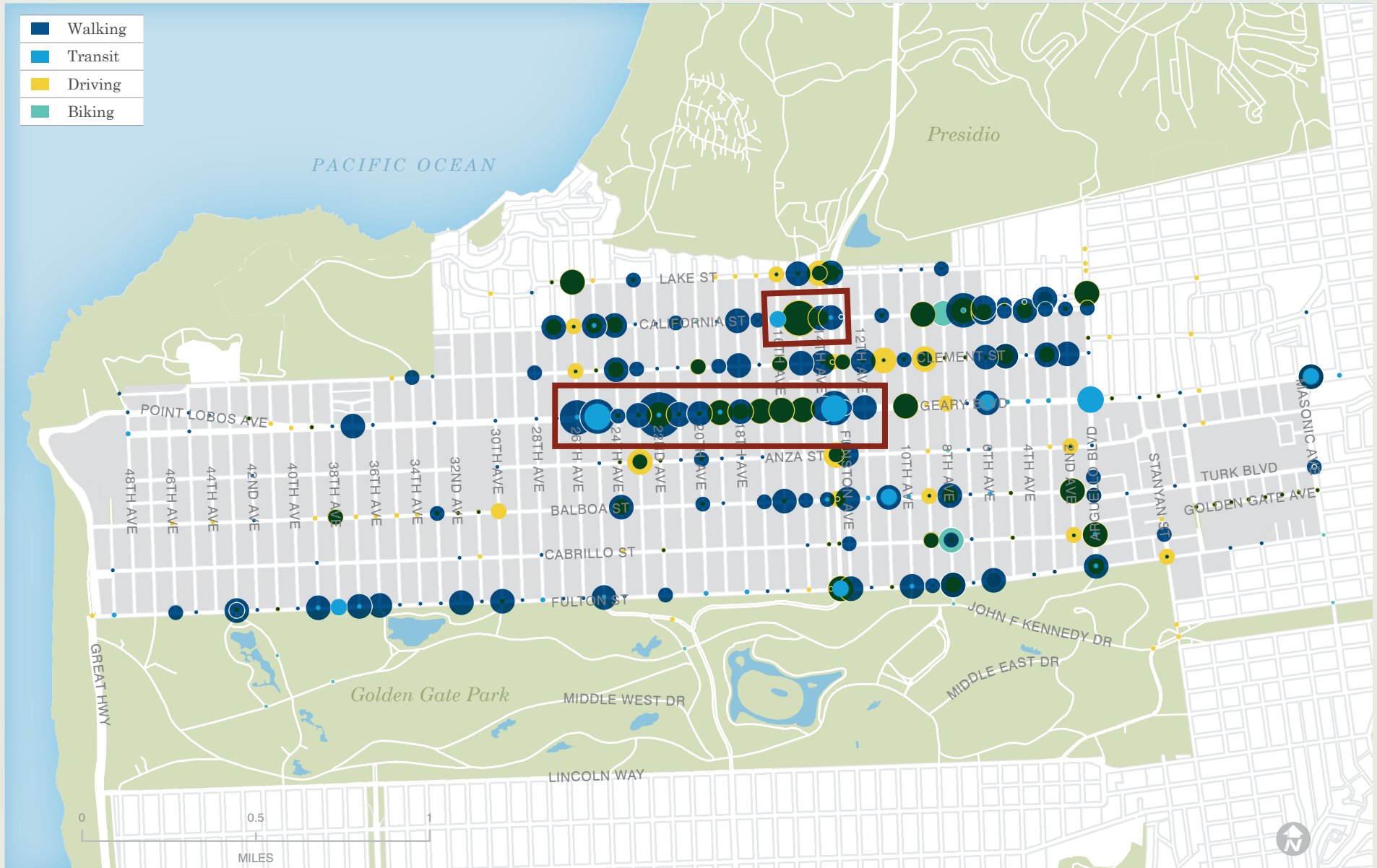


INNER CLEMENT AND **OUTER GEARY** are the most frequented commercial corridors amongst the respondents.



PEDESTRIAN SAFETY AND STREETScape

Unsafe intersections as perceived by respondents



PARKS AND OPEN SPACES

76% of respondents walk to visit Golden Gate Park.



COMMUNITY FACILITIES

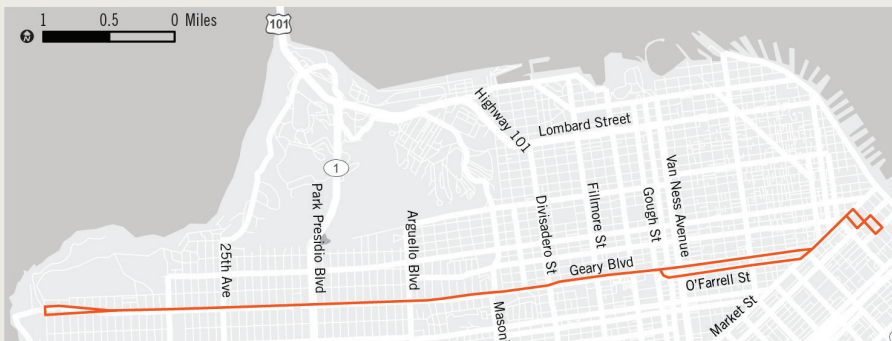
70% of respondents visit libraries.



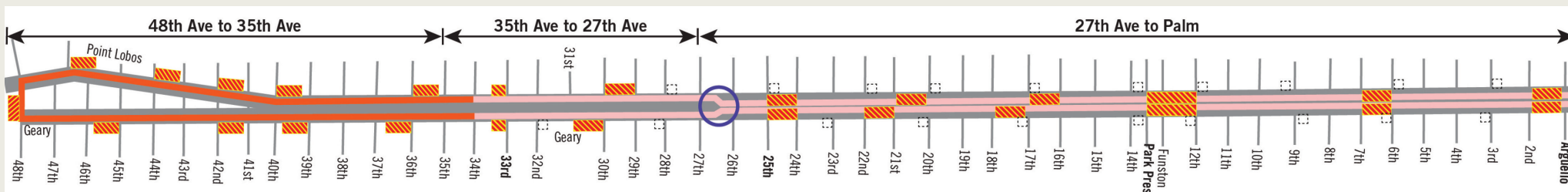
TRANSIT IMPROVEMENTS

84% of respondents would walk an additional block to the bus stop for improved transit.

GEARY BRT



DISTRICT 1 PORTION OF BUS RAPID TRANSIT SERVICE



NEXT STEPS

- Identify Community Priorities
- Establish community goals
- Create policies and solutions to reach these goals.

Future Meetings

- Anza Branch Library - October 19
- Richmond District Neighborhood Center
- Richmond Senior Neighborhood Circle
- Asian Family Support Center

