

# EXCELSIOR OUTER MISSION

## NEIGHBORHOOD STRATEGY

October 11, 2018

**San Francisco  
Planning**

**SAN  
FRANCISCO**  
Office of Economic and Workforce Development

**INVEST  
IN  
NEIGHBORHOODS**



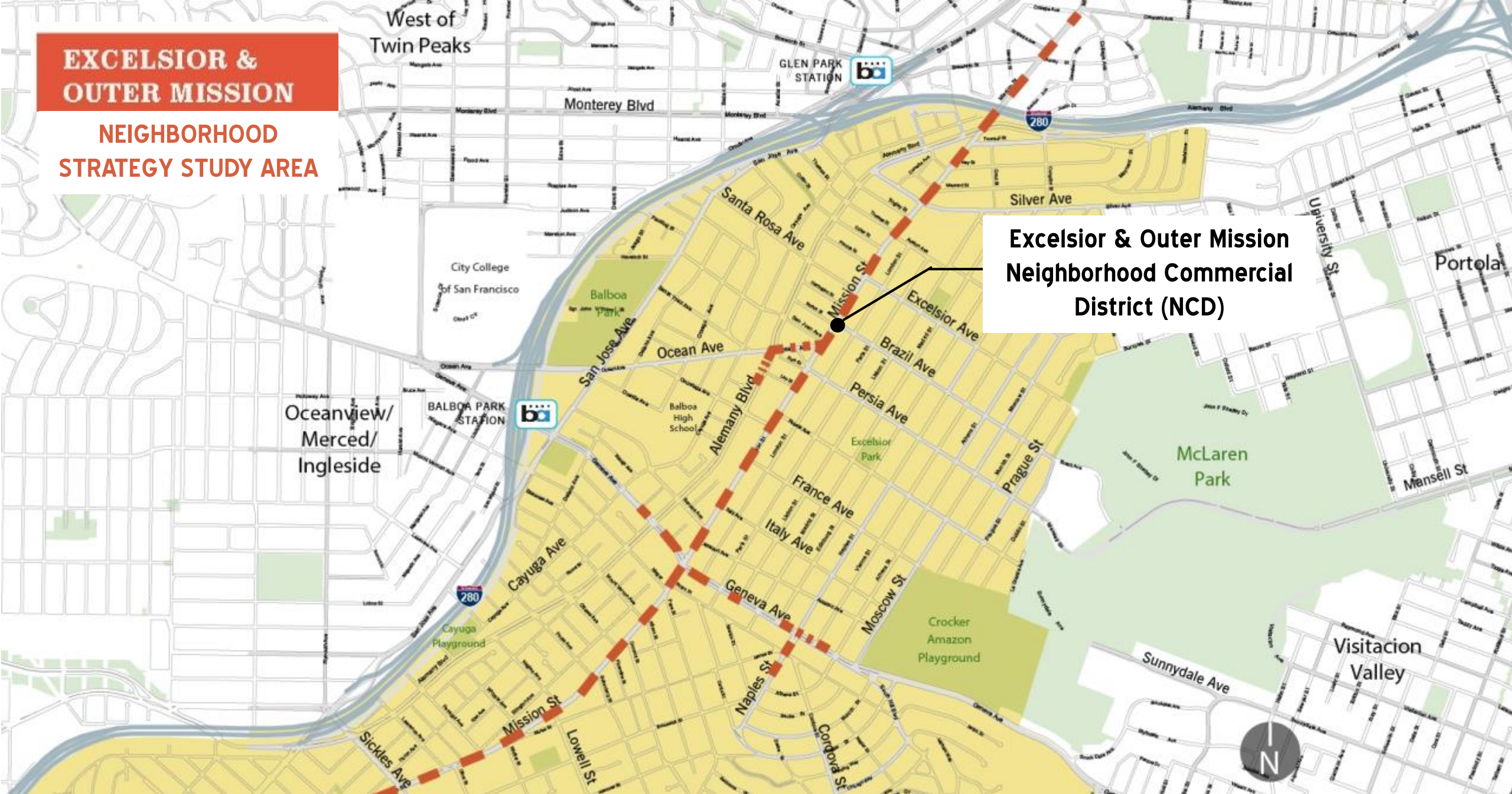
# PRESENTATION OVERVIEW

- 1 Neighborhood Profile
- 2 Neighborhood Strategy Process
- 3 Lessons Learned
- 4 Next Steps



# EXCELSIOR & OUTER MISSION

## NEIGHBORHOOD STRATEGY STUDY AREA

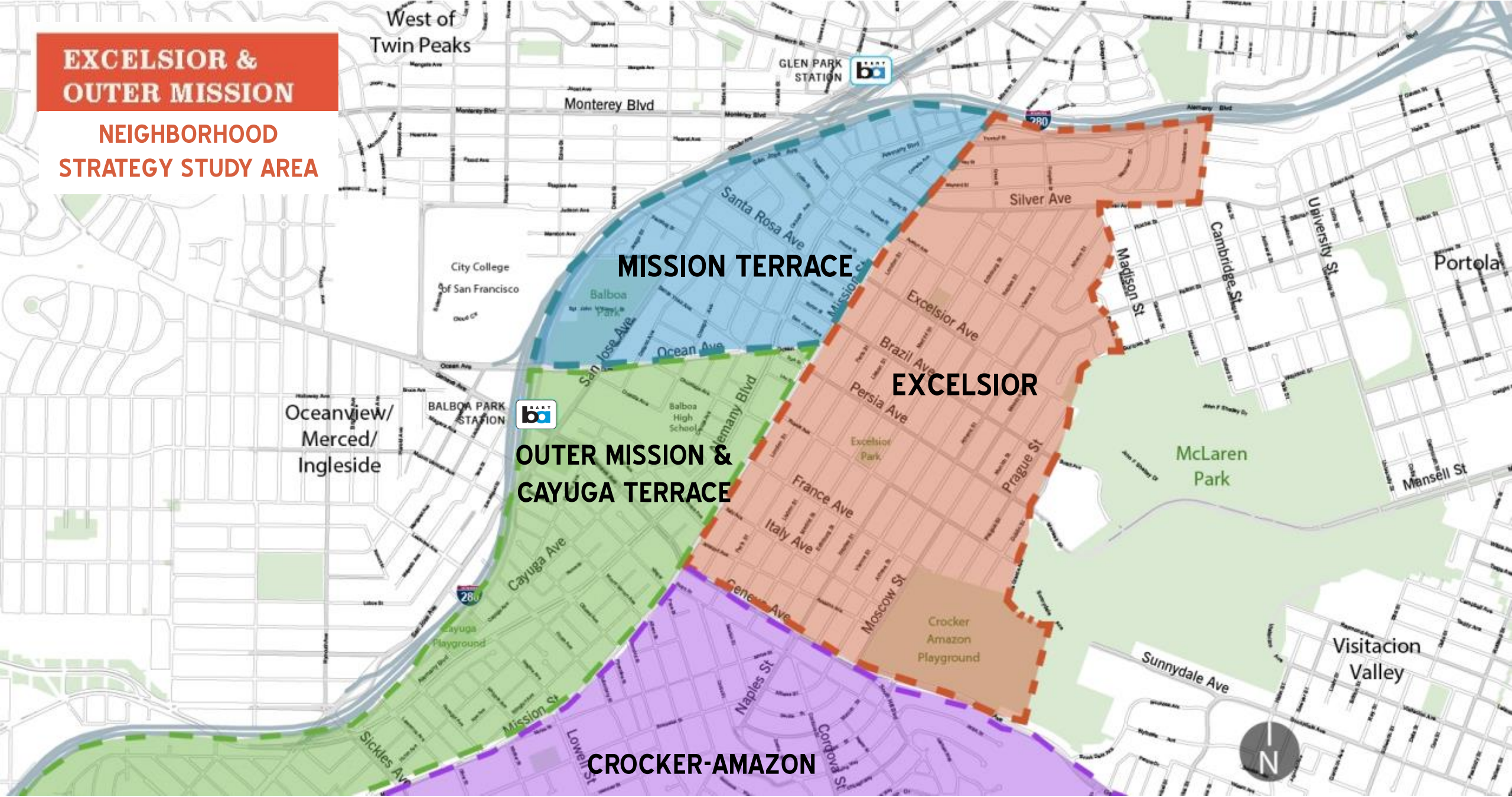


**Excelsior & Outer Mission  
Neighborhood Commercial  
District (NCD)**



# EXCELSIOR & OUTER MISSION

## NEIGHBORHOOD STRATEGY STUDY AREA





# DEMOGRAPHIC PROFILE

## POPULATION

**63,620**

## FOREIGN BORN

**52.9%**  
vs 35% citywide

## FAMILY HOUSEHOLDS

**76.1%** of neighborhood  
households

vs 65% citywide

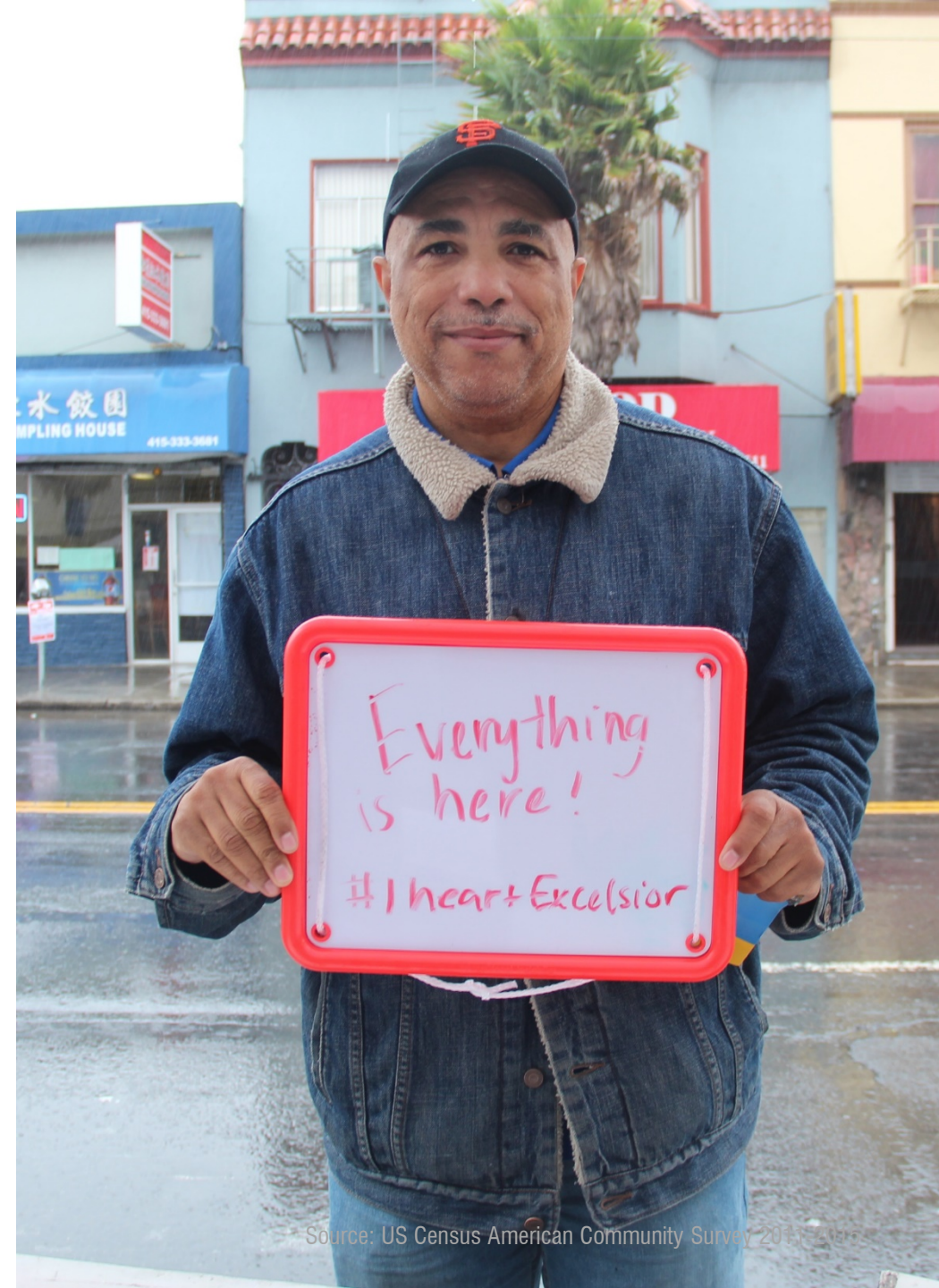
## AVERAGE HOUSEHOLD SIZE IS LARGER

**3.6** people  
vs 2.3 citywide

## TENURE

**64%** Owners

**36%** Renters

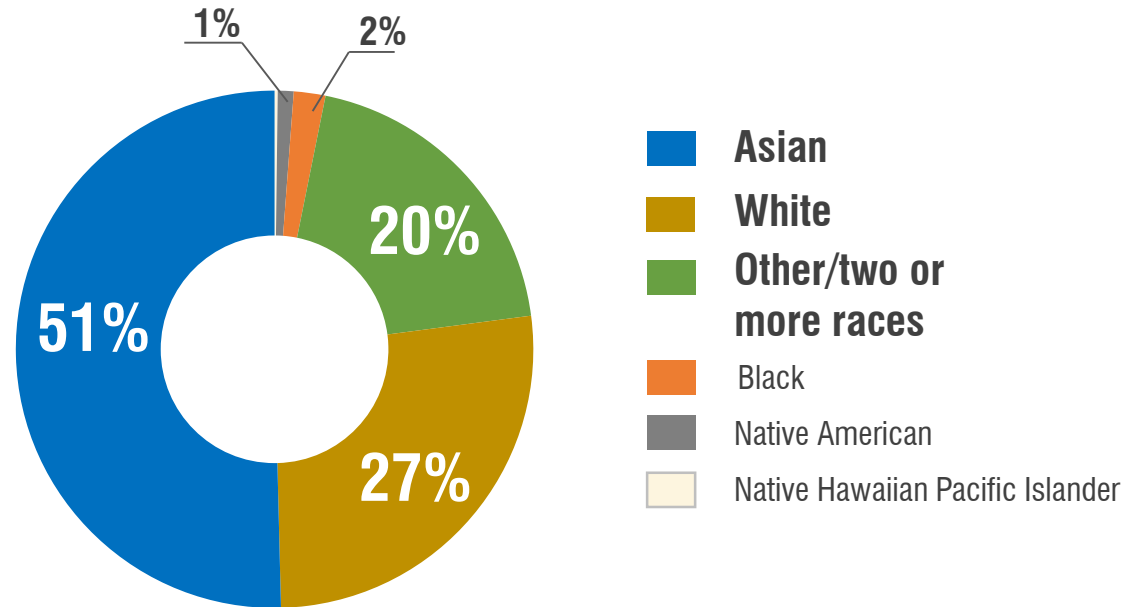


Source: US Census American Community Survey 2011-2013



# DEMOGRAPHIC PROFILE

## RACE & ETHNICITY



Latino/a

**31%**

## LINGUISTIC ISOLATION

**20.9%**

vs 12.4% citywide



# DEMOGRAPHIC PROFILE

## EDUCATION

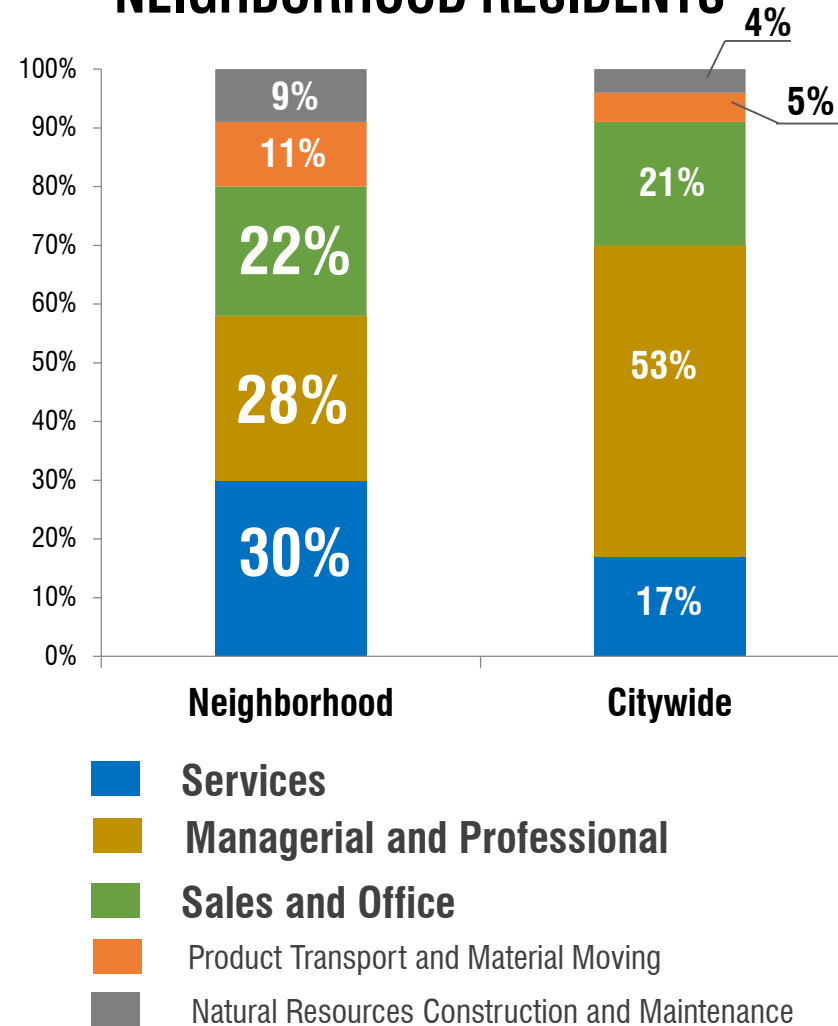
**46%** high school or less  
vs 26% citywide

**20%** college degree  
vs 33% citywide

## MEDIAN HOUSEHOLD INCOME

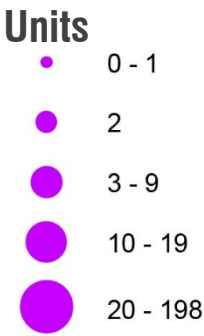
**\$70,610**  
vs \$81,950 citywide

## JOB SECTORS EMPLOYING NEIGHBORHOOD RESIDENTS





# HOUSING



## PROJECTS IN THE PIPELINE ≤ 10 Units

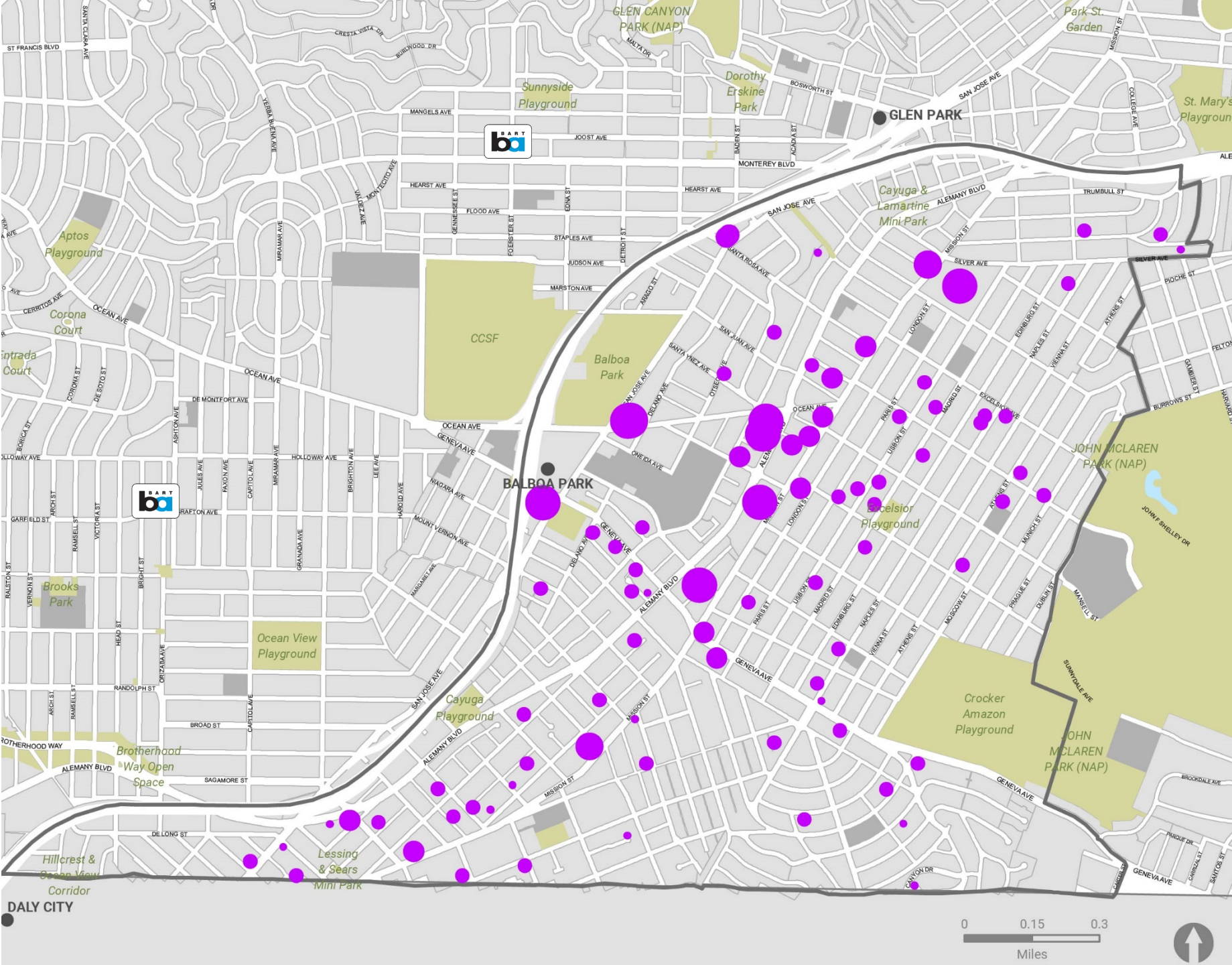
TOTAL	Market rate	Affordable
969	723	246*

\*Number of affordable units may change  
Source: San Francisco Planning Department  
Pipeline Report, 2nd Quarter 2018

# SINGLE FAMILY HOUSING

82.3%

vs. 31.9% citywide  
Source: US Census American Community  
Survey 2011-2015





# HOUSING COSTS

MEDIAN LIST PRICES AND RENT OF SINGLE FAMILY PROPERTIES		
	Median Home Value	Median Rent
Zip Code 94112	\$1,052,000	\$3,890
San Francisco	\$1,349,000	\$4,500

Source: Zillow Home Value Index Summary, Zillow Rental Index Summary (July 2017)

## OWNER AND RENTER HOUSING COST BURDEN

Over 30% of Income Spent on Housing:

**38%** of homeowners

**54%** of Renters

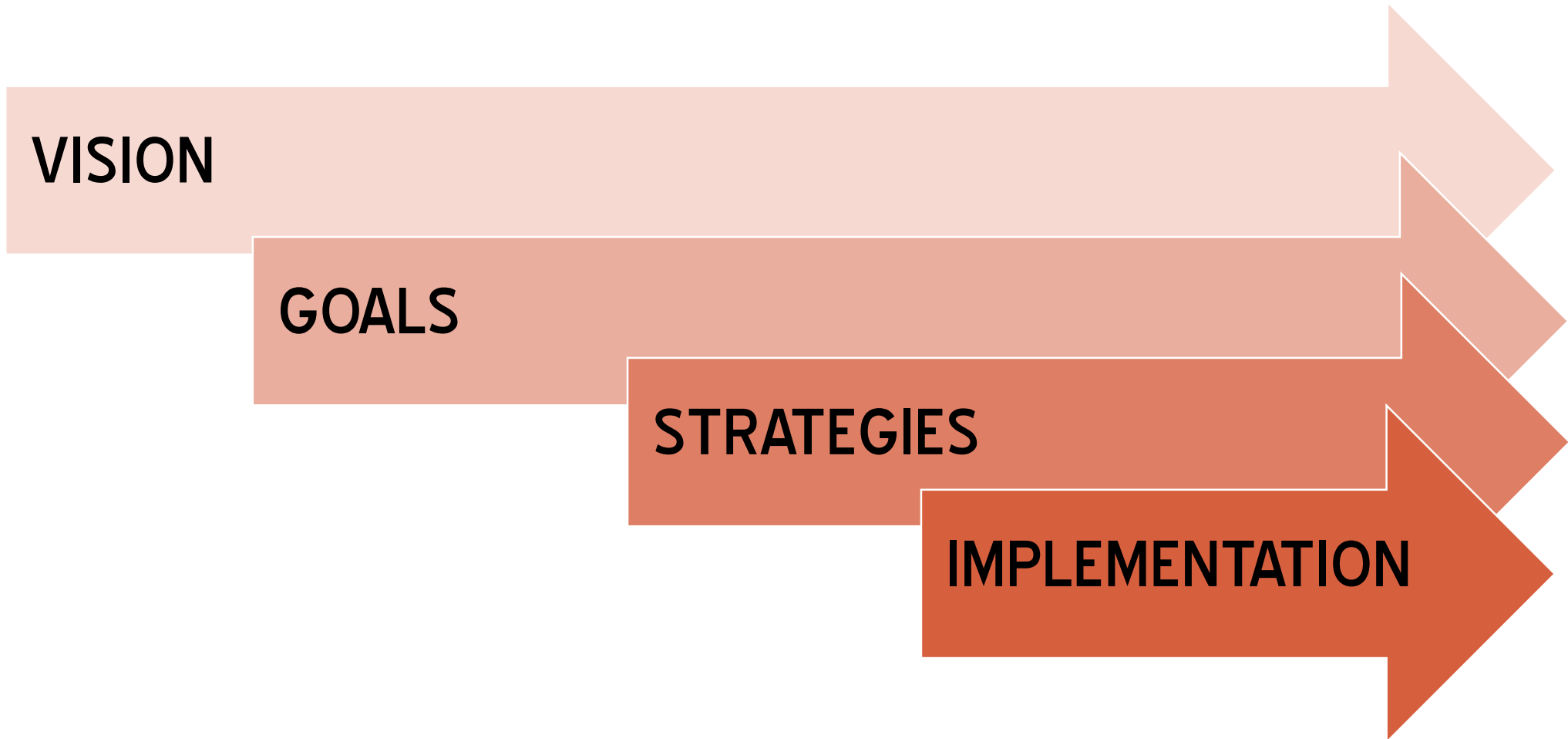
# NEIGHBORHOOD COMMERCIAL DISTRICT



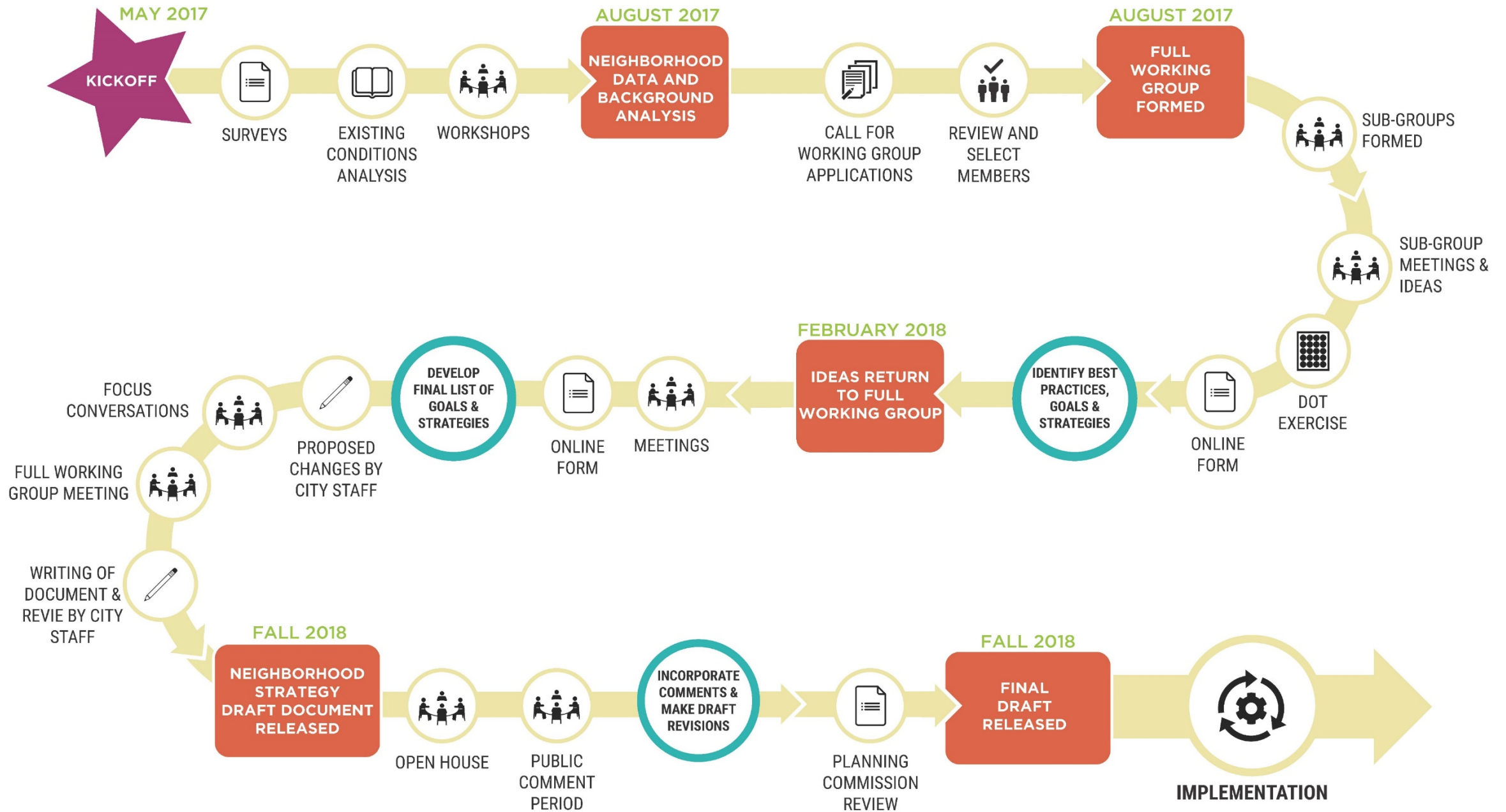


# NEIGHBORHOOD STRATEGY PROCESS

# WHAT IS A NEIGHBORHOOD STRATEGY?







# Community Engagement

- Workshops with youth, seniors and community members
- Survey with almost 1000 respondents
- Focused Conversations with Spanish speaking merchants and residents, Chinese speaking merchants and residents, youth and Filipino community
- Working Group Meetings
  - 30 working group meetings





## NEIGHBORHOOD ASPIRATION:

“ As our neighborhood changes, we support, sustain, and enhance what makes our neighborhood special:

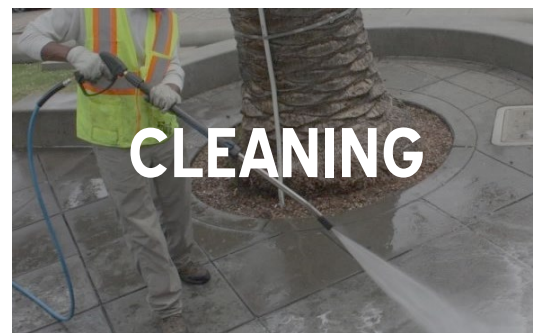
our families,  
economic and ethnic diversity,  
small businesses, &  
local gems.

”

# LAND USE & HOUSING



# PUBLIC REALM



# MOBILITY



# BUSINESS SUPPORT





# PUBLIC REALM

- **Goal:** Clean, Green and Maintain the Public Realm
- **Strategy:** Use education and enforcement tools to heighten awareness of the public realm's condition and to keep it litter free
- **Action Item:** Work with local schools to engage students in the anti-litter campaigns and to include litter abatement in the curriculum



# BUSINESS & SERVICE PROVIDERS

- **Goal:** Improve the business environment of the commercial district so it is a place where businesses and services can thrive
- **Strategy:** Activate vacant storefronts with art and other temporary installations





# MOBILITY

- **Goal:** Ensure that walking in and around the Mission Neighborhood Commercial District (NCD) is safe, convenient, inviting, and enjoyable
- **Strategy:** Implement Vision Zero safety improvements for pedestrian safety
- **Action item:** Study ways to improve pedestrian infrastructure along Mission, especially at Ocean, Persia, Russia, Onondaga, and Geneva



# LAND USE & HOUSING

- **Goal:** Maintain and build housing stock that can serve current residents and welcome diverse new residents, including low to high income earners, people of color, and immigrants.
- **Goal:** Prevent the eviction and displacement of tenants, homeowners, and businesses so that this is a neighborhood where low- and moderate-income San Franciscans can thrive.





# LESSONS LEARNED

- New process without a template
- Initially envisioned as a quick and focused effort to activate the commercial corridor
- Community-led process
- Challenge and an opportunity: Multiple City agencies, Excelsior Action Group, other community-based organizations and Working Group engaged throughout a year-long process. Creating buy-in and long-term accountability.

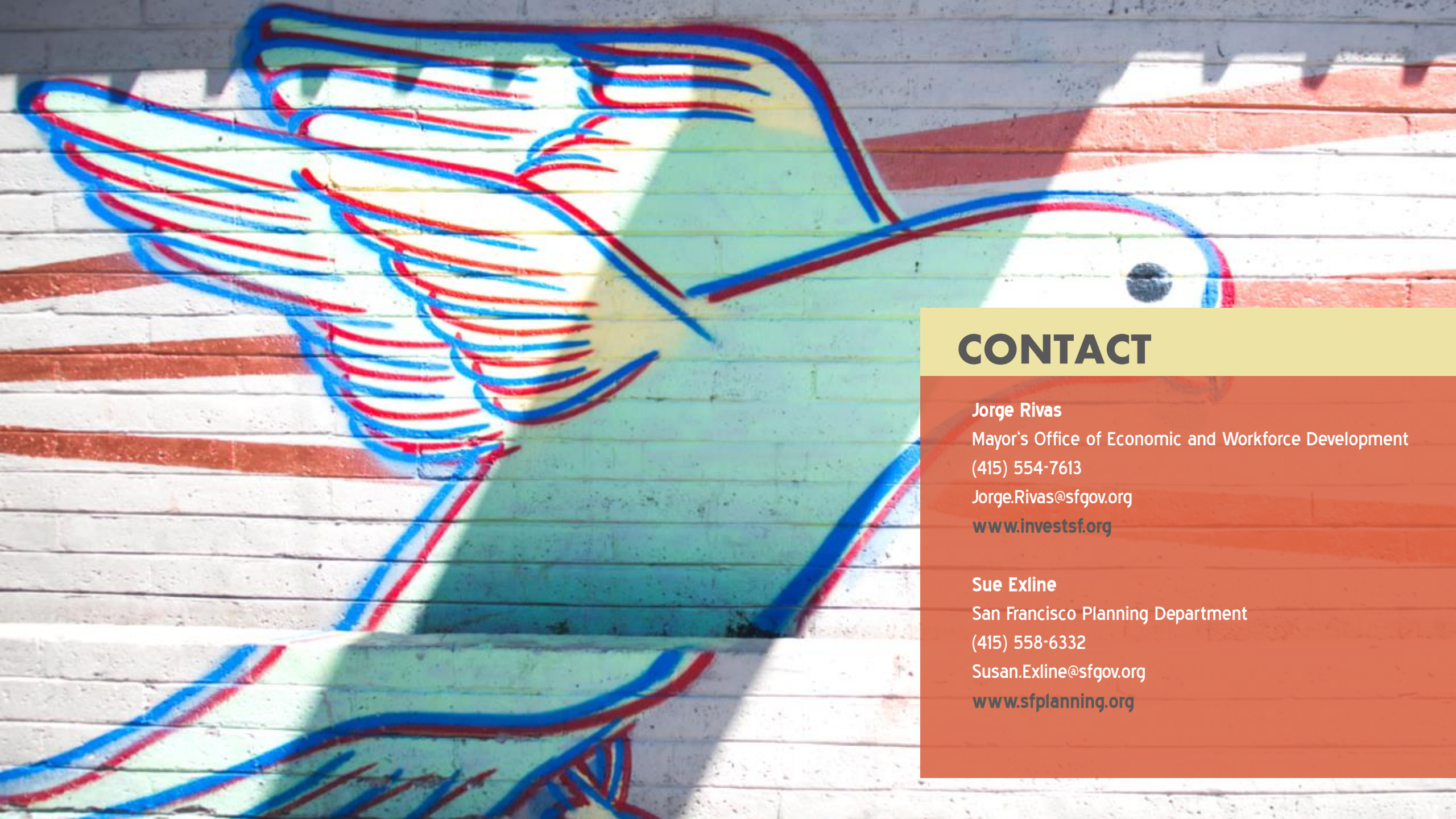


# NEXT STEPS

- Community Open House
- Planning Commission Hearing
- Implementation







## CONTACT

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