



# SAN FRANCISCO PLANNING DEPARTMENT

**MEMO**

## Memo to the Planning Commission

**DATE:** November 14, 2019  
**TO:** Planning Commission  
**FROM:** Sue Exline – (415) 558-6332, [susan.exline@sfgov.org](mailto:susan.exline@sfgov.org)  
**REVIEWED BY:** John Rahaim, Planning Director  
**RE:** Excelsior Outer Mission Neighborhood Strategy

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### BACKGROUND

The Excelsior Outer Mission Neighborhood Strategy was mentioned at a recent Planning Commission hearing and staff thought it may benefit the Commission and community to provide information on the Strategy and related comments.

As stated in the Project Overview of the Excelsior Outer Mission (EOM) Neighborhood Strategy it is intended to be used to “leverage current and future investment to implement the neighborhood vision.” The community engagement process led to a document that identifies and prioritizes the community’s aspirations for Excelsior and Outer Mission; as such, it is not a policy document that we might prepare in preparation for a neighborhood plan, but a more directive strategy to implement the neighborhood’s desires. The Strategy includes almost 100 strategies, goals and action items. It reflects the variety of sentiments expressed during the community process and is a compendium of a variety of ideas and approaches. The Strategy also includes an assessment by City agencies and neighborhood partners for each strategy, goal and action item for feasibility, cost, and next steps required for implementation.

The Strategy was published on November 26, 2018 and brought to the Planning Commission for an informational hearing on December 13, 2018. It contains strategies and action items that vary in detail and approach; decisions need to be made to determine how and when to move forward on each strategy. Since the informational hearing to PC, multiple City agencies have used the Strategy in order to identify project and program areas and to leverage funding. For example, the Planning Department identified the EOM Streetscape Design Guidelines and monitoring of the Strategy as two commitments and have dedicated funding as well as staff time to accomplish these tasks.

### STREETSCAPE DESIGN GUIDELINES

Community members resoundingly supported public realm goals that are listed in the Strategy, and so the City identified funding and staff time to develop Streetscape Design Guidelines to address these goals. The Guidelines represent a collaboration between Planning, Public Works, SFMTA, OEWD, and community partners. The Guidelines will outline how to best implement streetscape elements along Mission Street, between Trumbull Street and Sickles Avenue, in partnership with City projects and private development. Implementation is dependent upon availability of funding for both construction and maintenance.

Planning staff is currently completing the draft Guidelines for community review and potential adoption by the Commission.

## **PLANS FOR HOUSING**

On the topic of housing and land use, the working group and the community spent many months discussing what to include in the EOM Strategy. As a result, the community developed a number of strategies on this topic. One of these strategies has been mentioned at recent commission hearings, Strategy LUH 1.1, “Appropriately and responsibly develop a corridor-wide housing plan for a range of income levels for both renters and homeowners.” The Department is underway on a number of efforts that would implement this goal on a citywide basis. These include: a citywide Housing Affordability Strategy, Community Stabilization Initiative, Mission Street Housing Feasibility Study, and the Southeast Framework for Community Facilities. We also agreed to future check-ins with the community on these efforts. Several other strategies called for advancing tenant protections and other stabilization strategies that are also citywide in nature.

The Planning Department is currently drafting our work program for FY 20-21. Advancing conversations and plans for housing citywide features prominently. As you know, there is burgeoning interest for us to engage in housing conversations and consider focused neighborhood planning efforts, including and especially in the western neighborhoods. As the Department advances its work program and discusses it with the Commission and the Board, all possible neighborhoods and scopes of effort should be weighed as to where and how the Department should focus its neighborhood planning efforts.

## **STRATEGY NEXT STEPS**

Multiple City agencies are currently convening to provide the Excelsior Outer Mission community with an update on progress to the strategies listed in the Excelsior Outer Mission Neighborhood Strategy since the December 13th, 2018 hearing. A status report on these efforts will be published and distributed at both a community meeting and in an update presentation to the Planning Commission, scheduled for spring 2020.