

Sunset District Blueprint

Economic Development Related Comments

| Received From | Community Ideas | Sub-Category |
|------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------|
| 10/21/13 Lincoln High School | Put more murals in places | Art & Identity |
| 10/21/13 Lincoln High School | More trees/nature, less restrictions on nature | Beautification |
| 10/21/13 Lincoln High School | Should beautify Sunset Blvd, more plants | Beautification |
| 10/21/13 Lincoln High School | Business attractions need to be improved more businesses | Business Attraction & Retention |
| 10/21/13 Lincoln High School | Clothes/music store (next to Vet on Taraval, no one is using it) | Business Variety |
| 10/21/13 Lincoln High School | Wingstop | Business Variety |
| 10/21/13 Lincoln High School | Too many restaurants/foods | Business Variety |
| 10/21/13 Lincoln High School | More variety of food options | Business Variety |
| 10/21/13 Lincoln High School | More healthy food options on Taraval (right now there is only Lincoln Market) | Business Variety |
| 10/21/13 Lincoln High School | Eggetts move to Ocean Ave, more stores | Business Variety |
| 10/21/13 Lincoln High School | Add a McDonald's | Business Variety |
| 10/21/13 Lincoln High School | Get a buffet | Business Variety |
| 10/21/13 Lincoln High School | Add a frozen yogurt place | Business Variety |
| 10/21/13 Lincoln High School | Health sanitation in some restaurants | Cleanliness |
| 10/21/13 Lincoln High School | Too much trash around the neighborhood clean up crew | Cleanliness |
| 10/21/13 Lincoln High School | More homeless shelters so they're not on the street | Homelessness |
| 10/21/13 Lincoln High School | Marco Polo has very odd hours and kind of expensive | N/A |
| 10/21/13 Lincoln High School | More attraction on the beach | Ocean Beach |
| 10/21/13 Lincoln High School | Needs more parking | Parking |
| 10/21/13 Lincoln High School | Roads are wide | Roads |
| 10/21/13 Lincoln High School | Even out the sidewalks so they look nicer | Storefronts & Sidewalks |
| 10/21/13 Lincoln High School | Street lamps don't work often and go out at night | Street Lights |
| 10/21/13 Lincoln High School | Many streets are very "plain" | Vibrant Corridors & Nodes |
| 2013 Blueprint Survey | Designate art district areas with street art sales and commission work on walls, sidewalk. | Art & Identity |
| 2013 Blueprint Survey | Projects like the Moraga Street steps tiling, and the new one opening this weekend at the 16th Avenue steps should be encouraged, and receive seed-funding to get off the ground. | Art & Identity |
| 2013 Blueprint Survey | Support art and culture in our neighborhood. | Art & Identity |
| 2013 Blueprint Survey | I have discussed this with Ashley and Katy about cleaning and doing a nice but very simple landscaping at aforementioned 1801 Noriega. | Beautification |
| 2013 Blueprint Survey | Create a program to plant trees in front of Outer Sunset homes, similar to what was done in the Richmond. | Beautification |
| 2013 Blueprint Survey | Install drought resistant plants on the Sunset Blvd median to save water. | Beautification |
| 2013 Blueprint Survey | CVS Pharmacy would be better than a vacant building. | Business Attraction & Retention |
| 2013 Blueprint Survey | Pick a Friday evening for businesses to stay open later and invite neighborhood to get to know businesses (like North Beach's First Fridays). | Business Promotion |
| 2013 Blueprint Survey | Create neighborhood website/social network to advertize businesses like Hayes Valley, Nob Hill, etc do. | Business Promotion |
| 2013 Blueprint Survey | More gyms/fitness studios in Outer Sunset. | Business Variety |
| 2013 Blueprint Survey | Many food stores on Taraval and Noriega which give students many choices on where to spend their money for food. | Business Variety |
| 2013 Blueprint Survey | More grocery stores for fresh food . | Business Variety |
| 2013 Blueprint Survey | Magazine rack at 22nd and Irving is always covered in pigeon droppings. | Cleanliness |
| 2013 Blueprint Survey | On another topic, one thing that detracts from the beauty of the neighborhood are the containers and condiments from KFC/Taco Bell. The wind blows the rubbish from them down 20th Ave towards Lincoln Way. I feel that they should help pay for the cost of cleaning the streets of the rubbish that they generate via their customers. | Cleanliness |
| 2013 Blueprint Survey | Install compost bins. | Compost Bins |
| 2013 Blueprint Survey | Secure funding for outer sunset street fair this fall. | Events |
| 2013 Blueprint Survey | I would like more of the sunset having an identity. It is getting better with the events and gatherings. Good job on the outreach. | Events |

Sunset District Blueprint

Economic Development Related Comments

| | | |
|-----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|
| 2013 Blueprint Survey | Where restaurants can provide a special or limited menu, or maybe we can have a festival with participants providing a variety of goods at booths and customers can buy a sample card to try a variety of foods from different restaurants. | Events |
| 2013 Blueprint Survey | Create an Outer Sunset Farmers Market. | Farmers Market |
| 2013 Blueprint Survey | Farmers Market at end of Taraval St. | Farmers Market |
| 2013 Blueprint Survey | Promote green business practices. | Green Business |
| 2013 Blueprint Survey | 20th Ave is a major travel route for the homeless here. I was glad to see the benches removed at the parking lot on 20th just north of Irving. | Homelessness |
| 2013 Blueprint Survey | Allow landlords to get a special increase every 10 years that a rent controlled tenant has lived there. Pay some of this increase to the city to fund more middle class housing. | Housing |
| 2013 Blueprint Survey | Additional housing brings population supporting neighborhood businesses. | Housing |
| 2013 Blueprint Survey | Encourage merchants to hire local residents. | Labor |
| 2013 Blueprint Survey | Most of the housing in the neighborhood are rentals. Therefore, the upkeep of the backyards is non existent. Literally, my backyard has a broken fence - that is laying flat - 3 years and counting - but the landlords have not repaired it. Can there be some kind of incentive program for building owners to at least keep the grass cut for their tenants | Landlord Incentives |
| 2013 Blueprint Survey | Give the pacific rowing club coaches a key to the gate that blocks the entrance to the boathouse so that we can park in the parking lot instead of parking at the Janet Pomeroy center and walking to morning practice. | N/A |
| 2013 Blueprint Survey | The Sunset should be more racially integrated. | N/A |
| 2013 Blueprint Survey | I find it odd that San Francisco ignores it's oceanfront/Ocean Beach. | Ocean Beach |
| 2013 Blueprint Survey | We should revitalize or beautify the parks and clean the ocean beach more often. | Ocean Beach |
| 2013 Blueprint Survey | No increase in business zoning. | Permit/Zoning |
| 2013 Blueprint Survey | Local shopping and employment should be encouraged by permitting mixed use areas including light industrial as well as retail. These should be concentrated along the obvious business corridors of Irving, Judah, Noriega and Taraval. This would enable more local residents to shop and work locally, revitalizing what can, at times, seem a bit like a dormitory community, even in San Francisco. | Permit/Zoning |
| 2013 Blueprint Survey | Don't make it so difficult for businesses to operate. | Process Simplification |
| 2013 Blueprint Survey | A major benefit for our district would be if real competition could be introduced to the business of the supply of data connections (internet) to homes and offices. Currently we are faced with two suppliers - a duopoly - with poor service and poor products - Comcast and ATT. | Programs & Projects |
| 2013 Blueprint Survey | The recycling center at 30th/Noriega Safeway should be moved out of the residential neighborhood. | Recycling |
| 2013 Blueprint Survey | Merchants should keep storefronts/sidewalks clean. | Storefronts & Sidewalks |
| 2013 Blueprint Survey | Anything run-down, over-grown or faded..reliable and responsible sunset residents who need to make some extra cash should be put to work!! Where the cash comes from for 'simple projects'; I don't know...%75 owner/%25 Sunset District reserves..I don't know!! | Storefronts & Sidewalks |
| 2013 Blueprint Survey | As mentioned above undergrounding the overhead wires would greatly improve Economic Development, business development, real estate values, and tourist revenue for the Sunset. Other ways to improve the Sunset economically and attract businesses is to have the streets clean and well landscaped with flowers and/or drought tolerant plants. Possibly Sloat Garden Center would work with the city to donate garden supplies and plants etc. Parts of Noriega (19th - 32nd) are not well maintained, junk is left out, plants or grasses are dried out and overgrown and left like that. Have businesses and residents be responsible for maintaining property in a decent way, nothing should look abandoned or unkempt. Have a program to help seniors that can not maintain their gardens. Fine businesses that do not maintain or keep up their entrances or street area in front. Encourage businesses that people want, do not encourage or allow businesses that are not family friendly such as the cigarette store on 24th Ave. and Noriega Street. | Storefronts & Sidewalks |
| 2013 Blueprint Survey | Love the new popular food business pockets on 46th and Noriega and near Outerlands/Judah. | Vibrant Corridors & Nodes |
| 2013 Blueprint Survey | Revitalize/support our merchant corridors. Make them thrive and a place where daily needs can be met without leaving the neighborhood/create more of a "town square" community. | Vibrant Corridors & Nodes |
| 2013 Blueprint Survey | Businesses at Irving and Taraval take away from other businesses in Noriega. | Vibrant Corridors & Nodes |

Sunset District Blueprint

Economic Development Related Comments

| | | |
|--------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------|
| 2013 Blueprint Survey | More business districts should be encouraged, such as Sloat across from Zoo. | Vibrant Corridors & Nodes |
| 2013 Blueprint Survey | Workforce development, in-neighborhood jobs for youth | Youth Employment |
| 2013 Blueprint Survey | Workforce development programs would be cool, especially for young people (esp. 18-24). | Youth Employment |
| 7/26/13 Devil's Teeth Baking Company | Need banks on Judah & Noriega - especially West of Sunset Blvd. | Business Variety |
| Email | Have a "Throwback Thursday" or, for San Francisco, "Flashback Fridays" business walk where businesses can advertise that they started in the 50's, 60's, 70's etc and people can do an evening or day of frequenting businesses from different eras. | Business Promotion |
| Email | Could there be a Farmer's market in the Zoo annex parking lot on Sloat near Country Club Drive- the enclosed lot out at the end of the property. Invite food trucks and have low key music. There is plenty of parking for an evening market. | Farmers Market |
| September 2013 Blueprint Workshop | Preserve neighborhood character | Art & Identity |
| September 2013 Blueprint Workshop | Make it attractive | Beautification |
| September 2013 Blueprint Workshop | Support with funds - Friends of Urban Forest Planting Commercial | Beautification |
| September 2013 Blueprint Workshop | More parklets | Beautification |
| September 2013 Blueprint Workshop | Nice street trees, public seating, cement around stores in good condition | Beautification |
| September 2013 Blueprint Workshop | Lease contracts with landlords - I see many landlords setting extremely high rents - and the storefronts sit empty | Business Attraction & Retention |
| September 2013 Blueprint Workshop | Bashful Bull Too - offer items- capture audience at 18 bus and Taraval both going to work and after work | Business Promotion |
| September 2013 Blueprint Workshop | Bashful Bull Too needs to offer "Buy one pastry and get free coffee" - asked but not open to idea | Business Promotion |
| September 2013 Blueprint Workshop | Citywide advertising - I feel like the city spends tons of money on the 'more' tourist areas | Business Promotion |
| September 2013 Blueprint Workshop | SF Travel: Sunset not mentioned, list shopping streets, Lake Merced and golf name, Stern Grove, Zoo, 49 Mile Drive, promote Outer Noriega and Taravel as Surf City | Business Promotion |
| September 2013 Blueprint Workshop | An invitation and knowledge of this existence | Business Promotion |
| September 2013 Blueprint Workshop | Efforts to get visitors to GGP info the Sunset | Business Promotion |
| September 2013 Blueprint Workshop | Links to business info on Supervisor's website | Business Promotion |
| September 2013 Blueprint Workshop | Sells and discounts for residents, get me to care | Business Promotion |
| September 2013 Blueprint Workshop | Balance of daytime/night businesses | Business Variety |
| September 2013 Blueprint Workshop | Create bookstore, thrift shop, small movie theater | Business Variety |
| September 2013 Blueprint Workshop | Diversity of business type in any given area -a mix of restaurants, groceries, hardware, special shops | Business Variety |
| September 2013 Blueprint Workshop | Would like a yoga studio/gyms | Business Variety |
| September 2013 Blueprint Workshop | Art biz; gathering place and bookstores like Green Apple | Business Variety |
| September 2013 Blueprint Workshop | Variety of quality goods and services | Business Variety |
| September 2013 Blueprint Workshop | Miss the Surf theater (will attract people) | Business Variety |
| September 2013 Blueprint Workshop | Would like to see Surf and sport shops, hardware store, music store, art gallery, roller skating rink, turf soccer field, medical cannabis shop | Business Variety |
| September 2013 Blueprint Workshop | Businesses like banks are not interesting to the street frontage - should be limited - no dark glass; franchise business (chain stores) vs. local business | Business Variety |
| September 2013 Blueprint Workshop | To have a city government that provides decent and adequate basic services such as fire, police street sweeping, etc | City Government |
| September 2013 Blueprint Workshop | More city government agency involvement | City Government |
| September 2013 Blueprint Workshop | Bashful Bull, I would like a clean up project | Cleanliness |
| September 2013 Blueprint Workshop | Keep streets clean | Cleanliness |
| September 2013 Blueprint Workshop | Clean, sharp looking neighborhood | Cleanliness |
| September 2013 Blueprint Workshop | Address issues regarding homeless in front of businesses | Homelessness |
| September 2013 Blueprint Workshop | Fix infrastructures in neighborhood | Infrastructure |
| September 2013 Blueprint Workshop | Learning from each other | Like |
| September 2013 Blueprint Workshop | Merchants get to know each other | Like |
| September 2013 Blueprint Workshop | District wide: business merchant association | Merchant Association |
| September 2013 Blueprint Workshop | Fewer meetings, no dues | Merchant Association |

Sunset District Blueprint

Economic Development Related Comments

| | | |
|-----------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|
| September 2013 Blueprint Workshop | Promote city hall shop | N/A |
| September 2013 Blueprint Workshop | Keep local standards | N/A |
| September 2013 Blueprint Workshop | Bashful Bull 2 - incentives | N/A |
| September 2013 Blueprint Workshop | Advertisement vehicles and transportation | N/A |
| September 2013 Blueprint Workshop | NOPA signage | N/A |
| September 2013 Blueprint Workshop | Easy parking for customers | Parking |
| September 2013 Blueprint Workshop | Lack of parking; SFUSD open lots, school yard at night for parking | Parking |
| September 2013 Blueprint Workshop | Improve parking by eliminating Sunday meters | Parking |
| September 2013 Blueprint Workshop | Barriers - not enough parking/Sunday meter parking | Parking |
| September 2013 Blueprint Workshop | Bicycle; parking in the corridor are getting tighter | Parking |
| September 2013 Blueprint Workshop | Parking meters reduce daytime/evening and no Sunday - takes a major bitch of everyone on my street | Parking |
| September 2013 Blueprint Workshop | Parking, knowledge of transit -a quick sheet on, SFMTA has stated that "SF will be a bicycle - mass transit city." People live in the Sunset (only one reason) for its greater vehicular mobility. How does this need for mobility to get preserved. | Parking |
| September 2013 Blueprint Workshop | Improving the city planning/zoning | Permit/Zoning |
| September 2013 Blueprint Workshop | Selected residential up zoning to increase population | Permit/Zoning |
| September 2013 Blueprint Workshop | Moderate residential upzoning to increase population - transit corridors | Permit/Zoning |
| September 2013 Blueprint Workshop | Eliminating redundant ordinances (Sunsetting old laws) | Policy |
| September 2013 Blueprint Workshop | Creating tax incentive for the new start-up | Policy |
| September 2013 Blueprint Workshop | Less cumbersome land use planning processes | Policy |
| September 2013 Blueprint Workshop | Eliminate corporate welfare eg. Twitter | Policy |
| September 2013 Blueprint Workshop | Zynga - tax breaks | Policy |
| September 2013 Blueprint Workshop | Rent control for small family-owned and run businesses | Policy |
| September 2013 Blueprint Workshop | Pay permit when rent is received | Policy |
| September 2013 Blueprint Workshop | Commercial rent control | Policy |
| September 2013 Blueprint Workshop | Micromanagement by politicians | Policy |
| September 2013 Blueprint Workshop | Eliminate payroll tax | Policy |
| September 2013 Blueprint Workshop | Low rent to save small businesses; not to chains; landlord greedy? | Policy |
| September 2013 Blueprint Workshop | Keep taxes as low as possible | Process Simplification |
| September 2013 Blueprint Workshop | Streamlining the licensing process | Process Simplification |
| September 2013 Blueprint Workshop | The city can remove the micromanagement policies and rules that discourage small businesses from jumping through the hoops in order to open a business. I suggest that any non-offensive business is better than empty properties that serve no one. | Process Simplification |
| September 2013 Blueprint Workshop | Coordinate permits, checklists, and technology | Process Simplification |
| September 2013 Blueprint Workshop | Assist with city + state paperwork and fees | Process Simplification |
| September 2013 Blueprint Workshop | Common permit form | Process Simplification |
| September 2013 Blueprint Workshop | Make it easier to get a building permit | Process Simplification |
| September 2013 Blueprint Workshop | Simplifying the permitting process; leaving and licensing processes by coordinating between and among debts to spend a new business owner's ability to open faster and control out of pocket cost | Process Simplification |
| September 2013 Blueprint Workshop | Simplify rules and regulations | Process Simplification |
| September 2013 Blueprint Workshop | Put application fee paying services online | Process Simplification |
| September 2013 Blueprint Workshop | Better use of automation, websites, online services | Process Simplification |
| September 2013 Blueprint Workshop | While waiting for a permit, business still has to pay road expenses - deduct those expenses from the permit fees. This gives the city incentive to speed up the process | Process Simplification |
| September 2013 Blueprint Workshop | Delayed permitting and licensing, up the costs for all new business and can delay their generation of revenue | Process Simplification |
| September 2013 Blueprint Workshop | Credit card payments without fees | Process Simplification |
| September 2013 Blueprint Workshop | Creating a new secure sign-in one stop webpage so businesses would know when to pay/apply for permit, licensing and give information about upcoming event/programs/projects in the neighborhood | Process Simplification |

Sunset District Blueprint

Economic Development Related Comments

| | | |
|-----------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|---------------------------|
| September 2013 Blueprint Workshop | Improve business registration by having one-stop service | Process Simplification |
| September 2013 Blueprint Workshop | Too many hoops to jump through | Process Simplification |
| September 2013 Blueprint Workshop | There should be a standard maximum time period to know whether the process will go through | Process Simplification |
| September 2013 Blueprint Workshop | As stated previously, easier to navigate permits, licenses, etc. Hard policy choice - incent small business over franchises | Process Simplification |
| September 2013 Blueprint Workshop | City departments don't talk to each other | Process Simplification |
| September 2013 Blueprint Workshop | Offer small business seminars to show what the city provides and types of support | Programs & Projects |
| September 2013 Blueprint Workshop | Workshops on how to run a business that attracts patrons | Programs & Projects |
| September 2013 Blueprint Workshop | A set of goals that the business can aim for to be in tune with the neighborhood | Programs & Projects |
| September 2013 Blueprint Workshop | Loan/grant assistance | Programs & Projects |
| September 2013 Blueprint Workshop | Utility discounts for small businesses | Programs & Projects |
| September 2013 Blueprint Workshop | Ombudsmen | Programs & Projects |
| September 2013 Blueprint Workshop | Collaborate with GGP institutions like Cal Academy, DeYoung, etc | Programs & Projects |
| September 2013 Blueprint Workshop | Stop recycling poachers | Recycling |
| September 2013 Blueprint Workshop | Dislike recycling poachers rummaging through trash | Recycling |
| September 2013 Blueprint Workshop | Accessibility = can be parking, bus routes, traffic street environment - pleasant, people feel safe | Safety & Accessibility |
| September 2013 Blueprint Workshop | Cross cultural accessibility | Safety & Accessibility |
| September 2013 Blueprint Workshop | Better care of streets and sidewalks | Storefronts & Sidewalks |
| September 2013 Blueprint Workshop | Condition of streets, sidewalks - appearance of streets, improvement and attractiveness | Storefronts & Sidewalks |
| September 2013 Blueprint Workshop | Inexpensive design services for merchant façade and renovation services | Storefronts & Sidewalks |
| September 2013 Blueprint Workshop | Frontage of any one business - to be pedestrian friendly - signs should have variety, not all one style or material on a given block | Storefronts & Sidewalks |
| September 2013 Blueprint Workshop | Unclutter sidewalks; example: produce display from blocking sidewalks | Storefronts & Sidewalks |
| September 2013 Blueprint Workshop | Please make sure businesses take care of the storefront and surrounding areas | Storefronts & Sidewalks |
| September 2013 Blueprint Workshop | Habitat for Humanity style, to clean up store fronts | Storefronts & Sidewalks |
| September 2013 Blueprint Workshop | Get merchants to work together, group effort and engagement to clean up storefronts | Storefronts & Sidewalks |
| September 2013 Blueprint Workshop | Have businesses that draw people to an area - book stores, movie theatre, commodity center, parking | Vibrant Corridors & Nodes |
| September 2013 Blueprint Workshop | Overall planning the business district | Vibrant Corridors & Nodes |
| September 2013 Blueprint Workshop | Attract marquis businesses that will result in other businesses following | Vibrant Corridors & Nodes |
| September 2013 Blueprint Workshop | To have a growing and vibrant community | Vibrant Corridors & Nodes |
| September 2013 Blueprint Workshop | More vibrant night business | Vibrant Corridors & Nodes |
| September 2013 Blueprint Workshop | Example: 9th Ave and Irving are successful because of variety and façade | Vibrant Corridors & Nodes |
| September 2013 Blueprint Workshop | Individual attention/merchants know customers | Vibrant Corridors & Nodes |
| September 2013 Blueprint Workshop | People to shop - need enough (upzoning) community support and environment | Vibrant Corridors & Nodes |
| September 2013 Blueprint Workshop | Quality of life - use other examples in SF and Berkeley as models | Vibrant Corridors & Nodes |
| September 2013 Blueprint Workshop | Devil's Teeth, merchants are friendly with each other | Vibrant Corridors & Nodes |