

KEY THEMES

March 21, 2007 Meeting with Brotherhood Way Organizations

Seven people attended: the head of Brandeis Hillel School, the community relations director and chaplain of Alma Via Elder Care, three from the Lake Merced Church of Christ, and one from the Calvary Armenian Church. Representatives from Alma Via and Brandeis expressed most interest in upgrading Parkmerced and making services and amenities available to the community, particularly shuttle services, recreational facilities, restaurants and stores. Lake Merced Church representatives said they liked the idea of amenities but would rather keep Parkmerced “a hidden jewel” separate from the rest of the City. One (also a Parkmerced resident) expressed concern that opening access to more people would exacerbate security and safety problems. Several mentioned interest in subsidized housing for teachers/employees and interest in more partnership opportunities with Parkmerced in general. One person asked about Parkmerced management’s experience/credentials in revitalizing properties in other locations.

Character

- Parkmerced has no charm and never did; buildings put up in a hurry in the 50s
- Structurally seems impossible to make Parkmerced charming; would have to come thru greenery, people, features
- Stonestown, other areas have modernized; but Parkmerced remains the same; coordinate with Stonestown and Doelger Center for ideas
- Hard to get into, seems like its own world, not an attractive, vibrant place
- Have 64 employees, none go into Parkmerced; nothing there; any amenities welcome
- Parkmerced is a hidden jewel and should remain residential
- Fact that streets don’t go thru is a plus
- Being removed from the City with so much green, open space is great; why change it?
- Security is a problem now; more access, more people would make things worse
- This area already has amenities; don’t tear down buildings or remove grass at Parkmerced to add more; help revitalize Ocean Plaza instead

Traffic/Transit

- Provide shuttle service, door to door, to multiple locations; would help the elderly; create a partnership with the local organizations (i.e. Alma Via) to run a shuttle
- Improve connections/access to Muni and BART; many staff/students use transit and access is not close or safe, particularly bad at night when students have to walk to Stonestown
- See if City can help get a turn off Holloway

Housing

- Offer subsidized housing for teachers/employees/staff, such as school pays \$1, Parkmerced \$2 and would help draw great residents to Parkmerced
- In return for subsidized housing, employees (specifically Lake Merced Church representatives) could provide landscaping, security and other services; consider a partnership
- I would love to live at Parkmerced if I could afford it; it is too expensive

Neighborhood Serving Retail/Services

- Look at amenities that serve all generations, close to worship, hospital, shops for elders
- Encourage onsite non-profit service providers
- Daycare for kids and seniors
- Cafes, restaurants local employees and seniors could use

Recreation

- Brandeis has fulltime athletic director; if any facilities were close, we would use them
- Pool, recreation center, gym