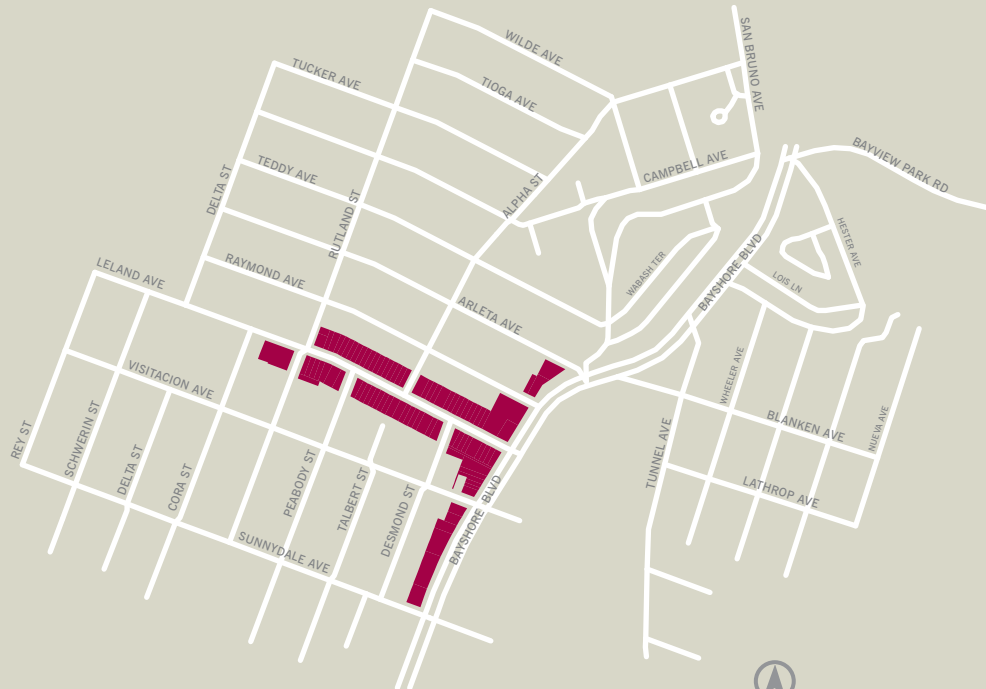




VISITACION VALLEY



VISITACION VALLEY
LELAND AVENUE &
BAYSHORE BOULEVARD



1/4 Mile



Invest in Neighborhoods is a City initiative to provide focused, customized assistance to meet the specific needs of San Francisco's neighborhood commercial corridors.

This assessment is a snapshot of existing community conditions in Visitacion Valley as of February 2013. It will help to inform the City's investments in the neighborhood, and provide a resource for neighborhood stakeholders.

Contents include:

- Neighborhood Features
- Commercial District Health
- Key Takeaways
- Demographics
- Land Use
- Business Mix
- Transportation
- Existing Plans & Interventions

Note: This document includes some subjective descriptions of the neighborhood based on findings gathered through direct observation and interviews with key neighborhood stakeholders.

Neighborhood Features

[SEE MORE ON PAGE 3](#)

Visitacion Valley, tucked away in the southeastern section of San Francisco, features retail corridors along Leland Ave and Bayshore Boulevard. It is home to recent immigrants (predominantly Asian) and long-time San Francisco families alike. The neighborhood features a homeownership rate that is much higher than the citywide average. Local landmarks include Eichler homes, a Julia Morgan-designed church, the Visitacion Valley Greenway, and the regional attractions of Candlestick Park and Cow Palace. With easy access to the 101 Freeway, T-Third Light Rail Line and Caltrain's Bayshore Station, residents and visitors have many choices for traveling within San Francisco and throughout the region.

Commercial District Health

[SEE MORE ON PAGE 4](#)

Visitacion Valley has several challenges affecting the health of the commercial district; it has a high vacancy rate (23%) and low foot traffic. Sales tax captured has declined by 22% since 2006, compared with a citywide growth of 17%. While the area has undergone physical improvements to the public realm, those improvements alone have not succeeded in attracting more shoppers to the district. A study of existing sales tax compared with local demand indicates that local residents patronize businesses outside of the area. Businesses along the corridor include retail, food services, professional services and social assistance agencies. Opportunities for growth exist in expanding marketing strategies for existing businesses and in attracting new businesses to fill vacant retail spaces. The expected redevelopment of the large vacant property located on Bayshore Boulevard (formerly occupied by a Schlage Lock factory) is anticipated to bring new residents and amenities to the area.

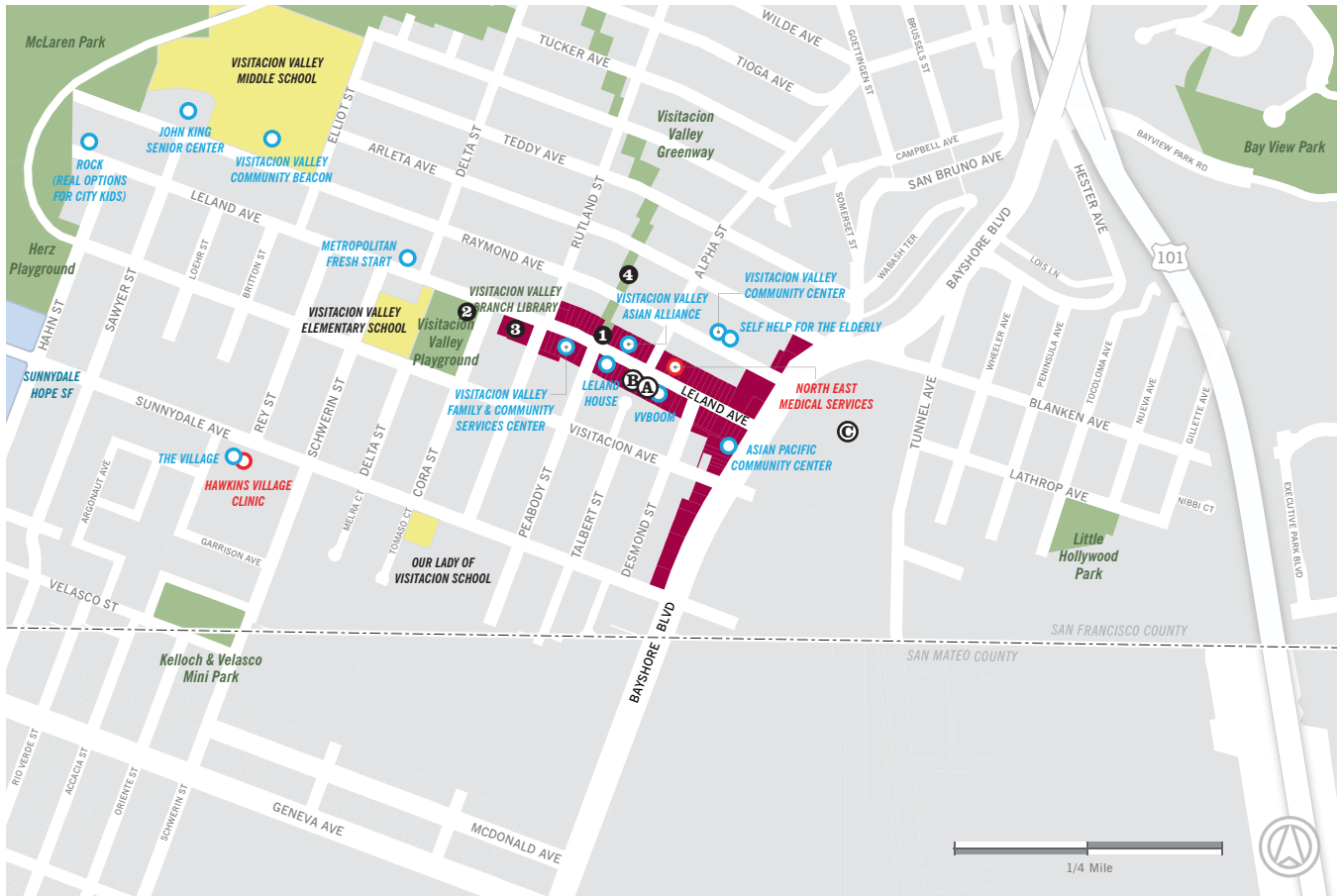
From 2009 to 2012, robberies in the area increased by 31%, while assaults, burglaries and auto thefts have remained low. The greatest concentration of incidents in the district is in the area around Raymond Avenue.

Demographics

[SEE MORE ON PAGE 7](#)

Over 13,060 people live within a one-quarter mile radius of the Leland Avenue commercial corridor. Despite a higher proportion of children in Visitacion Valley, median age for its population is older than San Francisco's. Two-thirds of its population is Asian, almost twice that of the City overall. There are about 3,780 housing units in the area, mostly in single-family structures. The proportion of renter households is substantially lower than that found in San Francisco overall. Family households predominate and have a higher proportion than citywide. Proportions of single-person and non-family households are lower than found in San Francisco overall.

READ NEIGHBORHOOD FEATURES SUMMARY ON PAGE 2



Notable Places in Visitacion Valley

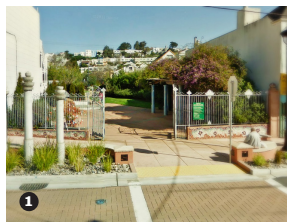
- ① Hans Schiller Plaza
- ② Visitacion Valley Boys & Girls Club
- ③ Visitacion Valley Branch Library
- ④ Visitacion Valley Greenway

Pipeline Projects

- | | |
|--------------------|-------------------|
| Ⓐ 95 Leland Avenue | 8 units |
| Ⓑ 101 Leland Ave | 4 units |
| Ⓒ Schlage Lock | up to 1,250 units |

Merchant & Resident Groups

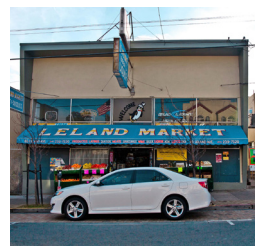
- Asian Residents Association
- El Dorado Neighbors Council
- TURF Community Improvement Association
- Visitacion Valley Business Improvement Group (VV BIG formerly VVBOOM)
- Visitacion Valley Planning Alliance



Photos by Glenn Halog

COMMERCIAL DISTRICT HEALTH

READ COMMERCIAL DISTRICT HEALTH SUMMARY ON PAGE 2



Photos by Glenn Halog

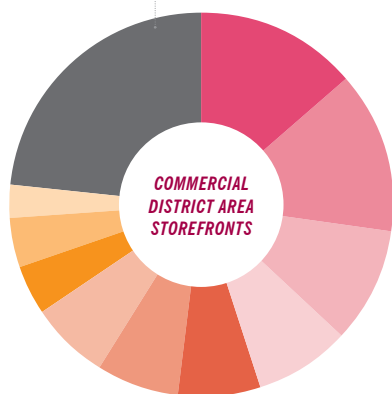
Visitation Valley Storefronts

TOTAL STOREFRONTS

% VACANT

73

23%

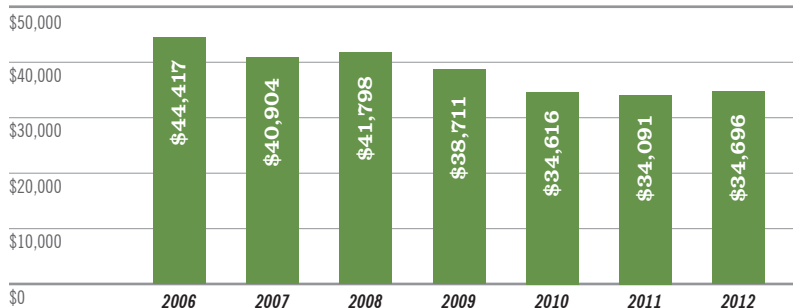


Other Retail Stores	10
Personal Service / Massage	10
Laundry / Dry Cleaners	7
Groceries, Small Markets, Convenience Stores	6
Auto Repair	5
Eating and Drinking Places	5
Others	5
Business or Professional Services	3
Administrative Services	3
Non-Retail Services	2
Vacant Storefronts	17

Source: November 2012 parcel inventory within Commercial District Area (see boundary map on page 6) conducted by Planning Department / OEWD.

Sales Tax

VISITACION VALLEY TRADE AREA



CITYWIDE

VISITACION VALLEY

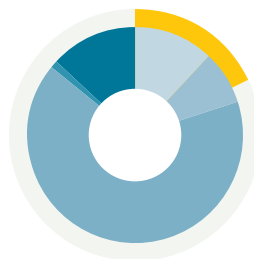
Sales Tax Change
2005-2012

▲17%

▼22%

Demographics

VISITACION VALLEY 1/4 MILE DEMOGRAPHIC AREA



White	12%
Black	8%
Asian	66%
Native American / Hawaiian or Pacific Islander	1%
Other / Two or More	13%
% Latino	18%

District Population

No. of Households

Median Household Income

13,060

3,570

\$57,510

Observations About Physical Conditions

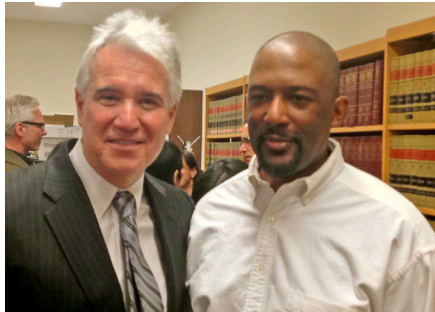
Attractive streetscape w Greenway	😊
Pocket park in the heart of the district	😊
Clean sidewalks, walkability is good	😊

Recent Accomplishments

Visitacion Valley fundraiser was held in August 2012 and featured five live bands, to raise funds for the annual festival.



Visitacion Valley held its 7th annual community festival in October 2012 filled with a day of family events, food, music and prizes.



In January 2013, VVBIG was awarded a grant through the San Francisco District Attorney Office Neighborhood Justice Fund to organize and promote 2-3 outdoor movie nights.

“We want to see shopping trends change the position of the street to meet certain needs. We want to see it developed.”

Community Advocate

STRENGTHS

- Active new library anchors the district, along with bank and post office.
- Attractive streetscape with Greenway, including community plaza.
- Clean sidewalks and attractive storefronts.
- Many buildings in good condition with large commercial floor plates.
- Active commercial corridor steering committee committed to continuing events and community-building.
- Good public transit access and freeway access.

OPPORTUNITIES

- New restaurants V2 and Eat-Drink-Play may help attract new clientele to the area.
- Schlage Lock redevelopment with housing and commercial, including grocery store, will bring new residents and amenities to the area.
- Redevelopment of Sunnydale housing (HOPE SF) will improve the area and bring in new residents.
- New auto impound lot could generate foot traffic.

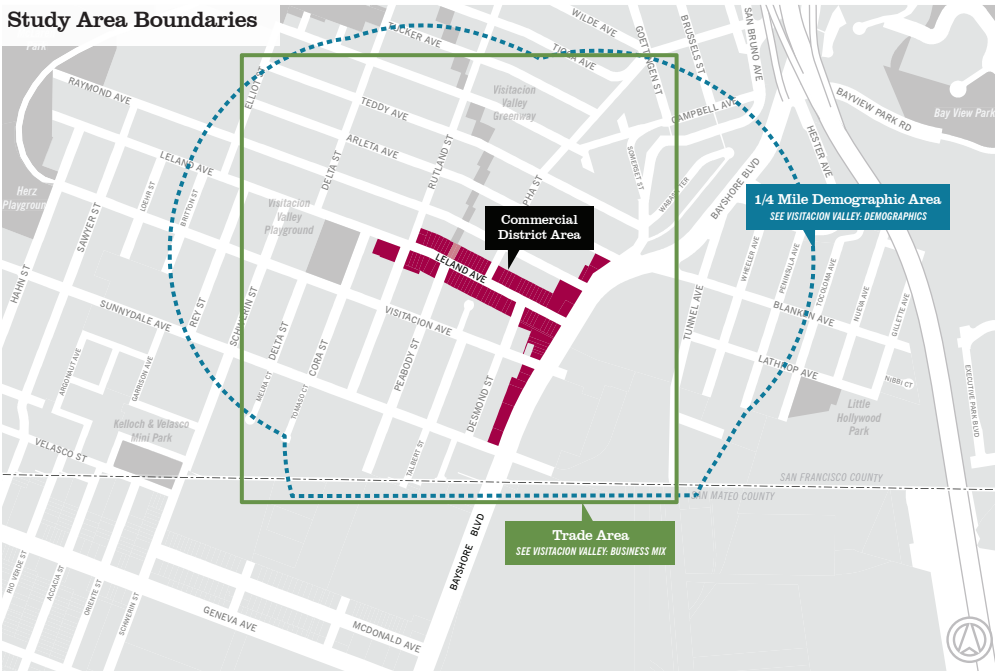
CHALLENGES

- High commercial vacancy rate (13%) and low foot traffic.
- Lack of progress at Schlage site has held back the district.
- Numerous property owners have unleased or underutilized commercial spaces.
- Business and property owners with limited English proficiency are difficult to engage.
- Crime and the perception of crime prevent some residents from coming to Leland and contribute to shorter business hours (i.e., few businesses open at night).
- Low residential density makes it more difficult to sustain local-serving businesses.
- Some buildings are declining and in need of renovation.



VISITACION VALLEY

Study Area Boundaries



NOTE:

.....
Demographic data presented on page 7 represents the area within 1/4 mile of the Visitacion Valley commercial district.

—
Business mix data presented on page 9 corresponds with the Trade Area indicated on the map.

■
Japantown storefronts data presented on page 4 corresponds with the Commercial District Area indicated on the map.

VISITACION VALLEY: DEMOGRAPHICS

READ DEMOGRAPHICS SUMMARY ON PAGE 2

Population

13,060

vs. 805,240 Citywide

Population Density

35  per acre

vs. 27 Citywide

Median Age

40.4

vs. 38.5 Citywide

No. of Households

3,570 

vs. 345,810 Citywide

Median Household Income

\$57,510

vs. \$71,420 Citywide

Education

A higher percentage of high school graduates or less.

No. of Housing Units

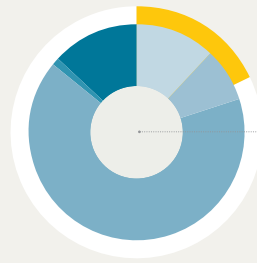
3,780

vs. 376,940 Citywide

Residential Density

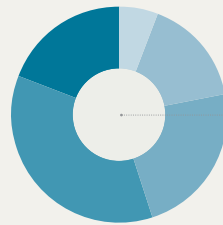
9  units per acre

vs. 12 Citywide



Race / Background

	CITYWIDE	VISITACION VALLEY
White	48%	12%
Black	6%	8%
Asian	33%	66%
Native American / Hawaiian or Pacific Islander	1%	1%
Other / Two or More	11%	13%
% Latino	15%	18%
Male / Female Ratio	51/49%	50/50%
Foreign Born	36%	56%
Linguistic Isolated Households	14%	26%



Age

Under 5	4%	6%
5 to 17	9%	16%
18 to 34	30%	23%
35 to 59	37%	36%
60 and over	19%	19%

% of Households Without a Car

16% 

vs. 29% Citywide

Households

Family Households	44%	75%
Single-Person Households	39%	13%
Non-Family Households	17%	12%
Average Household Size	2.3	3.7
Average Family Household Size	3.1	4.6

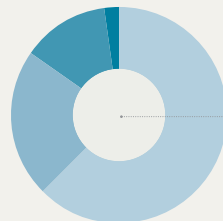
Unemployment

12% 

vs. 7% Citywide

Income

Median Family Household Income	\$86,670	\$64,885
Per Capita Income	\$45,478	\$20,210
% Poverty	12%	11%
Unemployment	7.0%	12.0%

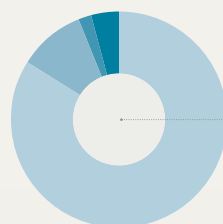


Education

High School or Less	29%	62%
Some College / AA Degree	20%	22%
College Degree	31%	13%
Post Graduate	20%	2%

Housing

Renting Households	62%	36%
Rental Vacancy Rate	3.4%	3.6%
Median Rent	\$1,260	n/a



Housing Type

Single Family Housing	33%	85%
2 - 4 Units	21%	10%
5 - 9 Units	10%	2%
10 units or more	35%	4%

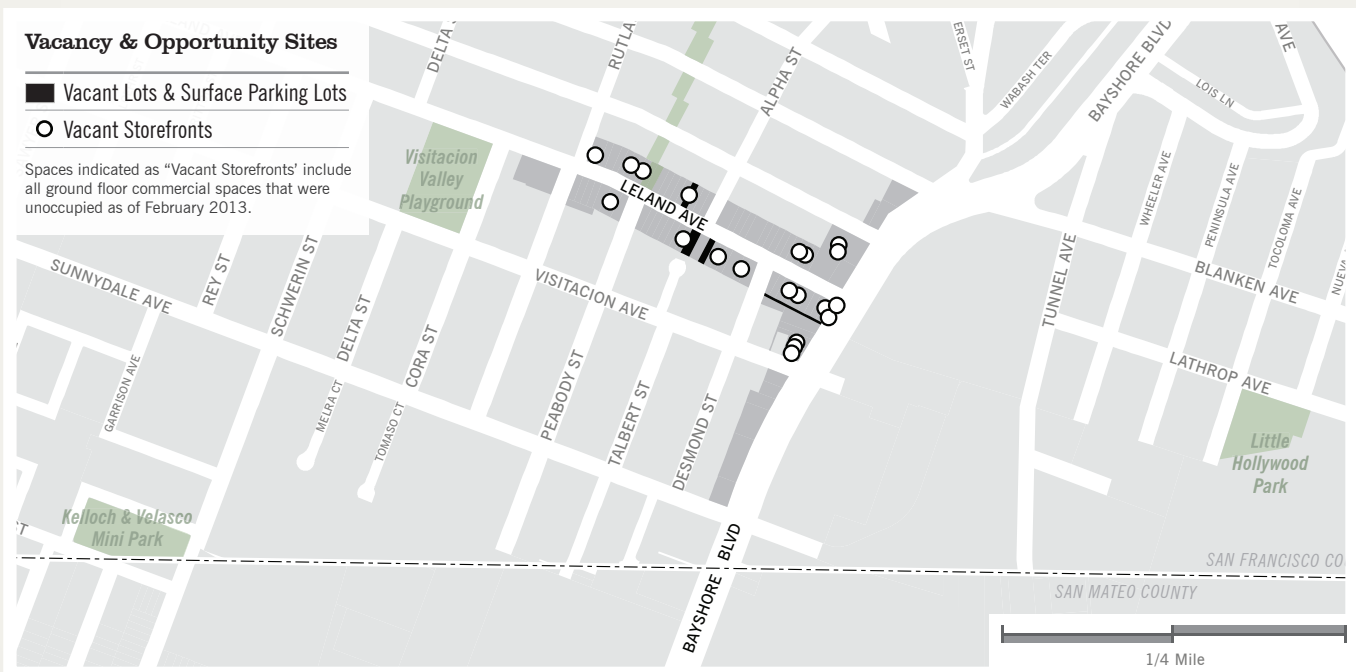
VISITACION VALLEY: LAND USE

Zoning Along Leland Ave.

NC-2 SMALL-SCALE NEIGHBORHOOD COMMERCIAL DISTRICT

Zoning Along Bayshore Blvd.

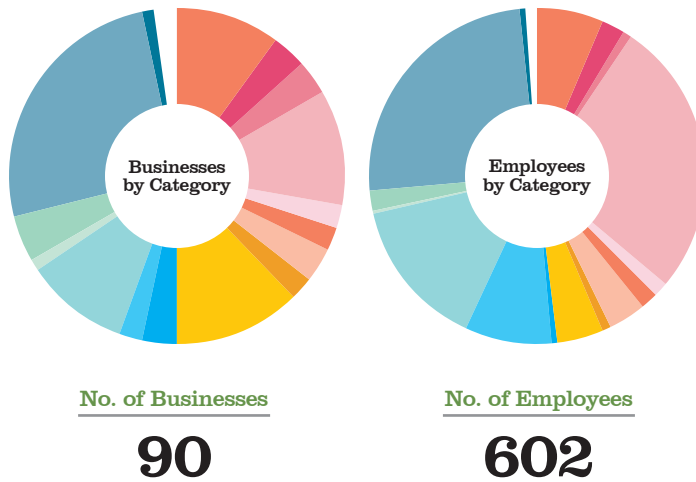
NC-3 MODERATE-SCALE NEIGHBORHOOD COMMERCIAL DISTRICT



VISITACION VALLEY: BUSINESS MIX

Summary of Business by Categories, 2011

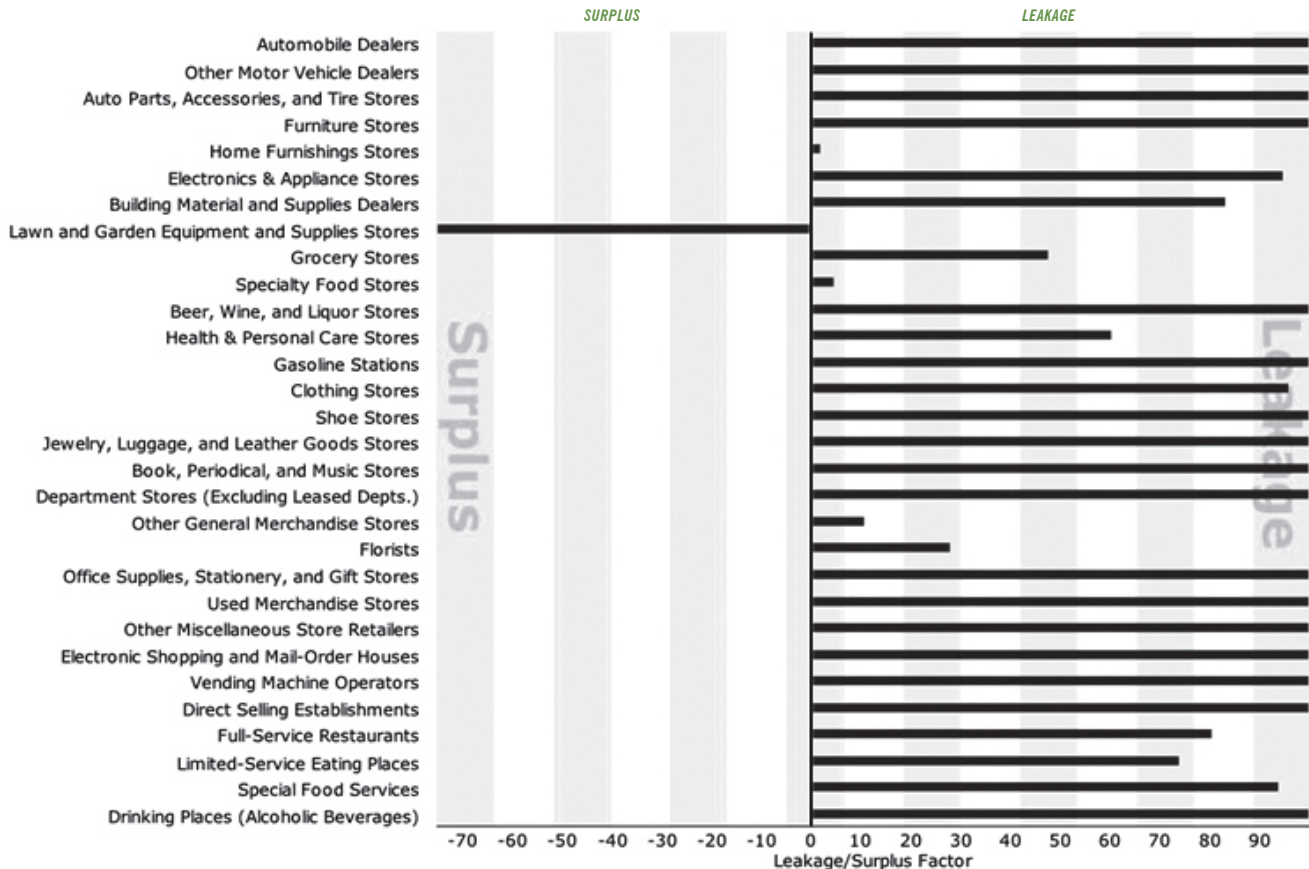
Source: Business data provided by Infogroup, Omaha NE Copyright 2012, all rights reserved. ESRI forecasts for 2011.



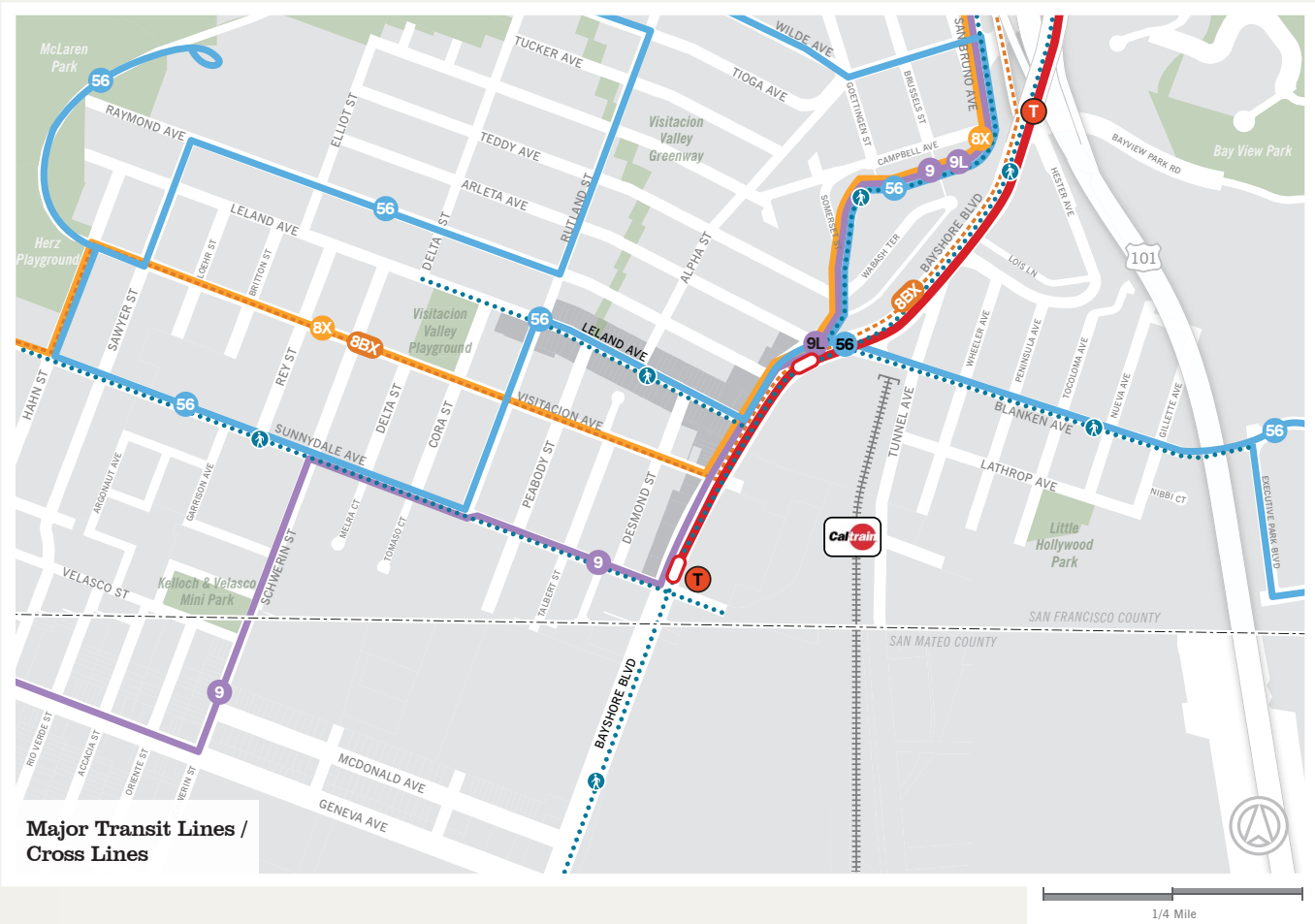
NAICS BUSINESS CATEGORY	BUSINESSES	EMPLOYEES
Construction	9	40
Manufacturing	3	12
Wholesale Trade	3	6
Retail Trade	10	160
Transportation & Warehousing	2	9
Information	2	9
Finance & Insurance	3	23
Real Estate, Rental & Leasing	2	4
Professional, Scientific & Tech Services	11	27
Admin. Support, Waste Mgmt. & Remediation Services	3	4
Educational Services	2	49
Health Care & Social Assistance	9	87
Arts, Entertainment & Recreation	1	2
Accommodation & Food Services	4	12
Other Services (except Public Administration)	23	148
Public Administration	1	4
Unclassified Establishments	2	6

Leakage / Surplus Factor by Industry Group, Visitacion Valley

The *Leakage / Surplus Factor* summarizes the relationship between supply (retail sales by businesses in the commercial district) and demand (consumer spending by households within a quarter-mile radius of the commercial district). As the *Leakage / Surplus Factor* trends toward +100, the market is experience leakage, meaning there is less retail activity relative to local demand. As the factor trends toward -100, this means that the market is in surplus and retail activity is in excess of local demand.



VISITACION VALLEY: TRANSPORTATION



Major Transit Lines on Bayshore Blvd

T Light Rail

Cross Lines

9 and 9L	on Bayshore
8X and 8BX	on Visitacion

Walking

Key Walking Streets

Leland Avenue (from Bayshore Boulevard to Delta Street);
Bayshore Boulevard; Blanken Avenue; San Bruno Avenue;
Sunnydale Avenue

Major Transit Lines on Leland Avenue

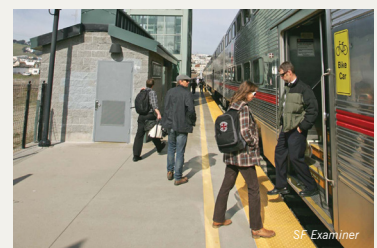
56 Rutland

Parking

Metered Spaces	101
Unmetered Spaces	32

Bicycling

Bicycle Racks	13
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VISITACION VALLEY: EXISTING PLANS & INTERVENTIONS

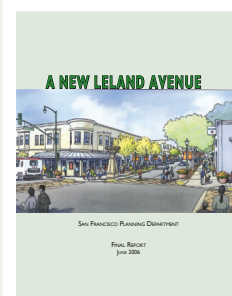
Leland Avenue Streetscape Design Project

DATE: November 24, 2009

SOURCE: SF Planning

SUMMARY: The Leland Avenue Streetscape Design Project is a plan containing design recommendations to enhance the street's aesthetic appeal and help to revitalize the commercial businesses a five block corridor. Project goals include: Improving the district's identity and appearance; increasing the economic viability of small businesses on Leland.

URL: <http://sfplanning.org/Modules/ShowDocument.aspx?documentid=1045>



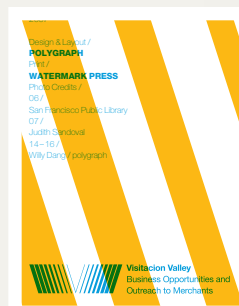
VVBOOM 2009 Action Plan

DATE: January 16, 2009

SOURCE: VVBOOM*

SUMMARY: VVBOOM (Visitacion Valley Business Opportunity and Outreach to Merchants) Action Plan is a guiding document for VVBOOM now renamed VVBIG Visitacion Valley Business Improvement Group to build connections between businesses, residents and service-providers. It provides leadership strategies to enhance business opportunities in the neighborhood and bring resources to support business growth that serves the Visitacion Valley. Sections of the plan include organization, promotion, design, economic restructuring, and safety and cleanliness.

* Renamed VVBIG Visitacion Valley Business Improvement Group



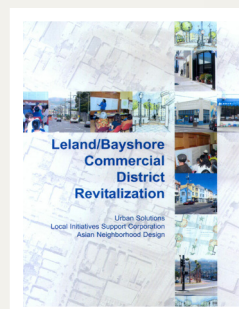
Leland/Bayshore Commercial District Revitalization

DATE: February 15, 2005

SOURCE: OEWD

SUMMARY: The Leland Bayshore Commercial Revitalization report is an action plan to strengthen the commercial areas in the district. It includes strategies to improve the physical aspect of the public realm and suggests ways to attract more business patrons and increase community capacity to support the economic vitality of the district. The report recommends concepts for physical improvements, safety & cleanliness, district promotion, and economic development. It also includes a detailed business development strategy organized by the following sections: business attraction target list, available space, demographics, a spending power analysis, a demographic comparison, a leakage comparison, and a business inventory comparison.

URL: <http://www.andnet.org/storage/pdfs-cp/Visitacion%20Leland-Bayshore%20Corridor%20Report.pdf>



Visitacion Valley Redevelopment Plan

DATE: May 8, 2009

SOURCE: SFRA

SUMMARY: The Visitacion Valley Redevelopment Plan encompasses a project area of 46-acres in the Visitacion Valley neighborhood in the southeastern corner of the City; comprising approximately 124 parcels. The project area includes the former Schlage Lock industrial site, located at the southern border of San Francisco and the properties fronting Bayshore Boulevard; and the Visitacion Valley neighborhood's commercial corridor of Leland Avenue. The project involves the demolition of the existing vacant buildings on the former Schlage Lock site, environmental remediation of the site, and the construction of a mixed-use residential, retail and office development. Multiple documents are included for the Visitacion Valley Redevelopment Area Zone 1 (Schlage Lock) Open Space + Streetscape Plan. The strategies for the plan include: paving, lighting, site furnishings, public art and historic commemoration, storm water management, tree plan, an understory planting plan, Leland Plaza and Leland Park, Greenway Park, and Old Office Building Plazas and Blanken Park.

URL: <http://www.sfredevelopment.org/index.aspx?page=135>



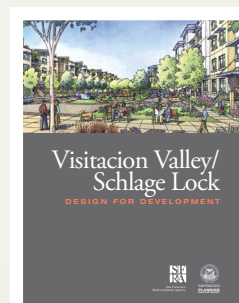
Visitacion Valley / Schlage Lock Plan

DATE: February 2009

SOURCE: SF Planning

SUMMARY: The Planning Department is partnering with the Mayor's Office of Economic and Workforce Development and the community to evaluate the feasibility of development of the large site along Bayshore Boulevard formerly occupied by the Schlage Lock factor. The City, along with its development partners at Universal Paragon, is studying tools which can help move the project forward, and any necessary legislative changes to foster the site's transformation. A community planning process to gather feedback from local residents and stakeholders began in fall 2012 and will continue throughout 2013.

URL: <http://www.sf-planning.org/index.aspx?page=1682>





Mayor

Edwin M. Lee



District Supervisor

Malia Cohen, *District 10*



Board of Supervisors

David Chiu, *President*

Eric Mar

Mark Farrell

Katy Tang

London Breed

Jane Kim

Norman Yee

Scott Wiener

David Campos

Malia Cohen

John Avalos



Land use and business inventory survey for Visitacion Valley conducted by San Francisco State University USP680 Fall 2012 students Anthony Ginez, Lily Thomas and Matthew Stang. The *Invest in Neighborhoods* Commercial District Profiles have been brought to you by:



SAN FRANCISCO
PLANNING DEPARTMENT

