VISITACION VALLEY
LELAND AVENUE & BAYSHORE BOULEVARD

NEIGHBORHOOD PROFILE

INVEST IN NEIGHBORHOODS
SAN FRANCISCO
Neighborhood Features

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

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

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.
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
5. 95 Leland Avenue 8 units
6. 101 Leland Ave 4 units
7. 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
Visitacion Valley Storefronts

- **Total Storefronts**: 73
- **% Vacant**: 23%

### Sales Tax

<table>
<thead>
<tr>
<th>Year</th>
<th>Sales Tax Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>$44,417</td>
</tr>
<tr>
<td>2007</td>
<td>$40,904</td>
</tr>
<tr>
<td>2008</td>
<td>$41,798</td>
</tr>
<tr>
<td>2009</td>
<td>$38,711</td>
</tr>
<tr>
<td>2010</td>
<td>$34,616</td>
</tr>
<tr>
<td>2011</td>
<td>$34,091</td>
</tr>
<tr>
<td>2012</td>
<td>$34,696</td>
</tr>
</tbody>
</table>

**Sales Tax Change 2005-2012**

- **CITYWIDE**: 17%
- **VISITACION VALLEY**: 22%

### Demographics

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

**District Population**: 13,060
**No. of Households**: 3,570
**Median Household Income**: $57,510

### Observations About Physical Conditions

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

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

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

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

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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

Population

13,060
vs. 805,240 Citywide

Population Density

35 people per acre
vs. 27 Citywide

Median Age

40.4
vs. 38.5 Citywide

No. of Households

3,570 homes
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

<table>
<thead>
<tr>
<th>CITYWIDE</th>
<th>VISITACION VALLEY</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>48%</td>
</tr>
<tr>
<td>Black</td>
<td>6%</td>
</tr>
<tr>
<td>Asian</td>
<td>33%</td>
</tr>
<tr>
<td>Native American / Hawaiian or Pacific Islander</td>
<td>1%</td>
</tr>
<tr>
<td>Other / Two or More</td>
<td>11%</td>
</tr>
<tr>
<td>% Latino</td>
<td>15%</td>
</tr>
</tbody>
</table>

Male / Female Ratio

51/49% vs. 50/50%

Foreign Born

36% vs. 56%

Linguistic Isolated Households

14% vs. 26%

Age

<table>
<thead>
<tr>
<th>CITYWIDE</th>
<th>VISITACION VALLEY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 5</td>
<td>4%</td>
</tr>
<tr>
<td>5 to 17</td>
<td>9%</td>
</tr>
<tr>
<td>18 to 34</td>
<td>30%</td>
</tr>
<tr>
<td>35 to 59</td>
<td>37%</td>
</tr>
<tr>
<td>60 and over</td>
<td>19%</td>
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</table>

% of Households Without a Car

16% vs. 29% Citywide

Households

<table>
<thead>
<tr>
<th>CITYWIDE</th>
<th>VISITACION VALLEY</th>
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</thead>
<tbody>
<tr>
<td>Family Households</td>
<td>44%</td>
</tr>
<tr>
<td>Single-Person Households</td>
<td>39%</td>
</tr>
<tr>
<td>Non-Family Households</td>
<td>17%</td>
</tr>
<tr>
<td>Average Household Size</td>
<td>2.3</td>
</tr>
<tr>
<td>Average Family Household Size</td>
<td>3.1</td>
</tr>
</tbody>
</table>

Income

<table>
<thead>
<tr>
<th>CITYWIDE</th>
<th>VISITACION VALLEY</th>
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</thead>
<tbody>
<tr>
<td>Median Family Household Income</td>
<td>$86,670</td>
</tr>
<tr>
<td>Per Capita Income</td>
<td>$45,478</td>
</tr>
<tr>
<td>% Poverty</td>
<td>12%</td>
</tr>
<tr>
<td>Unemployment</td>
<td>7.0%</td>
</tr>
</tbody>
</table>

% of Households Without a Car

16% vs. 29% Citywide

Education

<table>
<thead>
<tr>
<th>CITYWIDE</th>
<th>VISITACION VALLEY</th>
</tr>
</thead>
<tbody>
<tr>
<td>High School or Less</td>
<td>29%</td>
</tr>
<tr>
<td>Some College / AA Degree</td>
<td>20%</td>
</tr>
<tr>
<td>College Degree</td>
<td>31%</td>
</tr>
<tr>
<td>Post Graduate</td>
<td>20%</td>
</tr>
</tbody>
</table>

Housing

<table>
<thead>
<tr>
<th>CITYWIDE</th>
<th>VISITACION VALLEY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Renting Households</td>
<td>62%</td>
</tr>
<tr>
<td>Rental Vacancy Rate</td>
<td>3.4%</td>
</tr>
<tr>
<td>Median Rent</td>
<td>$1,260</td>
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No. of Housing Units

3,780
vs. 376,940 Citywide

Education

A higher percentage of high school graduates or less.

Housing Type

<table>
<thead>
<tr>
<th>CITYWIDE</th>
<th>VISITACION VALLEY</th>
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</thead>
<tbody>
<tr>
<td>Single Family Housing</td>
<td>33%</td>
</tr>
<tr>
<td>2 - 4 Units</td>
<td>21%</td>
</tr>
<tr>
<td>5 - 9 Units</td>
<td>10%</td>
</tr>
<tr>
<td>10 units or more</td>
<td>35%</td>
</tr>
</tbody>
</table>
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

Vacancy & Opportunity Sites

- Vacant Lots & Surface Parking Lots
- Vacant Storefronts

Spaces indicated as “Vacant Storefronts” include all ground floor commercial spaces that were unoccupied as of February 2013.
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.

![Businesses by Category](image1)
![Employees by Category](image2)

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

No. of Businesses: 90
No. of Employees: 602

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 experiencing 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.

![Leakage/Surplus Factor by Industry Group](image3)
INVEST IN NEIGHBORHOODS

APPENDIX

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
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.


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.


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.


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.

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: