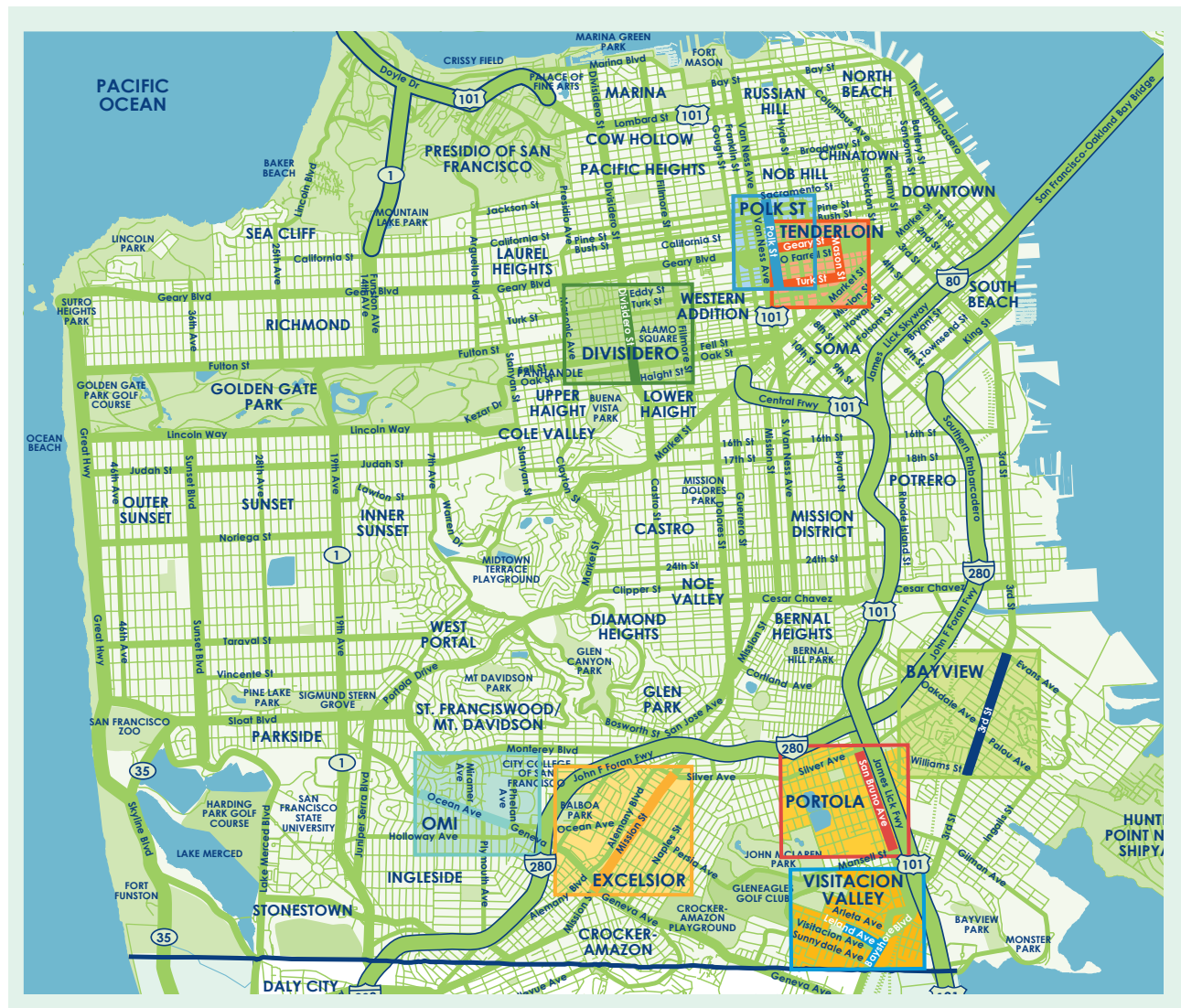


# COMMERCIAL CORRIDOR REVITALIZATION TOUR



San Francisco, CA  
April 1st, 2008

Tour Moderated by Bay Area LISC and the Mayor's Office of Economic and Workforce Development



State Farm™

evelyn & walter HAAS, JR. fund

WALTER & ELISE HAAS FUND





# TOUR AGENDA

**9:00**      **Tour Overview and Welcomes**

*Oceanview, Merced-Heights, Ingleside*

**9:15**      **Arrive on Ocean Avenue**  
Phelan Loop  
Kragen's Site Redevelopment  
Ocean Avenue Used Books



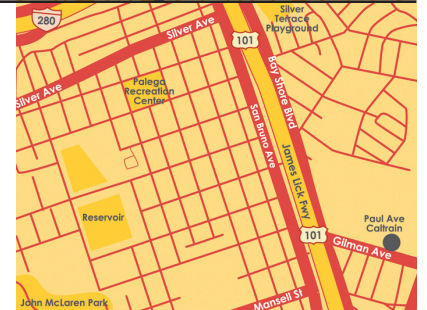
*Excelsior*

**9:35**      **Arrive on Mission Street**  
Mama Art Cafe  
Sterling Bank  
Former Woolworths  
Youth Mural Project  
Manila Oriental Market



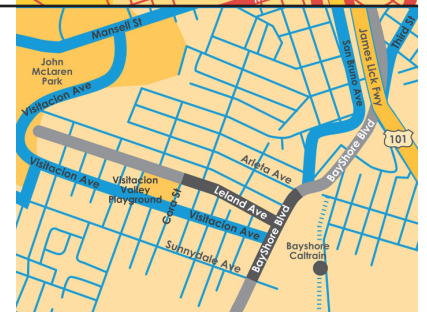
*Portola*

**10:00**      **Arrive San Bruno Avenue**  
Portola Branch Library  
Sterling Bank  
Northeast Medical Services  
Fat Belli Deli/Subway



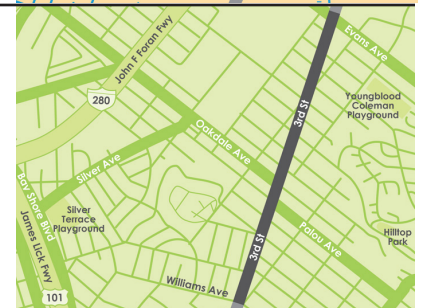
*Visitacion Valley*

**10:20**      **Arrive on Leland Avenue (exit bus)**  
Joe Leland  
Casa Lopez  
JBs-- The Shop  
Emmas Hair Salon  
La Loma Produce



*Bayview*

**11:00**      **Arrive on Third Street**  
Fresh and Easy Grocery Development  
Bayview Opera House (exit bus)  
Bayview Plaza



**11:40**      **Tour Ends (Return to Hotel)**

# San Francisco Neighborhood Marketplace Initiative



A partnership between Bay Area Local Initiatives Support Corporation and San Francisco Mayor's Office of Economic & Workforce Development

TENDERLOIN | BAYVIEW | VISITACION VALLEY | PORTOLA | OCEANVIEW-MERCED-INGLESIDE | DIVISADERO | POLK | EXCELSIOR



The San Francisco Neighborhood Marketplace Initiative works to stabilize and revitalize San Francisco's low- and moderate- income neighborhood commercial districts.

## PROGRAM GOALS:

- Enable existing businesses to grow and expand and new businesses to locate
- Provide jobs, services, and opportunities for local residents
- Address quality of life issues, such as safety and cleanliness
- Engage in beautification activities to reflect local identity and character
- Build partnerships between residents, merchants, property owners, and community groups to sustain these districts over the long-term

Each neighborhood develops an Action Plan which identifies specific improvements for a vibrant and attractive commercial district, and lays out implementation steps to guide the community

## KEY ACTIVITIES:

- **Business retention & attraction** especially for locally-owned businesses
- **Cultural events and promotional activities** to establish a positive identity and promote the district
- **Cleanliness and safety** projects
- **Beautification projects** including public art, storefront and streetscape improvements
- **Catalyst real estate development projects** that contribute to the stabilization and revitalization of the neighborhood
- **Community building and youth initiatives** to increase local participation and working together toward common goals

## BUSINESS RECRUITMENT PROGRAM

Partner Urban Solutions works to attract neighborhood-serving retail to key vacant storefronts. The new businesses meet community needs and make a positive contribution to each neighborhood's existing businesses mix.

## SUCCESS INDICATORS

Between 2005 and 2007,  
NMI contributed to the creation of

**69**

NET NEW BUSINESSES

**327**

NEW JOBS

**50,000**

VISITORS TO ATTRACTED TO  
NEIGHBORHOOD FESTIVALS

engaged

**1,477**

VOLUNTEERS,  
and leveraged over

**\$29 MILLION**

in PUBLIC & PRIVATE INVESTMENT

## CONTACT

**BAY AREA LISC:** DESIRÉE SIDEROFF  
415.397.7322  
DSIDEROFF@LISC.ORG

**MAYOR'S OFFICE:** AMY COHEN  
415.554.6649  
AMY.B.COHEN@SFGOV.ORG

## ADDITIONAL FUNDING BY:

State Farm evelyn & walter HAAS, JR. fund citi WALTER & ELISE HAAS FUND

# San Francisco Neighborhood Marketplace Initiative *Site Overview*

## KEY ACTIVITIES:

- Small business support & outreach
- Business attraction/filling vacancies
- Neighborhood marketing campaign
- Annual festivals
- Referrals for business technical assistance
- Streetscape and physical improvements
- Safety and cleanliness programs
- Merchant and community input on priority city initiatives
- Regular communication to neighborhood stakeholders

## NEIGHBORHOOD:

### EXCELSIOR



#### PROGRAM NAME:

Excelsior Action Group

#### LOCATION:

MISSION STREET: Silver to Geneva

#### CONTACT:

Cristy Johnston  
415-585-0110  
cristy@eagsf.org

### VISITACION VALLEY



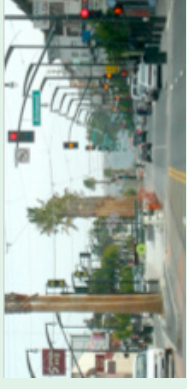
#### PROGRAM NAME:

Visitacion Valley Business Outreach  
& Opportunities for Merchants

LELAND AVENUE: Bayshore to Cora  
BAYSHORE: Sunnydale to Arleta

Crezia Tano  
415-587-7896  
ctano@vvboom.org

### BAYVIEW



#### PROGRAM NAME:

Commercial Corridor Program

THIRD STREET: Evans to Williams

Antoinette Mobley  
415-375-1791  
corridormanageron3rdstreetsf@gmail.com

### TENDERLOIN



#### PROGRAM NAME:

Tenderloin Economic Development  
Project

Area between Polk Street, Mason  
Street, Turk Street, Geary Street

Julian Davis  
415-315-9102  
nomnic@gmail.com

## NEIGHBORHOOD:

### PORTOLA



#### PROGRAM NAME:

Portola Neighborhood  
Steering Committee

#### LOCATION:

SAN BRUNO AVENUE: Silver to Mansell

#### CONTACT:

Ling Liang  
415-574-9170  
ling.pnsc@gmail.com

### OMI



#### PROGRAM NAME:

Ocean Avenue  
Revitalization Collaborative

OCEAN AVENUE: Phelan to Manor

Ling Liang  
415-574-9170  
ling.oarc@gmail.com

### DIVISADERO



#### PROGRAM NAME:

Commercial Corridor Program

DIVISADERO STREET: Haight to Geary

Lisa Zahner, MOEWD  
415-554-6479  
lisa.zahner@sfgov.org

### POLK



#### PROGRAM NAME:

Commercial Corridor Program

Turk to Sacramento

Holly Lung, MOEWD  
415-554-6489  
holly.lung@sfgov.org



# Oceanview Merced-Heights Ingleside (OMI)

LISC  
Bay Area



Ocean Avenue thrives with an eclectic mix of businesses from an independent bookstore, women's clothing store, and bike shop to thriving Vietnamese and Chinese restaurants. Lively cafes serve as community gathering places for the area's families, students, and small businesses.

The Ocean Avenue commercial district lies in the center of Oceanview, Merced-Heights, and Ingleside (OMI), Balboa Terraces, Ingleside Terraces, Westwood Park, and Sunnyside neighborhoods and is home to a range of households including seniors, families with children, college students, and professionals.

Developed between the mid 1800s to the early 1900s, the OMI is filled

with single family homes, manicured front and backyards, student housing, apartment buildings, and quiet streets.

The main campus of City College of San Francisco attracts students of all ages and backgrounds to the area both day and night. Students and residents both utilize Ocean Avenue for their shopping and dining needs.

Muni's K Street Car runs up the center of the palm-tree lined street featuring historic lighting fixtures and pedestrian amenities that make Ocean Avenue an attractive place to shop. Community activists take pride in their neighborhood by organizing holiday decorations, neighborhood events, and monthly clean-ups.

## OCEAN AVENUE: PHELAN TO MANOR

**ACCESSED BY:** Interstate 280, Balboa Park Bart Station, Muni's K street light rail, MUNI 49 and 29 bus lines.



## 1/2 MILE TRADE AREA ASSETS

**13,869**  
POPULATION

**4,093**  
HOUSEHOLDS

**\$78,475**  
MEDIAN HOUSEHOLD INCOME

**\$142,516,007**  
RETAIL SPENDING

## NEIGHBORHOOD INVESTMENTS

- 9 Façade Improvements since 2004 valued at over \$108,000
- 168 Units of housing in the pipeline with 30,000+ sq ft of ground floor retail planned
- City College expansions to include performing arts complex and brand new wellness center

## SELECT RETAIL IN THE NEIGHBORHOOD

24 Hour Fitness, Walgreen's, and Rite Aid

## CONTACT

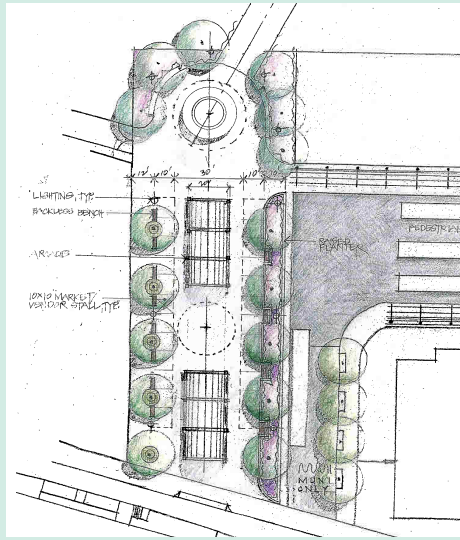
Ocean Avenue Revitalization  
Collaborative (OARC)  
Ling Liang  
415-574-9170  
ling.oarc@gmail.com





## A CLOSER LOOK: OMI

Plaza at Phelan Loop



PROPOSED

Java on Ocean cafe and building after a facade improvement

AFTER



BEFORE



FACADE IMPROVEMENT

Re-development at Kragen Auto Parts into mixed use housing (160 units) over retail (17,000 sq ft)

EXISTING



FUTURE



Ingleside Branch Library Under Construction



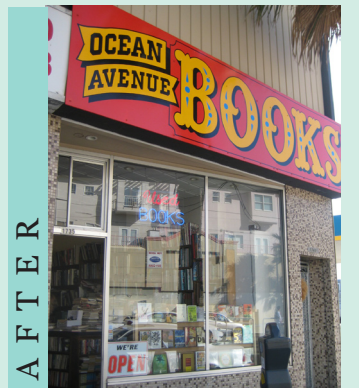
IN PROGRESS

Filling vacancies with neighborhood-serving retail

BEFORE



AFTER



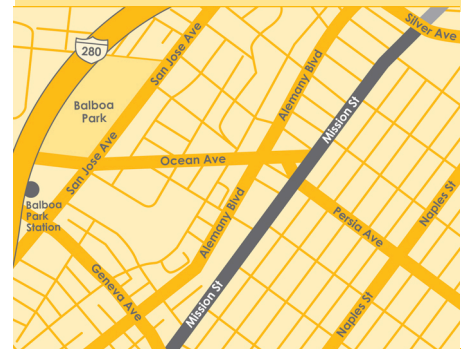


# Excelsior



## MISSION STREET: SILVER TO GENEVA

**ACCESSED BY:** Balboa Park BART station, 14-Mission Bus, 44-Geneva Bus, 29 Sunset bus, 43 Masonic, 52 Excelsior and 9 AX and 9 BX bus, Samtrans, and Interstate 280



## 1/2 MILE TRADE AREA ASSETS

**25,588**  
POPULATION

**6,697**  
HOUSEHOLDS

**\$68,583**  
MEDIAN HOUSEHOLD INCOME

**\$198,747,179**  
RETAIL SPENDING

## NEIGHBORHOOD INVESTMENTS

- Over 120 units of housing in the development pipeline
- Mission Street-Geneva Avenue Transportation improvements planned for 2008
- Greening of nearby Alemany Boulevard completed
- Completed renovation of Excelsior Branch of the SF Public Library with space for creative programming
- Annual Excelsior Festival with over 8,000 attendees

## SELECT RETAIL IN THE NEIGHBORHOOD

Citibank, Bank of America, Wells Fargo, Sterling Bank, EB Games, Safeway, Walgreen's

## CONTACT

Excelsior Action Group (EAG)  
Cristy Johnston  
415-585-0110  
cristy@eagsf.org

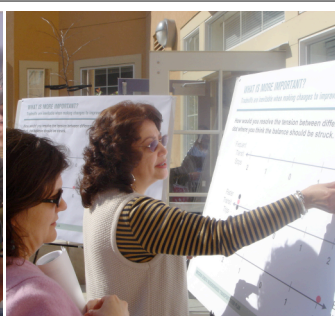
The Excelsior is a growing neighborhood situated between Balboa Park and McLaren Park. **Residents and business owners alike are fond of the small town feel in this residential enclave of a bustling city.**

Home to over 25,000 diverse residents, the neighborhood beams with multi-cultural pride. It is marked by streets named after international cities, reflecting the neighborhood's long history settled by immigrants from around the world. The Excelsior is also famed as the birthplace of Jerry Garcia, leader of the Grateful Dead. The McLaren park amphitheater bears his name and is the venue for the annual Jerry Day music festival.

With a concentration of families with children and provides abundant

educational and recreational opportunities for all ages.

The nine-block corridor of Mission Street, immediately south of Interstate 280, is the commercial heart of the neighborhood. **The Excelsior is best known to area residents for its vibrant produce stores and authentic restaurants including long-time establishments** Granada Café, Italian-American Social Club, and Joe's Cable Car Burger. Restaurants serve a range of international cuisine including Japanese, Thai, Chinese, Filipino, taquerias and Central American pupuserias. The area is also becoming known regionally for its stylish and affordable home furnishing stores.





## A CLOSER LOOK: EXCELSIOR

BEFORE

Vacant unit



AFTER

Metro PCS and Martha Brothers locally-owned cafe



BEFORE

Daily tagging on a building



AFTER

Excelsior Youth Mural Project: No tagging for six months



BEFORE

Woolworth's – 10 years of vacancy in the heart of the corridor



Plans for building include increased affordable housing, increased height (this is a major transit corridor), and better design of the commercial space so that it can attract the retail that has been prioritized by the community

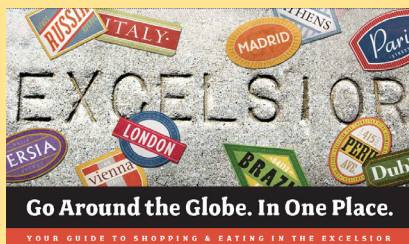
Interim Mural project



Community meeting with over 80 community members



AFTER





# Portola

LISC  
Bay Area



## SAN BRUNO AVE: SILVER TO MANSELL

**ACCESSED BY:** I-101, 280, MUNI 9, 9X, 44, and 56 bus lines



## 1/2 MILE TRADE AREA ASSETS

**14,300**  
POPULATION

**3,968**  
HOUSEHOLDS

**\$71,286**  
MEDIAN HOUSEHOLD INCOME

**\$111,426,157**  
RETAIL SPENDING

## NEIGHBORHOOD INVESTMENTS

- Streetscape improvements completed in 2006, including planting of over 100 trees and 400 lilies
- Utility undergrounding and pole removal completed in 2007
- New Northeast Medical Center facility to be completed in 2009
- Façade improvements totaling over \$400,000 since 2005
- New Portola Branch Library to be completed in 2009

## SELECT RETAIL IN THE NEIGHBORHOOD

Sterling Bank, Bank of America, Bank of the West, Walgreens, Krager Auto Parts, Radio Shack, Subway

## CONTACT

Portola Neighborhood Steering Committee  
Ling Liang  
415-574-9170  
ling.pnsc@gmail.com

Bordered by Silver Avenue, McLaren Park and the 101 Highway, the Portola District is a family-oriented, multi-cultural neighborhood. Comprised mainly of single-family homes, the Portola's residents represent a variety of ages, incomes, and cultural backgrounds, including new residents and others who have lived in the neighborhood for over 80 years.

Festive banners showcase the vibrant and multicultural identity of the neighborhood, highlighting the iconic images of the historic Avenue Theater building and the beauty of McLaren Park.

## SAN BRUNO AVENUE

San Bruno Avenue, easily accessed by Highway 101 and Interstate 280, is the thriving commercial main street of

the Portola District. The street hosts a mix of neighborhood-serving retail, locally-owned restaurants, and business strongholds which have been serving the community for generations. It is home to Breakfast at Tiffany's, a diner popular with families from all backgrounds, Johnson's Barbecue, known citywide for its sauce, and the San Bruno Market, a bustling Asian grocery store. An impressive range of Chinese restaurants and retailers create a hub of activity on the southern side of the City.

San Bruno Avenue has recently undergone significant physical improvements including the undergrounding of utility lines, placement of new street lanterns, planting of trees and fortnight lilies, and numerous storefront improvement projects.





## A C L O S E R   L O O K :   P O R T O L A

<p>BEFORE</p>	<p>AFTER</p>
<p>BEFORE</p>	<p>AFTER</p>
<p>BEFORE</p>	<p>AFTER</p>
<p>BEFORE</p>	<p>AFTER</p>

Struggling payless store



Brand new Sterling Bank Branch



Boarded up library



Library open to the community



Brand new library under construction around the corner



Abandoned building



Removable mural project completed by neighborhood school youth during project development phase.



Streetscape Before



Community meeting to plan streetscape improvements



Streetscape After





# Visitation Valley



Visitation Valley  
Business Opportunities and  
Outreach to Merchants



Visitation Valley is a sunny, diverse neighborhood in the southeastern section of San Francisco. It is home to recent immigrants and long-time San Francisco families alike. The shining sun and rolling green hills help retain the pastoral charm in the midst of this active urban neighborhood. Visitation Valley contains local landmarks, such as Eichler homes, a Julia Morgan-designed church, and the Visitation Valley Greenway, as well as the regional attractions of Candlestick Park and Cow Palace.

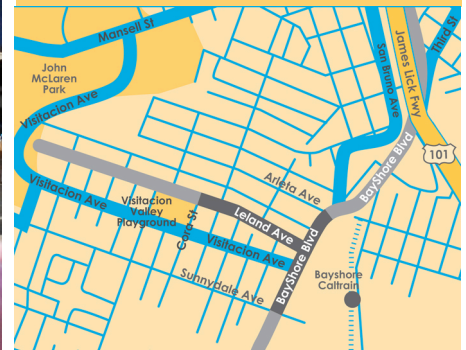
With easy access to the 101 Freeway, T-Third Light Rail Line and Cal-Train stations, residents and visitors have many choices for traveling within San Francisco and throughout the region.

**The Leland Avenue/Bayshore Boulevard Commercial District, also known as "Downtown Vis Valley," is the heart of the neighborhood with a concentration of businesses that serve local families.** Neighbors meet each other and learn about area goings-on at the Joe Leland Café and pick up chow fun at G&L Bakery and Restaurant or fresh produce at the lively Casa Lopez. This intimate-feeling corridor will soon be enhanced by new street trees and streetscape improvements.

New development at the former Schlage Lock facility and Executive Park, and community amenities such as a new branch library, will also draw local residents to the commercial corridor in just a few years.

LELAND AVENUE: BAYSHORE TO CORA  
BAYSHORE BLVD: SUNNYDALE TO ARLETA

**ACCESSED BY:** Interstate 101, Cal-Train  
Bayshore Station, Muni T Third Light Rail,  
9, 9X, 15, and 56 bus lines



1/2 MILE TRADE AREA ASSETS

**15,722**  
POPULATION

**3,807**  
HOUSEHOLDS

**\$65,918**  
MEDIAN HOUSEHOLD INCOME

**\$103,094,508**  
RETAIL SPENDING

## NEIGHBORHOOD INVESTMENTS

- Over 3800 units of housing to be constructed over the next five years
- Third Street Light Rail opened in 2007
- Coffman Community Pool to be completed in early 2008
- Streetscape improvements to be completed 2009
- New branch library to be completed by 2010

## SELECT RETAIL IN THE NEIGHBORHOOD

Bank of America

## CONTACT

Visitation Valley Business Outreach &  
Opportunities for Merchants (VVBOOM)  
Crezia Tano  
415-587-7896  
ctano@vvboom.org





# A CLOSER LOOK: VISITACION VALLEY

Streetscape Before



Rendering of Streetscape After



EXISTING

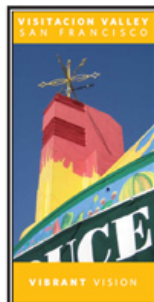
PROPOSED

More renderings of proposed streetscape enhancements



PROPOSED

Visitacion Valley Street Banner Concepts





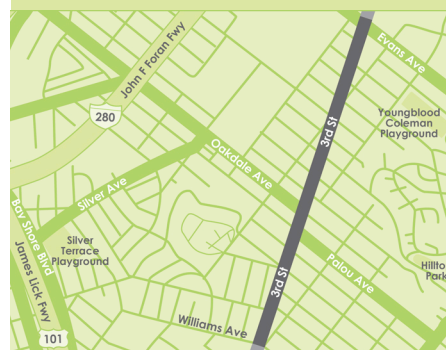
# Bayview

LISC  
Bay Area



## THIRD STREET: EVANS TO WILLIAMS

**ACCESSED BY:** Interstate 101 and 280,  
MUNI T rail line, 54, 24, 23 bus lines



## 1/2 MILE TRADE AREA ASSETS

**14,649**  
POPULATION

**4,241**  
HOUSEHOLDS

**\$55,085**  
MEDIAN HOUSEHOLD INCOME

**\$98,578,372**  
RETAIL SPENDING

## NEIGHBORHOOD INVESTMENTS

- Third Street MUNI light rail began service in April 2007
- Joe Lee Recreation Center re-opened in October 2007
- Providence Foundation "50 unit" senior housing development near completion
- Affordable mixed-use housing developments broke ground at SE sector in winter 2007 to bring in over 600 units of housing, Fresh and Easy grocery, and ground floor retail space for lease

## SELECT RETAIL IN THE NEIGHBORHOOD

Bank of America, Union Bank, Wells Fargo, Walgreens, Subway

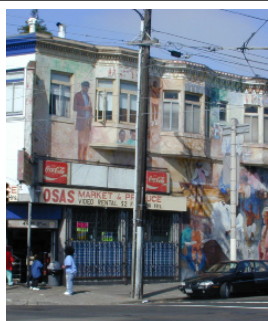
## CONTACT

Third Street Commercial Corridor Program  
Antoinette Mobley  
415-397-1791  
amobley@coosf.org

The Bayview Hunters Point is a *historical* African American district in the southeastern part of San Francisco and is home to a plethora of *soul food cafes, jazz and blues clubs, Candlestick Park* and more. Residential streets are lined with decorative gardens that are cared for by residents and friends of the Bayview. Today the Bayview is home to a high concentration of families with children, new housing and retail developments.

As you stroll down the commercial corridor you will see bright murals painted by local artists, both reflecting and commemorat-

ing African American cultural and heritage and neighborhood diversity. Third Street offers delicious dining choices, family owned cafes with internet access and a beautiful town plaza where folks can gather for events such as the International African Marketplace or shop for fresh produce at the Farmers Market. The Bayview district is on the pulse of becoming the next commercial retail destination. Stop by and experience the renaissance.



## A C L O S E R L O O K : B A Y V I E W

EXISTING

Former Coca-Cola plant



AFTER

Full service Fresh And Easy grocery store with 300 units of housing above



EXISTING

Bayview Opera House



FUTURE

Vision: A fully restored Opera House Plaza with expanded community programs



EXISTING

4800 Third Street



VISION

A classic inspired ice cream parlor



