

# Harnessing Change to Create Sustainable Growth

The Visitacion / Guadalupe Valley Watershed:

A Regional Perspective



By

Asian Neighborhood Design (AND), Community Planning Program  
Peter Cohen, Carmen Chan, Fernando Marti

Visitacion Valley Community Development Corporation (VVCDC)  
Rebecca Logue-Bovee, Katherine Williams, Jennifer Dhillon

Photos courtesy of Visitacion Valley Planning Alliance (VVPA) unless otherwise noted.  
Special thanks to Fran Martin.

For more information contact VVCDC at 415.587.7896.

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Photo from San Bruno Mountain Watch

## Introduction

San Francisco is considered a world-class city, but for those of us who live here it is also seen as part of a greater region that includes the San Francisco Peninsula, the East Bay and the North Bay communities. Projects and policies that happen in San Francisco impact other cities because we are interconnected through environmental factors, transportation corridors, economic ties and social characteristics.

Many smart planners are eager to find solutions to such environmentally significant issues as traffic controls, reducing exposure to emissions and toxins, increasing public transportation options, creating economic opportunities, and finding ways to build and support sustainable communities.

A regional approach must be recognized if we are to find solutions to these common urban problems and challenges, and if we are going to reduce the impact of global warming and environmental degradation.

Visitacion Valley is a neighborhood on the southeast corner of San Francisco bordering the cities of Brisbane and Daly City and surrounded by natural geological

boundaries that create a well-contained and naturally defined Watershed Region. The Region, bordered by mountains, hills and parks, is a natural watershed that will see hundreds of acres of growth and development in the next decade, creating thousands of new homes and millions of square feet of commercial and industrial space.

Visitacion Valley must look at least one level out, to the communities that border the neighborhood and share the greater Valley region, even though these other neighborhoods fall in different planning districts, different counties and different municipalities. Those who are concerned about the development and environmental character of the Visitacion Valley/Guadalupe communities know that we cannot

simply chose a dot on the map and isolate impacts to that area because it lies neatly in a planning district. This report looks at the region containing the Visitacion Valley neighborhood of San Francisco, the City of Brisbane, and parts of Daly City. This area, surrounded by spectacular natural assets of the San Bruno Mountains and San Francisco's McLaren Park (the sec-

### **The Region, bordered by mountains, hills and parks, is a natural watershed that will see hundreds of acres of growth and development in the next decade**



Visitacion Avenue, Brisbane



Bayshore Community Center



Schlage Lock Site

ond largest park in San Francisco after Golden Gate Park), is also a natural watershed, with drainage that geologically and historically flows down from the elevations into creeks and the bay.

The true impacts and implications of development in the Visitacion/Guadalupe Valley Watershed cannot be calculated without looking at the micro and the macro, from neighborhood to region. This booklet is the first step in efforts by the Visitacion Valley Community Development Corporation (WCDC) and Asian Neighborhood Design (AND) to create a regional perspective, collecting and analyzing data to assist in planning efforts towards sustainable growth, building relationships between regional stakeholders and decision-makers and providing community outreach to inform and encourage community participation.

WCDC believes Sustainable Growth is the key to building better communities. Sustainable Growth is defined by WCDC as Environmentally Sound Development Choices, including LEED certified building standards, toxic clean up, encouraging a reduction in the use of fossil fuels, creating

**The true impacts and implications of development in the Visitacion/Guadalupe Valley Watershed cannot be calculated without looking at the micro and the macro, from neighborhood to region**

better transportation options and household conservation patterns. However, Sustainable Development is also about building projects that are deemed Socially Necessary and Desirable by the communities in which they are sited, and bringing Health-Based<sup>1</sup> choices and Economic Benefits to those who live in the region, especially the area's low income populations.

WCDC believes that we have a rare opportunity to advocate for a Sustainable Region. Without a regional perspective many issues affecting quality of life, such as transportation, building standards, economic opportunities, housing and ways to create more healthy communities will be addressed only on individual projects (if at all) and not analyzed as part of the integrated regional area. With the support of AND, this effort will bring together stakeholders, including developers, municipalities, and residents, to use this information to inform and coordinate decision-making.

The information in this booklet is intended to be easy to understand, intuitively showing how the various elements of a re-



Visitacion Valley Greenway



John McLaren Park



San Bruno Mountain

gional planning area interrelate to make a “place”, which is the natural environment, the social environment, and the built environment. The regional analysis will be of use to many organizations and agencies as a common context for a variety of sustainable and economic development issues such as housing, transportation, infrastructure, job opportunities, natural resource preservation, urban design, and community engagement around land-use issues. The work done here is technically sound and can be integrated into the detailed planning and development analysis being conducted on projects throughout the Watershed Region.

## Section 1: Defining the Region

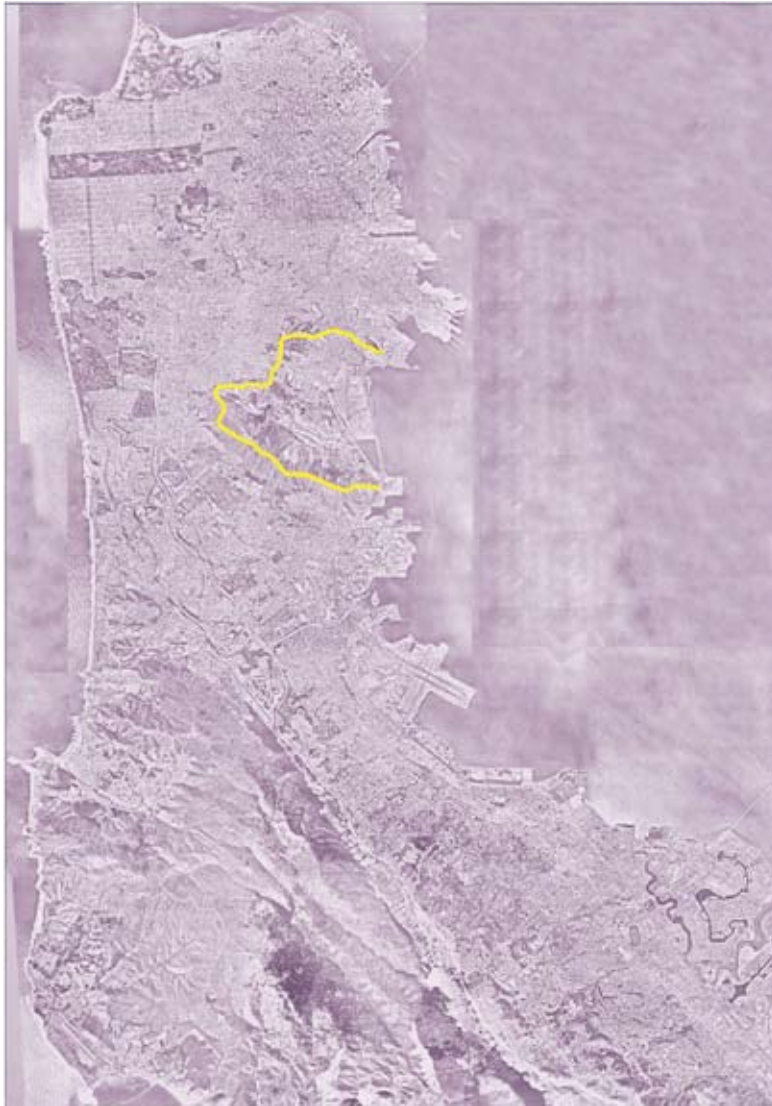
The Visitacion/Guadalupe Valley Watershed Region is a naturally defined area connected by significant transportation and economic linkages.

1. WCDC and AND are working with the San Francisco Department of Public Health’s Health Impact Tool, a comprehensive study about how development choices impact individual health. More information can be found at [http://www.thehdmt.org/executive\\_park.php](http://www.thehdmt.org/executive_park.php).



View north from Daly City  
Photo by WCDC

## The Watershed within the San Francisco Peninsula



The San Francisco Peninsula is a portion of the larger nine-county Bay Area region. San Francisco County's 47 square miles occupies the tip of the peninsula, with San Mateo County to the south, making up the bulk of the peninsula area.

The Visitacion/Guadalupe Valley Watershed is centrally located in the peninsula straddling the two counties. The yellow line in the map indicates the boundary of the Watershed.

The Watershed has a variety of regional connections making it the nexus of several major transportation corridors. These corridors create an active network for the region's economy.





Connections Map



Highway 101 traverses directly through the base of the Watershed and is the main artery connecting the region to downtown San Francisco, to San Francisco International airport, and to the economic hub of the Silicon Valley further south. Interstate 280 also connects with Highway 101 just north of the Watershed providing an additional connection to San Francisco's core and to Daly City and other destinations to the south.

Locally, arterial roads Geneva Avenue and Bayshore Boulevard connect. Geneva Avenue cuts through the Watershed to the northwest, connecting the Valley to the core of Daly City and the west side of San Francisco. Bayshore Boulevard provides local access within the Valley between the City of Brisbane and the Visitacion Valley neighborhood of San Francisco. The south end of Third Street, a major artery through the eastern neighborhoods of San Francisco connects to Bayshore in the Watershed.

Several transit access points are located in the Visitacion/Guadalupe Valley Watershed area. The Bayshore Caltrain station

**The Watershed has a variety of regional connections making it the nexus of several major transportation corridors**

provides regional connectivity from San Francisco to San Jose. Muni's Third Street lightrail's southern terminus is found in the heart of the Watershed, connecting Embarcadero, Mission Bay, Bayview/Hunter's Point and the Watershed. There are plans for a water taxi services to downtown through Oyster Point.

In addition, a key connection is created by the Watershed's position as an outlook directly onto the San Francisco Bay.

The Valley will be part of the Bay Trail along the eastern shoreline of the Upper Peninsula, which will connect it to open space destinations for pedestrians and cyclists. To the west of the Watershed across the central spine of the peninsula are the open space expanses of the Pacific coast and the coastal mountains of western San Mateo County. These transportation, economic, and open space connections illustrate the importance of the geographic position of the watershed in the context of the larger peninsula and present many opportunities.



Caltrain  
Photo by Nike Taylor



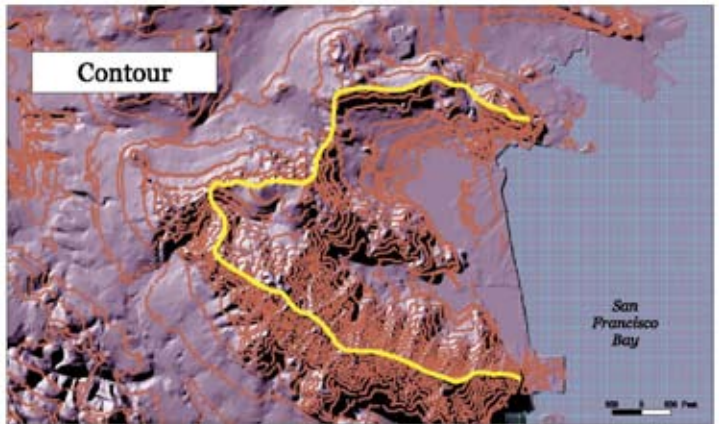
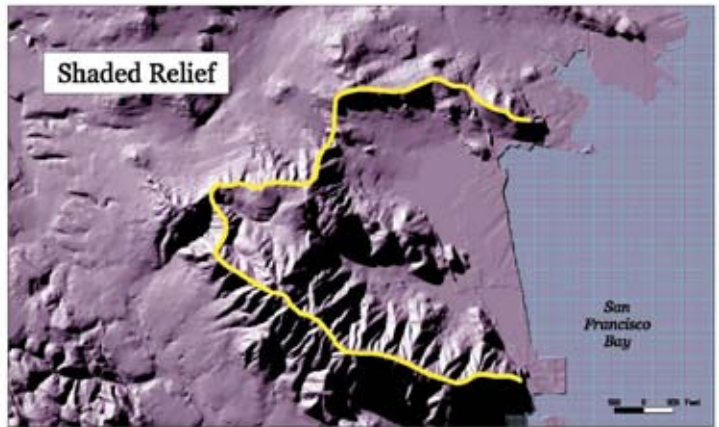
Ramp to Highway 101  
Photo by WCDC



SF Muni T-Third Lightrail  
Photo by WBOOM

## Natural Character

The ridges formed by the hills and mountains create a natural boundary that defines the Watershed clearly in relief images of the region. San Bruno Mountain, John McLaren Park and Bayview Hill form a ridge that creates the bowl of the Watershed. The mountain's highest peak reaches 1,314<sup>2</sup> feet, Bayview Hill's summit is 500 feet<sup>3</sup>, and the highest summit of McLaren Ridge is 515 feet<sup>3</sup>. The natural assets in the region define the boundaries and give the region its unique characteristics.



2. "San Bruno Mountain SP." California State Parks. 31 Aug 2007 <[http://www.parks.ca.gov/default.asp?page\\_id=518](http://www.parks.ca.gov/default.asp?page_id=518)>.
3. Schweisguth, Dave. "How Many Hills Are There In San Francisco?." SFGazetteer.com. 31 Aug 2007 <<http://sfgazetteer.com/how-many-hills-in-san-francisco.html>>.



Lake McNab at Louis Sutter Playground



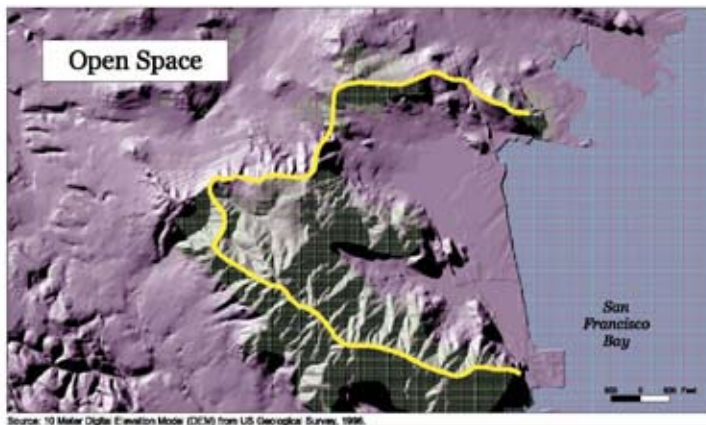
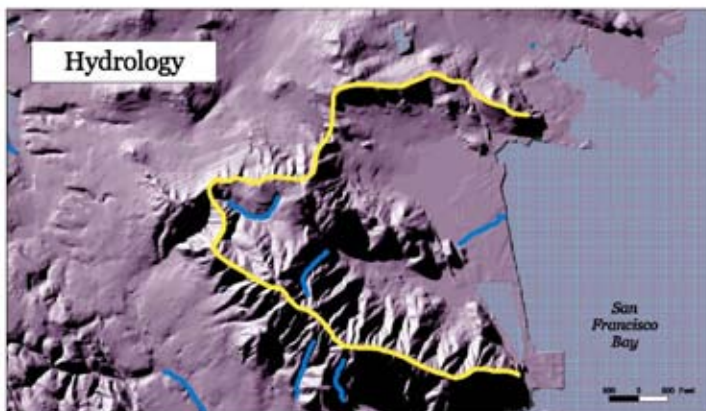
Bayview Hill  
Photos by VVDCD

There are several creeks that run from the ridges out to the San Francisco Bay in the Watershed. The two major streams are Guadalupe Creek and Colma Creek<sup>3</sup>. Visitacion Creek and the Brisbane Lagoon are major bodies of water in Brisbane.

The Visitacion/Guadalupe Valley Watershed is clearly identified as a true, naturally occurring watershed, showing drainage directly through the elements raised by the San Bruno Mountain range, McLaren Park on the Northern ridge area and Bayview Hill. The creeks are ecologically and historically significant to the Valley.

Open space along the ridges of the mountains and hills also helps to define the Watershed. Established in the 1970s, the San Bruno Mountain State Park provides 3,300 acres of open space along the southern border of the Watershed. Beginning in 1926, San Francisco began creating John McLaren Park<sup>4</sup>. At 318 acres, it borders the northwest corner of the region and is the second largest park in San Francisco. Bayview Hill is at the northeast tip of the Watershed, and the park here was established in 1915.

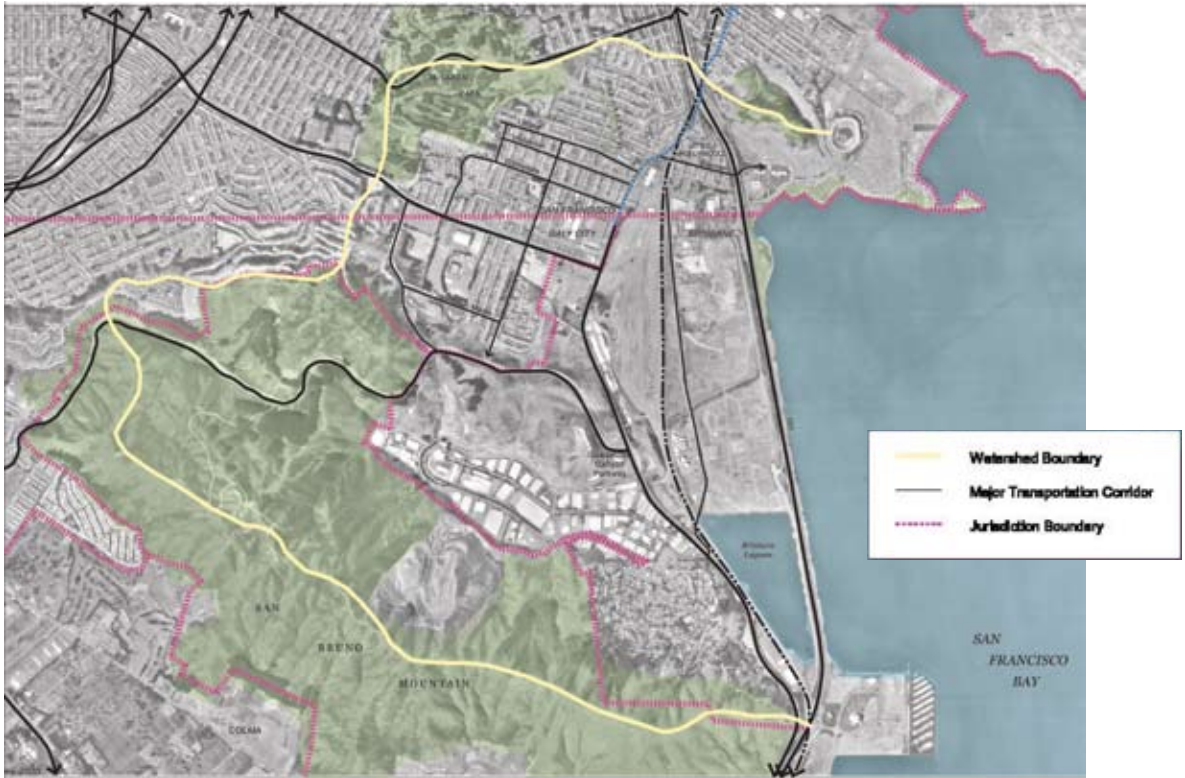
Candlestick Park was established as a state park in 1977. Located in the northeast of the region, in the future it will connect to the Bay Trail, a pedestrian and bicycling path circling the Bay.



4. "A Brief History of McLaren Park." Friends of John McLaren Park. 31 Aug 2007 <<http://johnmclarenpark.org/history.html>>.



## Built Character



The map above shows the built environment of the Watershed as it has evolved over decades of use and urbanization layered on top of the natural environment of the Watershed. The map shows how the buildings and roads and other infrastructure almost tuck themselves into the nooks and crannies leaving the natural watershed distinct and fairly intact (although a significant amount of modification has obviously still happened as the area developed). This inter-relationship between the natural character and built character of the regional watershed is a unique aspect of the Visitacion/Guadalupe Valley given its otherwise very urban context in the larger peninsula region.



Daly City form San Bruno Mountain



Daly City form San Bruno Mountain



Community Park, Brisbane

The existing land use patterns of the Valley are apparent on the aerial photo and on the land-use map on the following page – residential uses are for the most part clustered in the upper reaches of the Watershed, commercial/retail uses concentrate along main roadways, and industrial uses are scattered at the base of the Valley along the Bayshore corridor and into Silver Canyon below San Bruno Mountain. It is notable that there is little vacant land in the Valley besides the large undeveloped area at the mouth of the Watershed along the Bay.

Historically the County of San Francisco comprised the entirety of the Upper Peninsula, and the Visitacion/Guadalupe Valley Watershed lay within a single jurisdiction. However, as the region grew rapidly during the mid 1850s, new political boundaries lines were drawn that bisected the Watershed. According to historical reports, the population of San Francisco grew so much and there was confusion over the jurisdiction of the

county and city governments, especially the police forces during this time of lawlessness. An effort was made to consolidate the city and county to eliminate duplicative roles. Attached to the legislation was language that would divide the county, creating a new county to the south. Initially the line was a series of lines between landmarks but in 1857 legislation to clarify the 1856 bill set the border as a straight line that was essentially the same as the previous location.<sup>5</sup>

Everything south of the line became the new County of San Mateo, while everything north of the line became part of the new consolidated City-County of San Francisco. Thus the county and municipal boundaries that

are shown on the map here do not neatly correspond to the Watershed as an intact region, or even logical sub-areas based on the natural landscape. Thus, the complicated geometry of political boundaries within the shared Valley requires intra-jurisdiction dialogue about development.

**This inter-relationship between the natural character and built character of the regional watershed is a unique aspect of the Visitacion/Guadalupe Valley given its otherwise very urban context in the larger peninsula region**

5. Stanger, Frank. South from San Francisco; San Mateo County, California, its history and heritage. San Mateo: San Mateo County Historical Association, 1963.



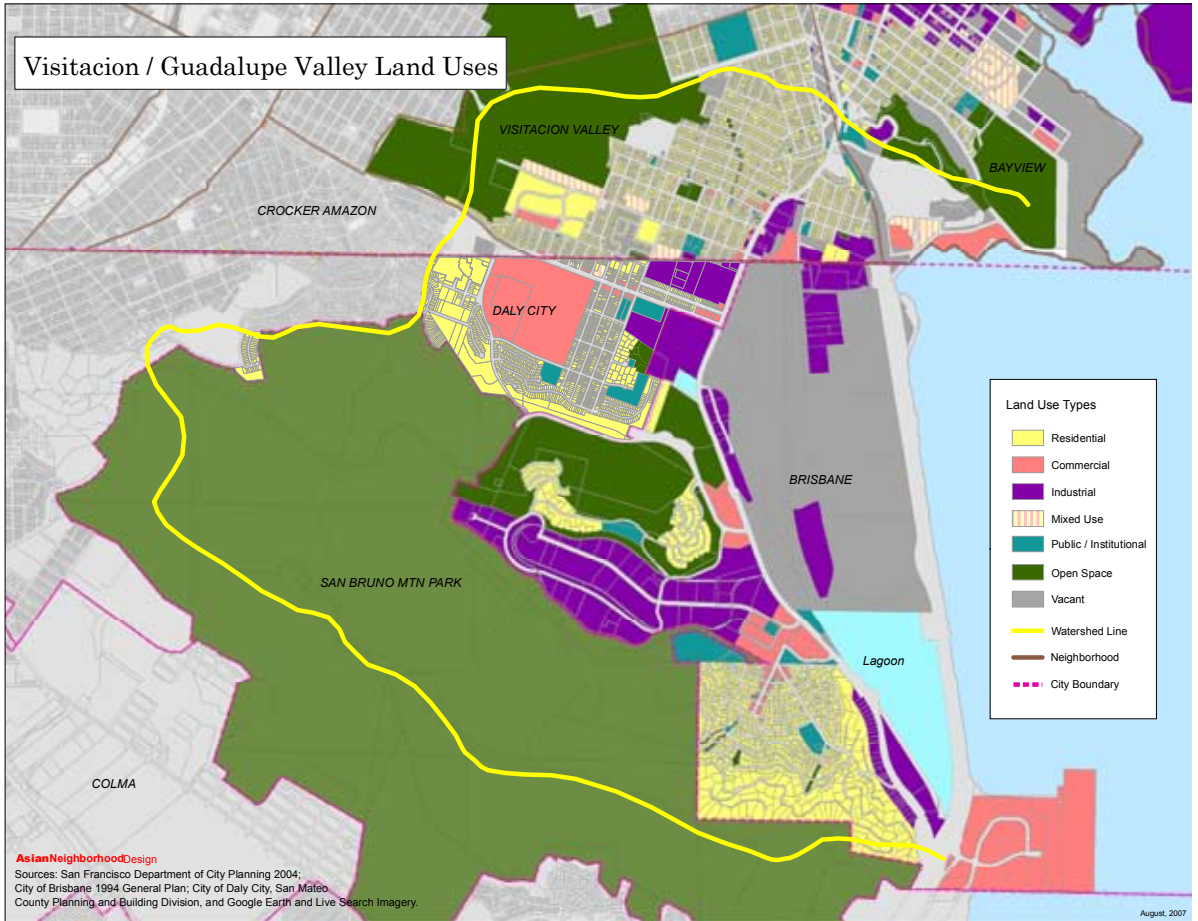
See's Candie, Visitacion Valley



Leland Avenue, Visitacion Valley



Visitacion Valley Housing  
Photos by WVCDC





Single-family residences make up the bulk of the land use type in the watershed region. Large parks are on the edges, with the biggest being the area of San Bruno Mountain. Commercial areas lie primarily in the 250-acre Crocker Industrial Park in Brisbane and Executive Park in San Francisco. Leland Avenue and Bayshore Boulevard are the main neighborhood serving commercial streets in the San Francisco portion of the Watershed. There is also a strip mall on County Drive in Brisbane.

The land use map shown here was a technical task that had not been undertaken before WVCDC and AND's regional analysis. Lacking a regional authority, there was no land use map in existence that combined the three municipalities, despite the very obvious connections and overlaps in terms of transportation and development. Having a picture of the existing condition of the Watershed is an important step toward being able to assess the regional impact of development and change.

**Having a picture of the existing condition of the Watershed is an important step toward being able to assess the regional impact of development and change**



Crocker Commercial Park, Brisbane



Neighborhood Commercial, Brisbane



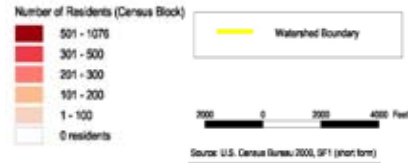
Schlage Lock Entrance, Bayshore Boulevard



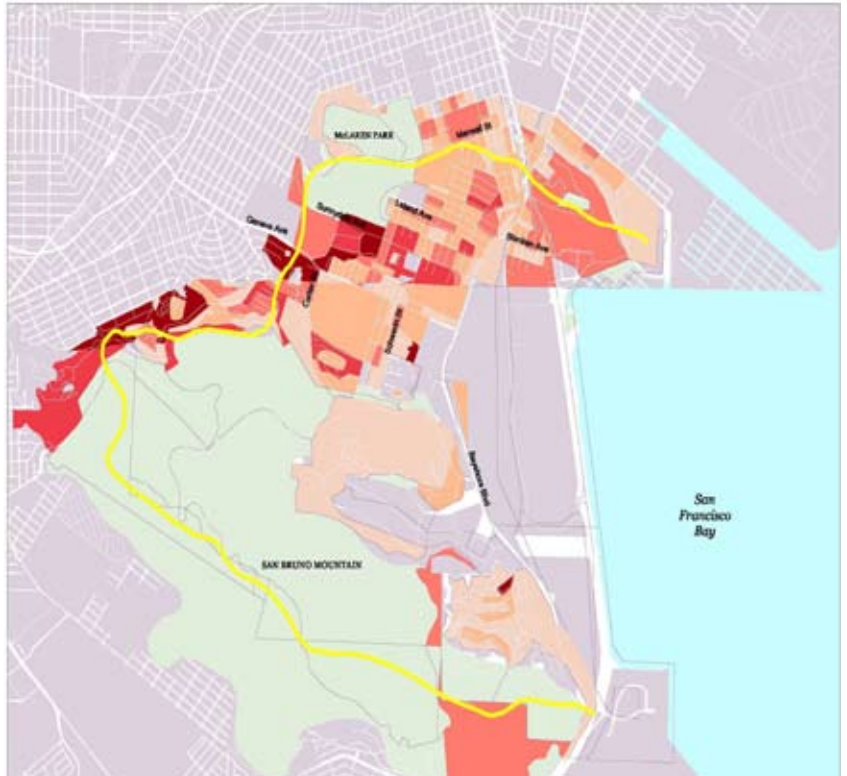
Panaramic from Candlestick Point  
Photos by WVCDC

## Social Character

### Population Density

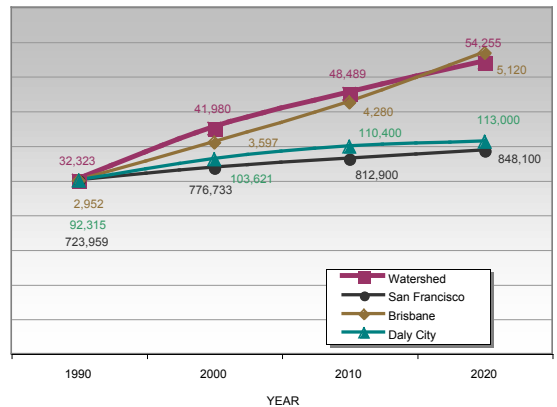


The final layer added onto the natural and built landscapes of the Watershed is the social character of the population. Understanding the various characteristics of the people who reside in the communities within the Valley is an important part of the story of the region's growth and current conditions. The maps and tables shown here provide a selection of lenses on the social landscape across the Watershed.



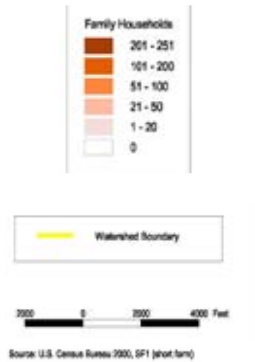
Based on the 2000 census, approximately 41,980 people live in the watershed region. The map shows how the density is spread across the Watershed. The darker color indicates where the population is most concentrated.

Looking at projections from the Association of Bay Area Governments (ABAG) and trends over the last decade, the population in the Watershed is expected to grow to almost 57,000 by year 2020. This would be a 35% increase from the population in 2000.

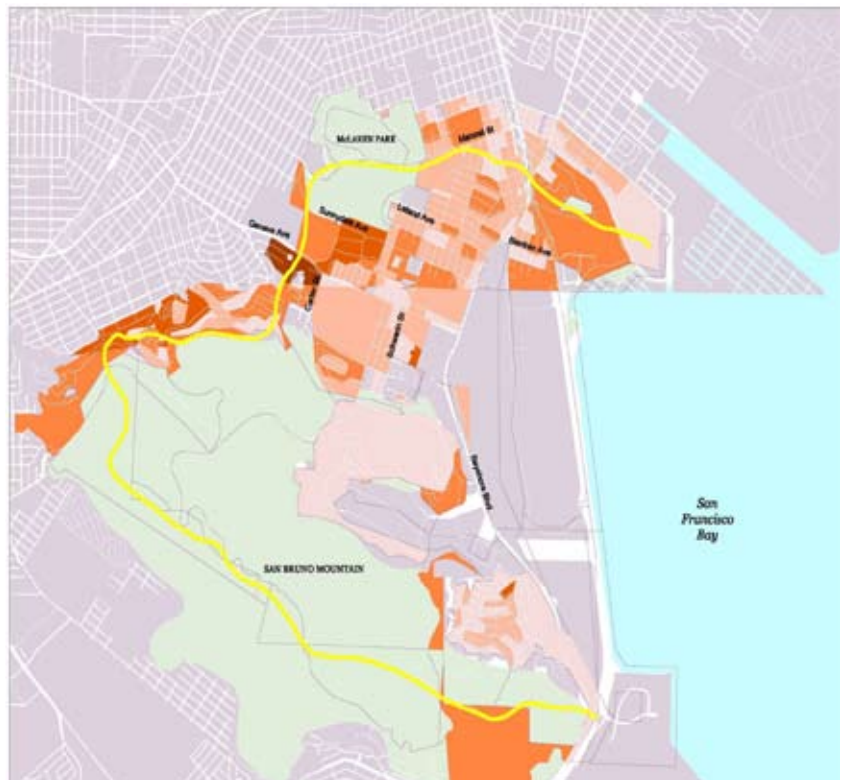


The above line graph shows that the projected population of the Watershed, overall, has a significantly faster growth rate than San Francisco and Daly City.

## Family Households



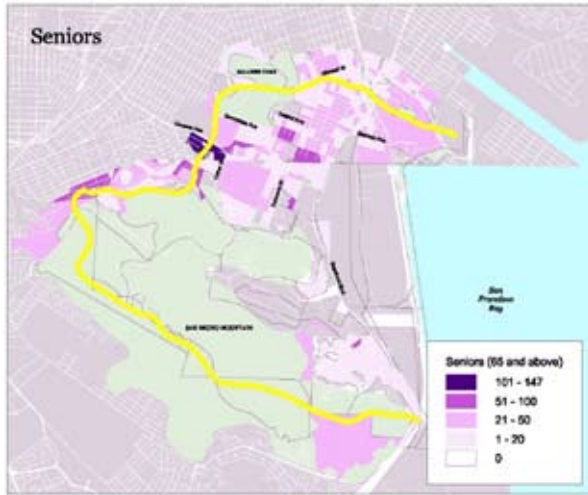
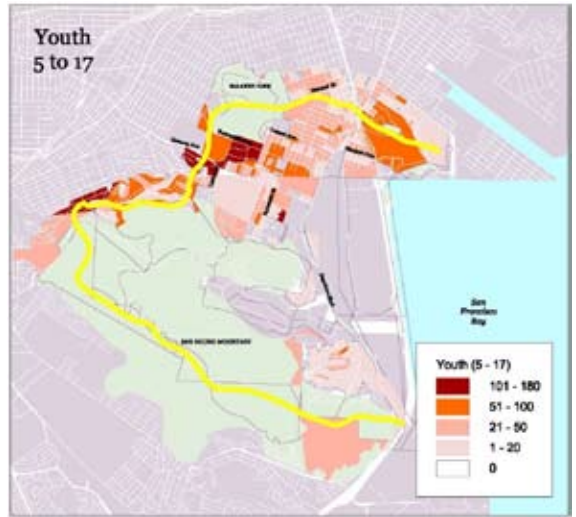
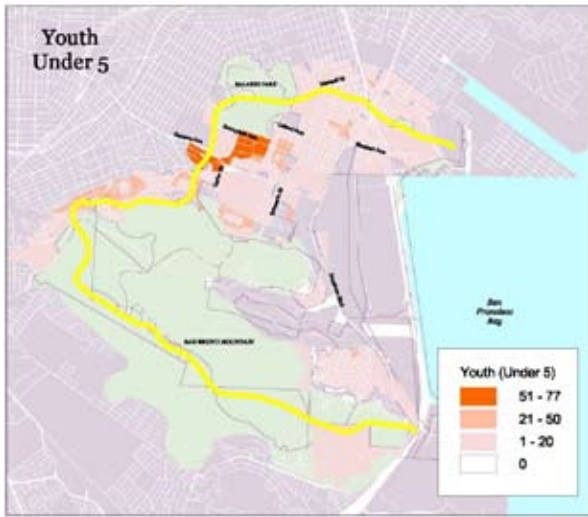
**Over 75% of the Watershed's households are families**



Most of the Watershed's households are families. There are 12,020 households in the region. Over 75%, 9,137, are classified as family households<sup>6</sup>. In San Francisco, 44% of households are families. About 52% of the City of Brisbane household are families. Daly City is similar to the region; about 75% of its household are families. The darkest color on the map indicates where the number of family households is densest.

6. The census defines a household as all the people who occupy a housing unit as their usual place of residence. A family household is defined as a group of two or more people who reside together and who are related by birth, marriage, or adoption. A nonfamily householder is a householder living alone or with nonrelatives only. [www.census.gov](http://www.census.gov)

# Population by Age



Note: The Census defines youth as under 18 years of age.  
Source: U.S. Census Bureau 2000, SF1 (short form)

The Region has a high youth population compared to the average of the three municipalities. Of the residents living in the watershed region, 10,296, or 25 % of the total, are youth under 17 years old. Thus, the Watershed has proportionally more youth than San Francisco, Daly City or Brisbane, and a higher proportion than that of the three cities combined.

The table shows the population characteristics for each of the three cities of the Watershed, and the total for the three cities. The population for the Watershed is derived by extracting the information for the portion of each city that lies within the region.

Comparison of the Watershed Region to the three cities:

	<b>Children (&lt;5)</b>	<b>School age (5-17)</b>	<b>All Youth &lt;17</b>	<b>Seniors</b>
San Francisco	31,633 (4%)	81,169 (10%)	112,802 (15%)	106,111 (14%)
Daly City	6246 (6%)	17,032 (16%)	23,278 (22%)	12,486 (12%)
Brisbane	161 (4%)	477 (13%)	638 (18%)	292 (8%)
Total of Three Cities	38040 (4%)	98,678 (11%)	136,718 (15%)	118,889 (13%)
<b>Watershed</b>	<b>2567 (6%)</b>	<b>7729 (18%)</b>	<b>10,296 (25%)</b>	<b>4814 (11%)</b>

Source: Census 2000

Seniors, over 65 years old, comprise 4814 of residents, or 11% of the Watershed's population.



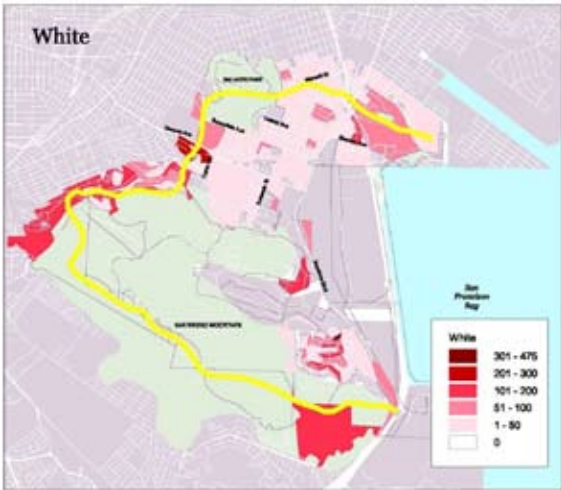
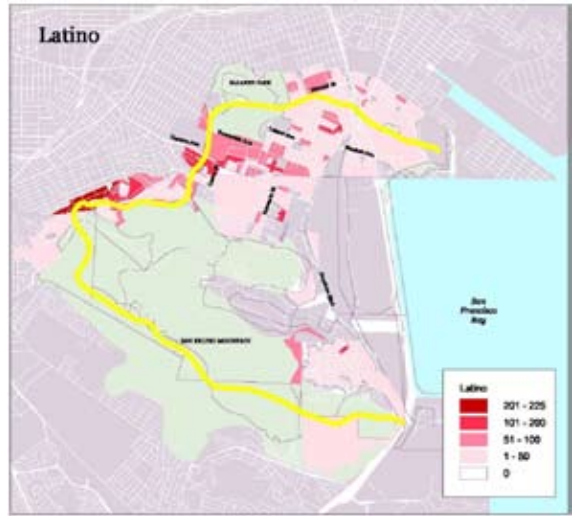
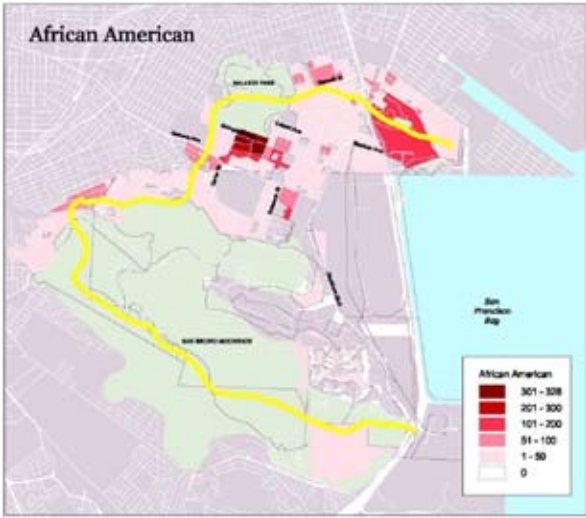
**25 % of the total population of the Watershed are youth under 17 years old**



2006 Leland Avenue Street Fair  
Photo by WBOOM



# Population by Ethnicity





The region is culturally diverse. Nearly half of the population in the Watershed is Asian/Pacific Islanders, significantly higher than the population of the three cities combined. In the region, Whites comprise 21%, African Americans 15%, Latinos 19%, and Asian/Pacific Islanders 48% of the population.

Comparison of the Watershed Region to the three cities:

	<b>Asian/Pac Isl.</b>	<b>Afr Amer.</b>	<b>Anglo</b>	<b>Latino</b>
San Francisco	243,409 (31%)	60,515 (8%)	385,728 (50%)	109,504 (14%)
Daly City	53,462 (52%)	4720 (5%)	26,836 (26%)	23,072 (22%)
Brisbane	546 (15%)	38 (1%)	2624 (73%)	550 (15%)
Total of Three Cities	297,417 (34%)	65,273 (7%)	415,188 (47%)	133,126 (15%)
<b>Watershed</b>	<b>20,040 (48%)</b>	<b>6474 (15%)</b>	<b>9007 (21%)</b>	<b>7958 (19%)</b>

Source: Census 2000

The table shows that the population characteristics for the Watershed are different than those of any of the individual cities or the combined total of the cities. Over half of the population of the Watershed are Asian/Pacific Islanders similar to Daly City. However for San Francisco and Brisbane, Anglos make up the majority of the population. In the Watershed, the remaining half of the population is almost evenly spread among African Americans, Anglos, and Latinos. This area presents opportunities and challenges for diversity of retailers and services in the region.

**Nearly half of the population in the Watershed is Asian/Pacific Islanders, a higher proportion than the population of the three cities combined**

## Section 2: The Need for Regional Planning

Why should we look at the area from a Regional Perspective? The upcoming development projects will affect the region. Therefore regional solutions are needed to build sustainable communities that protect and enhance the lives of existing and future residents.

**This is a unique opportunity to plan for the future of the region, and encourage sustainable, smart growth**

A regional perspective is the most efficient and effective way to accommodate development patterns in the Watershed. Political boundaries do not limit the influence that development will have on the entire region. Residents and governments will want to know what is happening in the region and how the community is changing. Planning decisions based on the political boundaries could be uninformed about both the assets and the challenges of the interrelated development patterns.

Traffic and travel patterns are not dictated by the political boundaries. Bus lines, major arterial streets, highways and future transportation routes cross these boundaries.

Population clusters may have divergent and contradictory needs that may be managed better with a regional perspective. New developments can create strains on already limited resources not only within the planning area, but to its surrounding neighborhoods.

Finally, and perhaps most significantly, this is a unique opportunity to plan for the future of the region, and encourage sustainable, smart growth.

# Changes in the Watershed

## Future Development

There are significant development prospects on the horizon for vacant and industrial lands and redevelopment of large infill sites within the Watershed. In addition there are a number of major transportation infrastructure projects that will add to the network of connections the Valley already has within the larger peninsula region.

While many development and infrastructure projects are in the pipeline, six significant projects are simultaneously underway that individually would change the area, and cumulatively bring tremendous opportunities as well as challenges to the Watershed.

- The Third Street Light rail, connecting Visitacion Valley with downtown San Francisco through the eastern neighborhoods, began service in April 2007.
- Multiple projects to bring 3000 new housing units to Executive Park are currently in the Environmental Impact

Review process.

- New housing is currently under construction at the former Travelodge site on Bayshore Avenue. Under the development plan, 32 two-unit townhouses and one 56-unit multi-family building will be built.
- Streetscape Improvements have been approved to begin a major retooling of the main shopping area to Visitacion Valley at Leland Avenue and Bayshore Boulevard.
- The San Francisco Redevelopment Agency has begun community-planning work to create a major Redevelopment Area at the former Schlage Lock Factory site on Bayshore Boulevard.
- Brisbane Baylands Commercial Development is in the post planning stage and will see over 600 acres of land developed on the Brisbane San Francisco Border.



Executive Park

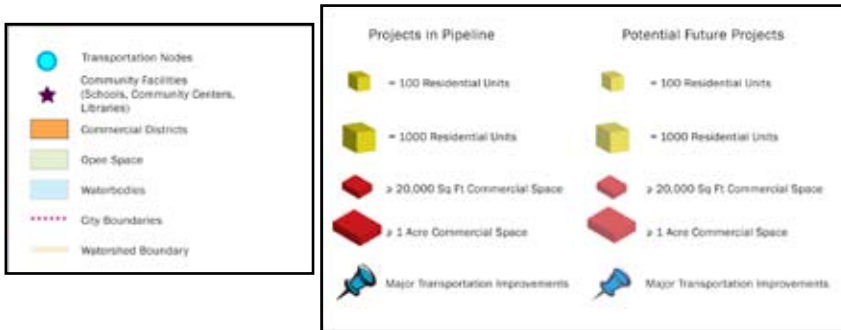
**Six significant projects are simultaneously underway that individually would change the area, and cumulatively bring tremendous opportunities as well as challenges**



Travelodge Site on Bayshore Boulevard  
Photos by WVCDC



### Pipeline and Future Projects



## Potential Future Projects

In addition to the six projects that are in the pipeline, there are several other potential future projects that will affect the watershed region.

- Daly City is planning a Mixed Use Center at the Cow Palace.
- In Brisbane, the Geneva Corridor Extension is planned to connect Geneva Avenue with Highway 101.
- The Caltrain/Muni Intermodal Terminal is planned for construction in the Baylands.

All together these pipeline and potential future development projects could add over 4000 housing units<sup>7</sup> to the Visitacion/Guadalupe Valley region and 2 million square feet of commercial and retail space. The population growth that would accompany this prospective development is significant, with projections of a 35% increase from 2000 to 2020 (see page 16). From a regional planning perspective, these changes in the Watershed must be analyzed for their implications on the natural, built and social character of the Watershed. The Executive Park site, home to 3000 new residential units is being touted as “San Francisco’s First Sustainable Neighborhood.” The implication is that this region will have a neighborhood

that is built to high environmental standards, will support transportation options that reduce the reliance on fossil fuel vehicles, has a pedestrian-friendly urban plan that looks to the local region for shopping and service needs. “Sustainable development” should maintain the natural environment, conserving and preserving ecological assets to the highest degree possible. These laudable goals must also be realized regionally, because one neighborhood

**One neighborhood cannot single-handedly create “sustainability”, each adjacent area must support the efforts to bring regional transportation, retail and services and ecological preservation to the residents. . . Regional thinking is a way in which sustainable objectives can be realized**

cannot single-handedly create “sustainability.” Each adjacent area must support the efforts to bring regional transportation, retail and services and ecological preservation to the residents. Regional thinking is a way in which sustainable objectives can be realized.

Identifying the problems and challenges to Sustainable Development, and the Regional approach to finding solutions is the first step in a longer process. This future process will be discussed in greater detail in the following pages.

7. “San Francisco residential development pipeline - 2007.” San Francisco Business Times June 22-28, 2007, pg 20-21.

### **Section 3: Our Work**

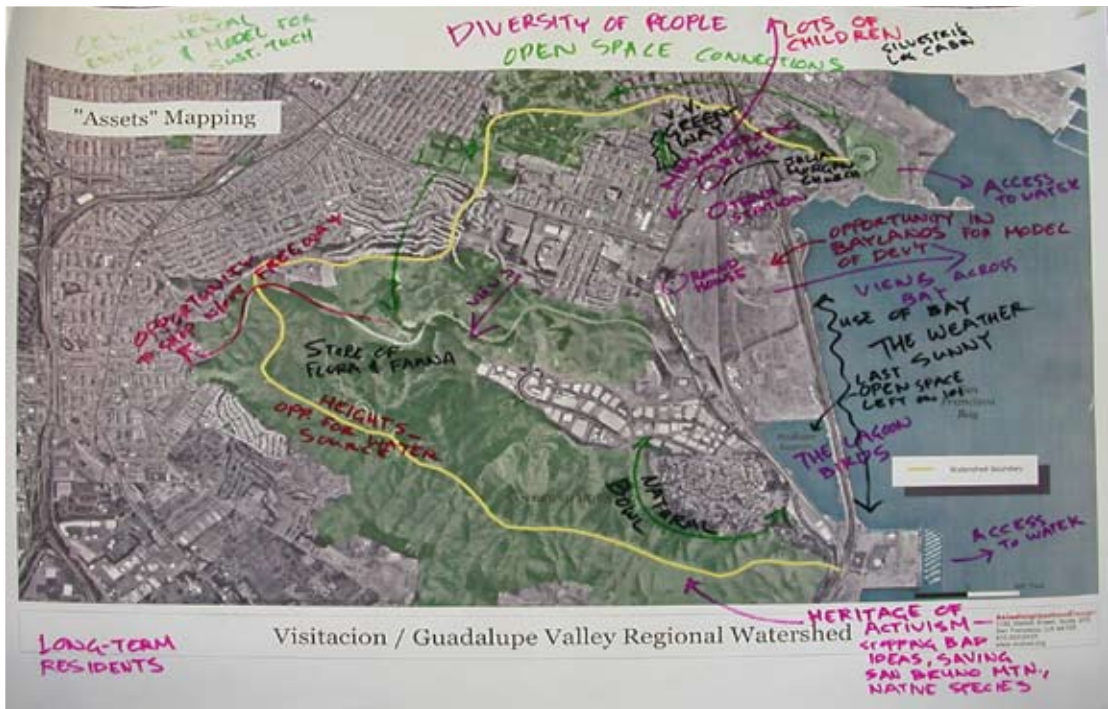
This section highlights how we have used the information that has been gathered thus far to inform the community of changes happening in the Watershed.



## Application of the Work



In the summer and fall of 2006, AND, WVCDC, and the Visitation Valley Planning Alliance (VPA), used data and information collected to hold a series of community meetings. These meetings brought together residents, developers, and municipal agencies to examine what development was occurring in the watershed region. The kickoff meeting provided a general overview of the region including demographics, significant buildings and places, and future development.



One of the products from the first meeting was an Asset map documenting what participants saw as values in the region. Some of the assets identified were:

- Lots of children
- Open space connections
- Silvestri's log cabin
- Diversity of people
- Views across bay, views to/from mountain
- Opportunity in Baylands for model of development
- The lagoon, birds
- Access to water
- Heritage of activism
- Long-term residents
- Heights - opportunity for water source
- Store of flora and fauna
- Opportunity to shop without getting on freeway
- Visitation Valley greenway
- Round house

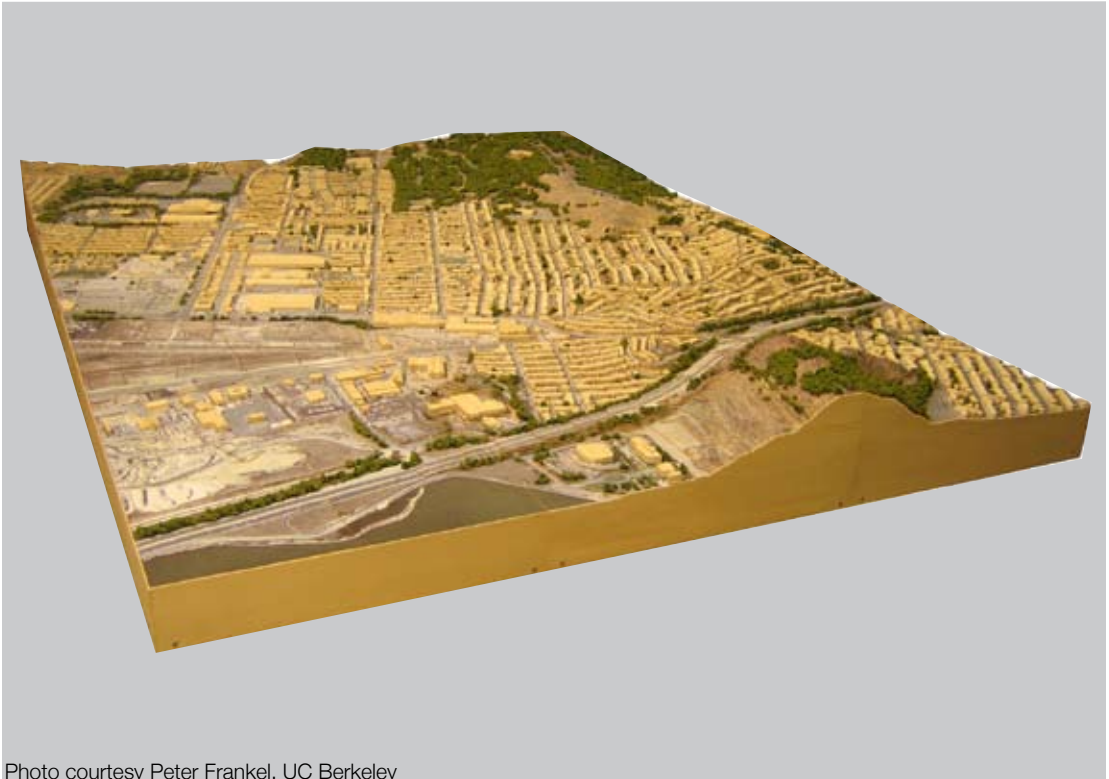


Photo courtesy Peter Frankel, UC Berkeley

One of the greatest tools that came out of the effort to create some coordination among entities in the region is a model of the region - primarily the Visitacion Valley and Daly City portions. The model, at a 1"=100' scale (actual size is 6 ft x 8 ft), provides a way for lay people who can not always easily determine three-dimensional meaning from two-dimensional drawings to look holistically at the area. People search to figure out where their house or favorite neighborhood spot is on the model. They can easily get an overall, bird's eye view of part of the region and draw conclusions on how development will impact the region.

We are encouraging planners and developers to use the model in their community outreach meeting and workshops. WVCDC is also seeking funding to build a case for the model so that we can permanently display it and residents can view it at any time.



WCDC staff had conversations with Visitacion Valley residents about development in the region urging them to ask questions and raise issues that they felt were of primary concern regarding development, the environment and the economic picture for residents. Many residents listed housing, jobs, the economy, and safety as primary issues facing them and the neighborhood.

## Section 4: How to Use this Information

The work has created a variety of analytical tools and data that can be used as a platform for analyzing and informing the development picture in the Watershed. Using WVDC's framework of "Sustainability," (which includes the environment the economy and social factors) there are a number of questions about the implications of changes in the Valley:

- How will new development correspond to the natural character of the Watershed?
- What is the changing demographic of the residents?
- What needs will there be for school facilities?
- Are there adequate open space and recreational facilities?
- How will new development change the land use patterns in the Valley?
- What job opportunities will there be from new development?
- What changes to job commute patterns can be expected?
- Are there needed local-serving commercial uses to support population growth?

WVDC, with support from AND, will continue to solicit information from the community, gather data, follow developers' progress and keep abreast of planning decisions. The goal is to help shape the conversation around current pipeline and future developments in the Watershed to encourage a regional approach, including collaboration and conversation between the three cities and their planners.



Watershed Model  
Photos by WVDC

WCDC will work to create pathways to common problem solving with developers and continue to provide information and outreach to the community. The ultimate aim is to bring a sustainable future to the Watershed Region, encouraging environmentally sound practices, economic benefits, and desirable development that bring health-based choices to residents. WCDC will work to create a coalition of stakeholders, from city planning partners, to developers, concerned stakeholders, residents, community-based organizations and regional planning authorities to work together toward the goal of Sustainable Development. Most importantly, we must recognize the distinct time we are in to utilize a regional approach to protect the spectacular ecological assets of the watershed and its diverse, unique population. We must harness the power of development, the introduction of an overwhelming amount of financial interest, and the opportunities created, to build the best of the best for the people of the Watershed.

**we must recognize the distinct time we are in to utilize a regional approach to protect the spectacular ecological assets of the watershed and its diverse, unique population**



Bayshore Caltrain Station  
Photo by Nike Taylor



Watershed Model  
Photo by WCDC



Muni T-Third Lightrail, Sunnydale Platform  
Photo by WVBOOM



## Future Work to Be Done

- Bring Together Relevant Stakeholders
- Identify Current Gaps in Services and Infrastructure
- Work with Stakeholders to Define Sustainable Growth and Economic Development Goals
- Work with Community and Developers to Envision a Blueprint for a Better Environment
- Obtain Community Response to Planned Development
- Identify Local Community Barriers to Support
- Create Relationship Patterns
- Be the Nexus for Information and Analysis
- Provide a Framework for Community Involvement

## Who Can Use This Information?

- Residents
- Planners
- Community Activists
- Developers
- Environmental Advocates
- County Officials
- Transportation Authorities
- Regional Policy Makers
- Economic Development Professionals
- Retail and Service Providers
- Small Business Owners

### Goal:

To realize a better community for the Watershed, its people, its environs and its future development partners

### How We Get There:

- Share Information
- Work Together
- Communicate
- Find Common Goals



Pond at John McLaren Park  
Photo by Nike Taylor



Bayshore Boulevard  
Photo by Nike Taylor



San Bruno Mountain  
Photo by WVCDC

## About the Contributors

### Asian Neighborhood Design (AND)

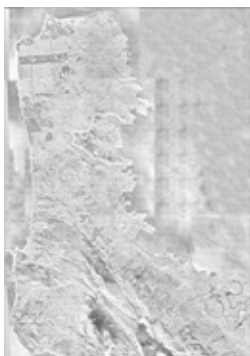
Asian Neighborhood Design (AND) is a non-profit community development organization, and its Community Planning Program seeks to strengthen San Francisco neighborhoods by building the capacity of local stakeholders to participate in community planning. The Program focuses on providing underserved communities with the tools and support needed to become effective players in the shaping of equitable, safe and vibrant neighborhoods throughout San Francisco.

The Program's goals are to:

- Empower San Francisco residents to guide the future planning of their neighborhoods;
- Build Capacity of neighborhood residents and community-based organizations to play a sustained leadership role in their communities;
- Democratize the Use of Technology so the tools and process of planning and development are accessible to all; and
- Institutionalize Progressive Planning Policies to translate local concerns and actions into broader advocacy initiatives.

**AsianNeighborhoodDesign**

[www.andnet.org](http://www.andnet.org)



## Visitacion Valley Community Development Corporation (VVCDC)

The Visitacion Valley Community Development Corporation (VVCDC) has spent over a decade being a catalyst for change in the southeast sector of San Francisco. Since 1996, VVCDC has helped to bring down the notorious Geneva Towers which led to the creation of Heritage Homes and Britton Courts, two low-income communities that have radically changed the nature of the Sunnydale neighborhood. The addition of the Village, a multi-tenant community facility which serves the entire Valley population, has also helped to bring positive change to the neighborhood. A recent survey of residents in Visitacion Valley showed that the addition of the Village and Heritage and Britton Courts has brought a reduction in crime, a more peaceful neighborhood as well as aesthetic improvements to the area. While there is still much to do to improve the living of Valley residents, particularly our lower income residents, we have made great strides in the quality of life of residents since the demolition of the Geneva Towers apartments.

VVCDC catalyzes sustainable growth leading with **environmentally sound development** practices, calling for development that is **socially necessary and desirable** to its existing residents including projects that bring **health-based choices**, and development that brings **economic opportunities** to all its residents, particularly its low-income populations.

VVCDC's role as a community development organization operates on three main tracks:

- VVCDC is an organizer, providing outreach and education to residents about development, how it will impact their lives and how to advocate for the kinds of changes they would like to see in their communities.
- VVCDC is a catalyst for new projects and can provide pre-development work to help bring necessary and desirable development projects to the neighborhood.
- VVCDC works in concert with technical advisors to bring regional analysis and planning together to aid local stakeholders and governments of the three major municipal authorities (San Francisco, Daly City and Brisbane) to work toward common goals. Utilizing county, regional and statewide authorities, VVCDC seeks to bring coordination of a multiplicity of stakeholders to work together to improve housing stocks, transportation choices, healthy alternatives, increase economic opportunities and to save and improve local parks and other environmental resources.

VVCDC is dedicated to seeing the vision of a greater Visitacion Valley and the preservation of the environmental assets of the watershed.



