

INFORMATIONAL MEMORANDUM

TO: Agency Commissioners

FROM: Fred Blackwell, Executive Director

SUBJECT: Informing the Commission that staff is using a consultant from the Agency's Real Estate Panel to develop a strategy for the revitalization of Bayshore Boulevard with extensive community input; Bayview Hunters Point Redevelopment Project Area

DISCUSSION

Agency staff is preparing to enter into a contract with Conley Consulting Group and EDAW AECOM (“Contractor”) to prepare an “Economic Action Plan” for the Bayshore Boulevard area in the Bayview Hunters Point Redevelopment Project Area. Bayshore Boulevard contains a large number of vacant and underutilized properties as well as many existing home improvement and other businesses. The Economic Action Plan will be an analysis of economic revitalization strategies for the corridor and will not contain specific recommendations for rezoning or program expenditures. It will contain general recommendations for a preferred economic action strategy for the corridor, including a prioritization of programs, and an associated timeline for implementation. The project is organized as a citywide effort, with Supervisor Maxwell’s and Supervisor Campos’ offices leading the effort in close coordination with Agency staff, other City agencies, the Bayview Hunters Point Project Area Committee (“PAC”) and stakeholders from neighboring areas, including Bernal Heights.

The contract will begin on November 18, 2009, and the analysis is expected to be completed within six months. The process will include extensive community input, including three community workshops and regular meetings with the PAC, the Bernal Heights Neighborhood Center and other stakeholders. The scope of work, which is attached to this memorandum, includes a market analysis, an analysis of citywide demand for home improvement retail stores in comparison to actual retail sales revenue, an employment analysis and an inventory of existing businesses and opportunity sites on Bayshore Boulevard. The consultant will compile the data and community input into a report that will provide direction for developing future strategy elements, including possible rezoning and program funding.

A major purpose of the study is to analyze both the impact of and the opportunities created by the anticipated opening of a Lowe’s store on Bayshore Boulevard, on the site that was originally approved for a Home Depot. The original concept for the study was to analyze the potential for creating a “Green Home Improvement District” surrounding

the new Lowe's. However, while this concept will still be analyzed as part of the overall study, Agency and City staff recently agreed that the scope should be broadened to include other potential economic development strategies. The goals of any potential strategy will be to sustain and support existing businesses, many of which are home improvement businesses, as well as take advantage of opportunity sites on Bayshore Boulevard that can be put into more productive use and generate economic activity and jobs for residents of the Bayview and surrounding neighborhoods.

Originated by Michael Grisso, Senior Project Manager

Fred Blackwell, Executive Director

[Attachments: 1. Bayshore Boulevard Economic Action Plan Scope of Work](#)