

San Francisco Grocery Retention/ Attraction Initiative

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Grocery Retention/Attraction Initiative

Context

- 2006 store closings
- Increased advocacy in neglected neighborhoods
- Expanded neighborhood business attraction capacity through commercial corridor initiative

Bayview Challenges / Opportunities

- Few good sites
- Resistance to housing on good site
- Stigmatized neighborhood
- Lack of subsidy
- Mixed-use project in entitlement process
- Community food coalition
- Fresh and Easy emerging

Bayview: Third and Carroll



Bayview Deal

- Mayor reached out to CEO
- Mid-Entitlement project changes to meet square footage needs
- Community outreach/advocacy
- Legislative change required
- New Markets Tax Credits – almost
- Store opening – successes/challenges

Tenderloin Challenges / Opportunities

- Neighborhood conditions
- Lack of parking
- Project timeline
- Location's advantages
- Fresh and Easy momentum
- Research and data
- Community coalition

Tenderloin: Taylor and Eddy



Tenderloin Efforts

- Tried to address safety head-on
- Illustrated shifts that were happening in neighborhood
- Took a break as recession hit
- Ready to resume now that Central Market/Tenderloin revitalization efforts are gaining momentum

Lessons Learned

- Be open to multiple sites in a general vicinity
- Be open to multiple types of operators
- Subsidy is helpful but not necessarily mandatory depending on site
- Try to spruce up the site on the day of the operator's site visit 😊
- Data is nice but they have their own and trust it more