



LELAND  
AVENUE  
MERCHANT  
CIRCLE



The LAMC aims to **cultivate** a vibrant, pedestrian-friendly commercial corridor that serves the diverse needs of the local community while preserving the unique character and charm of the neighborhood.



lyricalopposition and missionbluesf

**SATURDAY FARMERS MARKET**

COME JOIN US FOR  
HOURS 10:00 AM - 12:00 PM

APRIL 26TH 10AM - 12PM

Join us in the plaza next to Mission Blue this Saturday, 4/26, at 10am. @brycentricvisuals...

@lyricalopposition @missionbluesf

**POP UP**

MISSION BLUE  
144 LELAND AVE  
4/12 | 10AM-1PM

SEVEN:

- ORANGE OLIVE OIL CAKE
- CUSTARD MOCHI CAKE
- CHOCOLATE SHAKO BREADS
- SALMON OYSTERS
- EGGNOG (ONIGIRI)
- SHOZO LEMONADE

**SISTERS  
LITTLE  
SISTER**

HANS SCHILLER PLAZA  
112-148 LELAND AVE. SF, CA

5.3.25  
10-11:30AM

**LIVE  
MUSIC IN  
THE PLAZA**

**HYPHY  
THEOLOGY**

ART GALLERY + MUSIC SHOWCASE

FRIDAY, APRIL 11, 2025  
6:00 PM - 8:00 PM

**Mountain Plant Sale**  
SATURDAY, MAY 3RD, 2025

**MISSION  
BLUE  
NURSERY**

3435 BAYSHORE BLVD  
BRISBANE, CA 94005  
10AM - 3PM

**COMMUNITY  
MARKET**

Enjoy a special live performance by Sajeiro's C.I. Maana Choir

Stroll through our local farmers market

Connect with neighbors and celebrate community spirit!

Saturday, April 26th, 2025 11 AM - 1 PM

Place next to Mission Blue Café 144 Leland Ave St. CA 94134

@missionbluesf

lajoya.mexicancafe  
San Francisco, California

**LA JOYA CAFE**

**2 YEAR  
CELEBRATION  
BRUNCH**

APR 26 | 11-3PM

1-hr sessions  
all genders  
welcome!

**WEEE  
KICKIN' IT**

**SPRING 2025**

FUN-FIRST SOCCER FOR 2-7 YO

Thu @ South Sunset  
Sat @ McLaren Park  
Sun @ Eureka Valley Rec

girlsunits.org/kickin!

**THE  
ROLLIN  
ROOT**

San Francisco

Visitation Valley Grocery  
1000AM - 11:30AM  
144 Leland Avenue and Potrero  
San Francisco, CA 94124

**Every Saturday**

lajoya.mexicancafe  
Mariachi Sol De Mexico de Jose Hernandez

**Thank you  
@refuserefusest**

**Community  
Garage  
Sale**

Grocery Outlet Parking Lot  
2630 Bayshore Blvd  
April 26, 10 am-2 pm

Want to sell your stuff? \$10 per table. \$20 for weekend. Get ready for a day of fun, food, and great deals. There's something for everyone. We mark your calendar and bring your friends for a shopping spree. Don't miss out!

JOIN US FOR:

- Performers: SF Symphony Concert, Tracy Hill's Animal Show
- Activities: Book Giveaways, Community Info, Free Play Area, Light Refreshments, Water Color Craft

201 LELAND AVE | (415) 355-2848

churchofclown and 5 others  
Mission Blue SF

**Leland Avenue Rain Gardens Revival**

**LET'S  
PLANT AND  
CELEBRATE  
TOGETHER**

Join us for a day of planting, fun, and celebration with neighbors, friends and family!

**Visitation Valley  
History Day**  
April 26th 11 am - 1 pm  
240 Leland Ave

**Landmark Building Tour +  
Video Screening + Share a Memory**

Join community partners and neighbors in sharing the history, past, or present stories of Visitation Valley's people, places, businesses, traditions and events.

1:30 pm - Special tour of St. James Presbyterian Church. Designed by the renowned architect Julia Morgan, St. James is Visitation Valley's first (and only) building to be designated as a San Francisco Landmark.

Room: Visitation Valley's Natural History (back and pictured)

1:30 pm - The Valley Video: A historical film on Visitation Valley's history and future.

Learn about ongoing historic planning, including SF Survey, and the development of the American, and Plan Leland Valley.

**I  
Vis  
Valley**

**OPEN MIC  
&  
COMMUNITY  
SHOWCASE**

**SATURDAY  
APRIL 26  
6:30 PM  
FREE EVENT!**

**LAND AVE**

music, poetry, dance & more!  
welcome  
(sign-in performer spots)

Sign up  
to perform:

QR code

**"IT TAKES A VILLAGE"**

**MAKER  
MARKET!**

**MAY 3RD, 11AM-3PM**

**99 LELAND AVE**

In collaboration with Mission Blue Coffee & Greenway Learning

SHOP FOR MOTHER'S DAY AND CELEBRATE THE CREATIVITY OF SF'S YOUTH AND THE MENTORS WHO INSPIRE THEM. FEATURING LOCAL STUDENT AND EDUCATOR VENDORS, THIS MARKET IS A TRUE COMMUNITY SHOWCASE!

What events/resources/tools have been successful to support your small businesses?

- Successful execution of the NCD - THANK YOU.
- Guidance and Collaboration with Katy Tang and team - grants, ADA compliance, Arts in the Public Square, and general education on Small Business in SF.
- Collaboration between Visitacion Valley Greenway + Crosstown Trail + Rec & Park
- Light Festival - 2022 + 2023, Arts emerging from Community Space at the Baylands.
- Light grant on mainstreet (COVID)

# What are the biggest challenges you're experiencing and what are the potential solutions?

- Infrastructure, gaps in communication (PG&E, Traffic, Sidewalks)
- Delayed Projects, terrible communication - Candlestick and Bayshore
- Absent Commercial Property Owners, Non Compliance
- NEED New Business Investment, Neighborhood disposable income spent in other neighborhoods. This a result of decades of gap in good food, groceries and neighborhood amenities.
- Non Profits artificial and detached relationship to the economy
- Solution from Mainstreet - Presence, Time, Attention, Promotion. Small Business Hustle.
- Solution from City Hall - Resolve and Commitment to the future of SF Economy. Incentives to Lennar and Baylands to build. We have infrastructure in place - T Line, Caltrain, Muni. Incredible public spaces and we are surrounded by nature.

Are there any additional things that you want the Commission to know about?

### Main Streets First: Readiness Before Construction

- As SF investment returns to the Northeast, Candlestick and Baylands projects are gaining momentum
- We must act now to strengthen SouthEast main streets *before* vertical construction begins
- Cross-department collaboration with EDOT, San Bruno Ave Merchants in Portola, and LAMC
- City Government and Mayor's vision alignment — the execution will be private-public partnerships from the street level up. The community is mobilized.