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Overview

Divisadero Street is a 2.6 mile road that runs north and south, bisecting the city of San Francisco. The street begins at the Duboce Triangle, roughly the geographic center of San Francisco, and ends in the Marina district on the city’s northern border. Divisadero is a very busy street, and is well-situated to be a successful commercial corridor.

Residents cite their proximity to parks, public transportation and central location as a boon for city living. However, the stretch of Divisadero between Haight and Geary, and especially its main commercial district between Haight and McAllister, is perceived as lacking certain qualities that would make it a vibrant neighborhood-serving commercial corridor during both the day and night hours.

The city-defined neighborhoods of Western Addition, Alamo Square, North Panhandle, Lower Haight, and Haight Ashbury all border Divisadero Street in the commercial district. The street thus serves as a spine for these multiple neighborhoods and the meeting place of their varied needs and characters.

Dotted along the main commercial district’s nine blocks are various neighborhood-serving retail businesses. These mainly local-serving day use businesses are combined with a city-wide-oriented nighttime entertainment area with a cluster of bars, restaurants and a live-music concert venue.

Divisadero intersects several major roads including Fell, Oak, and Geary Streets. Additionally, Divisadero attracts vehicles from around the City to frequent its three gas stations at Oak and Fell, a full service car wash and car repair shops along the street.

This report describes a community planning effort for the Divisadero Street Neighborhood Commercial District. During nine months from
late 2005 to mid-2006, three community meetings were held to provide residents and merchants of the neighborhood the opportunity to participate in a comprehensive planning and visioning process for Divisadero Street’s southern neighborhood commercial district.

The community planning meetings were geared to be visionary, participatory and action-oriented, resulting in priority action items for the community to focus on and drive positive change by:

- Increasing the economic vitality of the business district
- Enhancing pedestrian quality and safety
- Beautifying streets and public spaces
- Creating ecological benefits from increased greenery

The planning process included discussion around street designs that better serve all modes of transportation -- walking, bicycling, transit, and auto, and coordinate with economic development and land use planning for these streets.

The on-going implementation of this project is managed by the Neighborhood Marketplace Initiative of the Mayor’s Office of Economic and Workforce Development (MOEWD), in collaboration with the Mayor’s office of City Greening, Department of Public Works (DPW) and Supervisor Ross Mirkarimi. The community planning process was conducted in cooperation with the non-profit Local Initiatives Support Corporation (LISC) and Asian Neighborhood Design.
At the community workshops, neighbors and merchants were asked to discuss their priority neighborhood improvements, and to respond to preliminary recommendations. Participants engaged in visioning exercises, ranking exercises, surveys, and small group discussions centered on general design, safety and cleanliness of Divisadero Street – essentially, how to make Divisadero Street a nicer place to walk, shop, dine, entertain, and live.

The planning process focused on four key areas:
1. Small business support, marketing and neighborhood promotion
2. Land use and development
3. Streetscape improvements and greening
4. Safety and cleanliness

Common themes expressed throughout the planning process were: the desire to improve the neighborhood while not “gentrifying”, a desire to boost the local economy, to make the sidewalks more enjoyable for pedestrians and the traffic calmer, especially around Oak and Fell. There was general agreement that the street felt dirty, and that some blocks, especially those between McAllister and Geary, felt unsafe at night for pedestrians.

Participants repeatedly acknowledged their appreciation for the diverse independent small business sector on Divisadero and their desire to see it strengthened. Participants discussed the business mix of the street and what it would take to create a vibrant commercial corridor during the day and night hours for the southern portions of Divisadero Street’s commercial district between Haight and McAllister, before it transitions into mainly residential and office or institutional use, then into a hospital zone near Geary.

Since the completion of the community planning meetings MOEWD, DPW, MTA, and Supervisor Mirkarimi have been working together on implementing some of the streetscape improvement, cleaning and economic development priority goals identified in the planning process.
Vision Statement

A key result of the meetings was a community vision statement for Divisadero’s neighborhood commercial district, which serves as the reference point for the community’s efforts:

In five years, Lower Divisadero Street is an attractive, tree-lined pedestrian-friendly district with locally-serving retail, unique cafés, restaurants, and shops. Day and nighttime establishments lend vitality and excitement to the area and respectfully work with residents to ensure a neighborhood that remains clean, safe, and friendly. Our neighborhood’s identity accommodates the diversity of its artistic and historic character, independent businesses, and individuals and families with varying economic levels.

The vision statement drives the Action Plans, which detail each of the improvements and changes that are scheduled or proposed for Divisadero Street. Action Plans, located further in this report, are detailed for each of the four main areas of improvement listed above.
Summary Strengths

- High density of residential development and central, transit-oriented location: Divisadero benefits from a central location, a good level of transit service, and a density of uses, contributing to activity on the streets and providing ease of access for customers of local businesses.

- Diversity of local-serving businesses: Divisadero Street contains a variety of small businesses, which provide some daily needs to residents and visitors.

- Night-time destination: Divisadero Street has a cluster of bars, restaurants and a music venue that make it a regional nighttime entertainment destination.

- Diverse population: The neighborhoods adjacent to Divisadero are made up of a wide variety of people and various socio-economic levels
Summary Challenges

The community identified several challenges for Divisadero.

• Economic Development Needs: A number of economic needs and challenges were identified, such as a high commercial vacancy rate and a lack of certain types of day time neighborhood-serving businesses that residents must currently leave the neighborhood to find. In addition open lots with un-met development potential were also concerns, especially the lot at Grove and Divisadero Street.

• Barren Streetscape and Unwelcoming physical environment: This includes narrow and poorly-maintained sidewalks, a lack of streetscape amenities to foster community gathering, not enough greening on sidewalks and none on the median strip (the median strip in particular was identified as an “eyesore”). New sidewalk lighting for pedestrians’ safety rather than only street lighting for cars, as well as more garbage cans were was also cited as a top streetscape enhancement priority.

• Oak and Fell Street Intersections – This was identified as a “traffic nightmare and barrier to neighborhood cohesiveness”. Its use as a city-wide speedway and major cross-town intersection is dangerous for pedestrians, cyclists and motorists. Three gas stations and a carwash use three of the four corners of this block. The congestion of cars entering and exiting the various driveways, plus lining up on the street, make this block a physical and psychological barrier for pedestrians walking north and south. One participant described the pedestrian experience of these intersections as “running the gauntlet with my kids in a stroller – very scary”.

• Traffic & Parking: The high traffic volume on Divisadero in general and at Oak and Fell Streets in particular was cited as the challenge for pedestrians’ ability to cross Divisadero at several key intersections
and general cyclist safety. New streetscape design may help mitigate this challenge. There is a high demand for the existing street parking. Meeting participants acknowledged that business customers frequenting the commercial district and residents would benefit from access to the use of the DMV lot (located one block from Divisadero at Fell and Oak) during night and weekend hours.

- Negative Perceptions of Safety and Cleanliness: Residents identified undesirable characteristics of the street, including: graffiti, a lack of pedestrian level lighting at night, and loitering by job seekers in front of the paint store on the highly visible corner of Oak/Divisadero and by clients at the three medical cannabis dispensaries, as well as people loitering around the parking lot at Grove and Divisadero Streets.
Small Business Support And Neighborhood Promotion

Issues and Needs

Independent businesses, rather than retail chains, are one of the most important and defining characteristics of Divisadero Street. Meeting participants stressed the importance of maintaining a locally-owned, useful and eclectic retail mix, rather than nationally-owned chain stores.

Valencia Street was often used as a reference for the “ideal” for Divisadero. However, the narrow sidewalks, fast traffic, and lack of parking were cited as reasons why Divisadero is a difficult neighborhood shopping street.

Meeting attendees specifically did not want Divisadero Street to be a street of high-end boutiques with no “real” stores frequented on a daily basis. Rather, neighbors strongly indicated the need for more neighborhood serving retail and daytime anchors. Ideal businesses identified in surveys distributed during the planning process for Divisadero include:

- Bakery
- Art gallery
- Book store
- Clothing store
- Flower shop
- Bank/credit union
- Pharmacy/drugstore
- Gym
- Theater/community space

Nearly every block of the commercial district had one or two vacant storefronts. The vacancies attract graffiti and trash, which are unpleasant
for shoppers and pedestrians. This, in turn, makes it harder to attract new businesses to the area. There is an immediate need to fill vacant storefronts with new businesses, ideally those types identified in the planning meetings.

**Priorities and Action - Small Business Attraction, Retention and Support**

A priority economic development goal focused on assisting the existing small business sector to be more vibrant and attractive for customers, and helping businesses add a positive impact to the street and sidewalks.

The top small business retention and support activities identified included:

- Facade improvement programs to help secure new awnings and storefront lighting
- Technical assistance to small businesses, such as merchandising or marketing
- Low interest loans and financing

**Neighborhood Marketing and Promotion**

Many ideas were discussed to building neighborhood identity while keeping the character “eclectic, warm, and vibrant”. They include:

- Public art, Banners, Markers
- Distinctive lighting, street furniture
- Encourage businesses to have café tables, sidewalk displays
- Ad campaigns on 24 Divisadero and Muni stops

Also discussed were events such as street fairs that would bring people to the neighborhood and build more awareness of the businesses. The North of Panhandle Neighborhood Association (NOPNA) has held several successful street fairs on Grove Street, directly off Divisadero. It was suggested that the fair be expanded to be on Divisadero, to include the merchants on Divisadero as well as those on the smaller streets, and bring city-wide visibility to the event.
## Small Business Support and Neighborhood Promotion Action Priorities

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| **Organize events to highlight local businesses, build community, and promote the neighborhood** | Community MOEWD | • Brainstorm a set of events and coordinate volunteers to produce.  
Examples could include: ads on the bus shelter, promotion of specific businesses, pub crawl, monthly diners club, street fair, and/or flea market/sidewalk sales during small business week, and a street fair.  
• Develop a neighborhood identity campaign, including logo, banners, promotional materials  
• Brainstorm funding options, income streams to support marketing and neighborhood promotional events | Multiple sources depending on the type of activity  
Neighborhood Beautification fund  
Community Benefit District funds |
| **Fill vacant storefronts** | MOEWD Community | • Finalize the business attraction list  
• Prioritize key vacancies and identify prospective businesses to fill the spaces  
• Coordinated outreach to property owners and potential businesses  
• List vacancies on SF Prospector, Craigslist, CoStar, and other broker listing sites | MOEWD |
| **Help secure a new tenant for the Harding Theater based on priorities identified by the community** | MOEWD Supervisor | • Conduct a rent comp study to educate the property owner on average lease rates for the area  
• Follow up with Planning Department, Property owner and Community on progress of entitlements and building permits  
• Work with the property owner to find a tenant for the theater space that the community supports | MOEWD |
| **Help small businesses thrive** | Community MOEWD MOCDSmall Business Commission | • Work with businesses to determine which types of technical assistance they need and lobby MOCD, MOEWD and Board of Supervisors to allocate for funding to provide technical assistance to Divisadero merchants  
• Support efforts to organize Divisadero merchants | MOCD MOEWD |
| **Improve parking along Divisadero** | Community MOEWD | • Work with the DMV to provide nighttime parking for business customers; Find parking business to operate the parking lot  
• Advocate for increased enforcement and consistency of parking meters | N/A |
| **Strengthen the Divisadero Merchants’ Association** | Merchant Community MOEWD | • Encourage business owners to organize into a stronger merchants’ association, which would enable better promotion and success for all Divisadero Merchants | N/A |
Land Use And Development

Space is at a premium in our City, and meeting participants had a variety of ideas for how Lower Divisadero Street and its immediate area could be changed and improved if land use and development regulations were changed.

Some possibilities included:

- Changing zoning to allow density increases that allow for the development of one or more of the current gas stations located at Oak or Fell Streets into pedestrian-friendly, mixed-use commercial and residential buildings
- Restrict particular business types that are no longer needed or desired
- Opening the DMV lot at Broderick between Oak and Fell for hourly parking during non-DMV business hours
- Promote mixed use development over retail on under-utilized lots
- Promote contiguous ground floor retail
- Allow creativity in regards to development, including:
  - allowing more density of units within the height regulations
  - providing incentives for builders to create family or larger units
  - providing incentives for the development of affordable & below market rate units
  - require underground parking and greater flexibility in the required number of parking spaces for new developments
Opportunity Sites

While there are no unused vacant lots on Divisadero there are some parcels that could support denser infill development. In many cases these parcels could accommodate mixed uses above commercial spaces similar to existing typologies in the corridor, without displacing services or businesses that are vital to the character of the district. The parking lot at the corner of Divisadero and Grove Streets was repeatedly identified as an opportunity for a very big positive impact.

While “density” is often a sensitive issue in neighborhoods, more housing above commercial uses on the street could add to the pedestrian activity and consequent vitality and viability for neighborhood-serving businesses.

The Harding Theater site, which has been discussed for re-use, is also a potential catalyst site for the corridor. It is currently slated for the development of eight condominiums on the rear portion of the site, with the intention to keep the front “theater” section intact. The property owner is working to seek entitlements to allow it to be used in the future for a mixture of any of the following: retail, office and or art related uses, at the time of this report there is no designated tenant or future buyer for the site.
### Land Use and Development Action Priorities

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| Investigate potential development between Oak and Fell streets to help physically knit the district together | Planning MOEWD Supervisor Community | • Work with the property owner and/or potential developer to create a community-supported proposals for future development of the auto uses on Oak and Fell  
• Build consensus on key issues such as parking, affordable housing, height limits, density and design.  
• Specifically review the zoning, height and density restrictions for Oak and Fell parcels to encourage re-development in the future that meets the community's needs | Potential staff support via MOEWD |
| Coordinate community input and monitoring to any new development that occurs on Divisadero | Community | • If desired, hold periodic meetings of all neighborhood groups to discuss input on development proposals and to monitor community benefits agreements as projects are implemented. | Potential staff support via MOEWD |
| Review appropriateness of existing zoning for the Divisadero Corridor | Planning Department | • Work with the Planning Department to compare Divisadero's current zoning with other neighborhood commercial district zoning innovations, make changes as appropriate and beneficial to the neighborhood. | N/A |

Divisadero Street Neighborhood Marketplace Initiative
**Issues and Needs**

Divisadero Street neighbors agreed that there is a lot of room for improvement in the aesthetic and utility of the public areas of the sidewalk and street. Discussion centered around the pedestrian experience and streetscape improvements, traffic calming and the Oak/Fell intersection specifically.

At the time of the planning meetings, the existing conditions of the streetscape included: mixed-use, sub-sidewalk basements, cobra-head street lighting, a concrete median strip, overhead MUNI lines, various tree species and many empty tree wells. The community expressed a need for more street tree planting and median greening as well as more site amenities such as trash receptacles and bike racks.

Meeting attendees offered the following observations and suggestions:

**Public Space and Street Greening**

Divisadero is a corridor focused on movement, and there are no public spaces for gathering or resting, and few privately provided seating areas on Divisadero Street itself. The noisy and harsh environment created by auto traffic could be mitigated with the addition of planting areas and other softscape where appropriate.

Streetscaping and transit improvements identified by Divisadero neighbors as having a positive impact on the Street and surrounding area could include:

- More trees, especially in the median strip and at gas station edges
- Planting in the sidewalk where trees cannot be planted, to help green and improve storm-water runoff
- Upgrade light posts with nicer-looking poles and luminaries
• More garbage receptacles
• Better night-time lighting at storefronts or store windows
• Consolidated pay boxes to replace parking meters
• Consolidated news racks to replace the “hodgepodge” of individual newspapers’ competing racks
• More bike racks
• Remove billboards, which negatively give Divisadero a “highway feel”

**Pedestrian Accommodations**

There are many available services on Divisadero which are ideal for customers walking from nearby residential areas. However, the narrow sidewalks and general urban design makes it difficult to support a high volume of pedestrian traffic, and there is little room for outdoor seating and displays of the type that encourage activity.

The lighting of the sidewalk area is not conducive to pedestrians feeling safe at night on the street. Most of the lighting is auto-oriented, placed in the median, and a lack of light from storefronts creates a large number of dark spots throughout the district.

The crosswalks and signals are not ideal for pedestrians, either. Most intersections have no pedestrian signals or count-down signals to indicate when it is safe to cross on foot, making the individual rely on the automobile traffic light. Some intersections, in particular Grove, Eddy, Turk and Ellis, have only a crosswalk, and pedestrians complained of the very real danger of crossing the street at these intersections, as cars very rarely slow down or stop for people in the crosswalk.

Given the tight dimensions of the street, Divisadero delivers a sharp, uncomfortable contrast between pedestrian and vehicle activities.

Meeting attendees had the following observations and suggestions:
• Increase sidewalk width for better ADA and stroller access, as well as to encourage café seating at restaurants
• Improve crosswalk signals to have the “countdown” feature
• Add Bulb-outs at corners and distinctive paving in the crosswalks
• Add 1-2 mid-block bulb-outs per block by taking out one parking space and/or requiring businesses to consolidate their metered loading zones. This could support café seating, newsstands, bike racks, and plantings.
• Reduce the number of driveways / ingress and egress at gas stations

**Traffic and Transit flow**

The Divisadero Corridor is serviced by one MUNI bus line (#24). There are also several key transfer nodes with other bus lines at Haight, McAllister and Geary streets. Further planning around the area could key in on these transportation nodes as places to increase pedestrian safety and comfort.

Meeting attendees had the following suggestions:
• Create Bus-only lanes during rush hour to keep things moving
• Allow left turns only with left turn arrow, 3-way signal
• Remove one lane in each direction, creating a wider median and sidewalks
• Rescind the Oak Street morning tow-away to help with traffic calming

**Oak and Fell Intersections**

The very busy intersections at Oak and Fell streets were repeatedly identified as safety hazards for pedestrians, cyclists, and motorists. These intersections support three gas stations on three corners where it is common to have motorists backed up into the traffic and bike lanes while waiting for a pump; one station hosts a popular full service car wash as well. Both Oak and Fell streets are fast-moving, multi-lane one-way streets stretching to and from the Octavia Boulevard freeway ramp, connecting the East and West of the City.

These intersections are seen as a barrier to streetscape cohesiveness, cutting the neighborhood in half. It is a psychological and physical barrier detrimental to businesses on both sides. People do not want to cross the streets, and it is especially difficult for pedestrians to cross so many driveway cut-outs for the gas stations and car wash.
Participants suggested that the City remove the morning Oak Street tow-away, as one way of alleviating the “freeway” feel of the morning commute, at least on Oak Street. For years, residents have been required to move their cars parked on one side of Oak Street during the morning rush hour. The four open lanes of traffic resulted in drivers speeding through timed lights rather than driving a steady 30 MPH, and many accidents.
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| Work to further develop and implement streetscape improvements | MOCG  
| | DPW  
| | Community  
| | Community  
| |  | • Ensure that Divisadero project is in the pipeline, and that relevant technical studies are completed  
| |  | • Review any future streetscape drawings once produced for construction  
| |  | • Monitor construction  
| |  | MOOCG with DPW  
| Develop and kick-start a community maintenance program for Divisadero Street | Community  
| | MOCG  
| | DPW  
| |  | • Develop a community-based stewardship program to ensure ongoing maintenance of improvements  
| |  | Potential staff support via MOEWD  
| |  | Community Benefit District funds  
| Complete Traffic Study and develop recommendations for traffic calming and better traffic flow | MTA  
| |  | • MTA to complete traffic study and give recommendations for improvement on Divisadero and surrounding impacted streets  
| |  | MTA  

**Traffic Calming, Transit and Streetscaping Action Priorities**
Safety And Cleanliness

Issues and Needs

The consensus of the meeting participants was that a cleaner and safer Divisadero Street would contribute to the general safety and well-being of the neighborhood, as well as help with business attraction.

At the time of the meetings, graffiti, trash, dirty streets and sidewalks were characteristic of the area. Many streetlights were missing their bulbs, or they are too high and widely spaced to reach the sidewalks at night. Most merchants do not use outdoor lights on their signage or keep windows lit at night. Conditions for pedestrians at night needed improvement.

Pedestrian Safety related to traffic and land use is discussed in the Traffic Calming, Streetscape Improvement and Greening Section of this report.

Residents asked for more police coverage and foot patrols, feeling that the current presence was not sufficient for deterrence of rowdy or inappropriate behavior considering a variety of factors on or around the street including the density of medical cannabis dispensaries, day-laborers waiting at the paint store at Oak and Divisadero, and several late-closing restaurants, bars and the live music club.

The table on the next page outlines priority action items.
### Safety and Cleanliness Action Plan

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| Work to prevent and clean graffiti and litter       | Community DPW                            | • Possible activities could include:  
• Graffiti abatement rapid-response team  
• Community clean-up activities  
• Hiring day-laborers to paint buildings  
• Coordinate and monitor calls to 311  
• Raise funds for regular sidewalk cleaning  
• Coordinate with DPW’s graffiti abatement program | Community Challenge Grants  
Community Benefit District funds                   |
| Increase Police surveillance on Divisadero, especially at night | Supervisor Police Department Community | • Work with merchants and residents to report all issues to the Police department  
• Advocate for increased police attention on Divisadero | Police Dept.  
Community Benefit District funds                   |
| Investigate starting a Neighborhood Watch Program to include residents and merchants | Merchants Community Members Supervisor MOEWD | • Work with SF SAFE’s neighborhood and/or business watch program  
• Train merchants on crime prevention strategies | N/A                                                                                      |
Since summer of 2006, progress and results have been seen on Divisadero Street, though it is generally agreed among neighbors and merchants that this is just the tip of the iceberg, and there are many more opportunities for improvement.

**Results: Small Business Support and Neighborhood Promotion**

1. **Divisadero Street Corridor Manager**

   In October 2006, the Mayor’s Office of Economic and Workforce Development (MOEWD) hired a quarter-time corridor manager to assist the Divisadero Corridor with its economic development needs, including the coordination of the implementation of the priorities set forth in the planning process.

   The corridor manager is the contact at the Mayor’s Office for community members interested in getting involved with the implementation process as well as a resource for city services and technical assistance for the community in relation to the topics covered in the planning process.

2. **Filling Vacant Storefronts and Small Business Assistance**

   In October 2006, MOEWD contracted with Urban Solutions, a local-non-profit organization dedicated to building neighborhoods through better businesses, to actively market and lease the retail vacancies on Divisadero, at no cost to the property owner. Urban Solutions works with both the landlord and potential tenants to find the best fit for the neighborhood based on the businesses specially identified as needed in the area by meeting participants.

   Urban Solutions also helps small businesses thrive by providing lease-up assistance, contract negotiation help, and loan packaging for business development, tenant improvements or building facade upgrades.
Since May 2007, Urban Solutions has actively marketed 1001 Oak Street, at the corner of Divisadero. This key highly-visible corner property has been vacant since mid-2006. Urban Solutions has shown this property to over 50 interested parties. As of October 2007, the owner has received a Letter of Intent from a potential tenant. If all goes as expected, the tenant will be open for business by Spring of 2008.

Urban Solutions also worked with the property owners at 857 Divisadero Street. This property had been vacant for nearly two years. After showing the property to several potential tenants, the owner decided to open their own real estate office in the upstairs space, and has plans for a restaurant on the ground floor.

A third property, 837 Divisadero, which was represented by a broker, has been leased by a tenant who was first introduced to the property through Urban Solutions. In keeping the effort to physically improve the storefronts of the street, the new owner, also a professional visual merchandiser, has offered her support and ideas for decorating and merchandising assistance for the cheese shop near Oak Street, as well as a few other buildings on the street.

Urban Solutions and MOEWD also organized Visual Merchandising support that included a team of Visual Merchandising students from San Francisco State University to help Michael’s Pit Stop at Divisadero and Page to rearrange displays to be more visually appealing, as well as to keep the windows free of grime and posters, so that customers can see their wares from the sidewalk.

Marketing assistance was provided by the students to One Stop Copy and Print Shop on Divisadero between Page and Haight, with a grand opening party and related promotional activity. Appetizers were provided by neighboring Divisadero businesses, and the students gave suggestions to the owner as to what merchandise to carry, arranging compelling window displays, expanding a “sell for you” eBay business, and even subletting extra office space.
3. **Neighborhood Promotion and Community Building**

A corner store at Divisadero and McAllister Streets that suffered from graffiti and tagging was brought to the attention of the Divisadero corridor manager by a local muralist who suggested painting the wall to deter further vandalism. The corridor manager worked with the property owner, the muralist, and two neighborhood associations for funding and support. Both Alamo Square Neighborhood Association and the North of Panhandle Neighborhood Association contributed funds for the mural.

Neighbors and members of the Mayor’s Office of Economic Development and Office of Criminal Justice, as well as Supervisor Mirkarimi’s office came to help paint. Also helping were kids from the nearby public housing facility, and various schools in San Francisco. Today, the mural proudly proclaims “Divisadero” on the rise of the street at McAllister, which adds a splash of bright whimsy to an otherwise dreary street corner. So far, the wall has remained tag-free, and it has even sparked discussion among neighbors of making this corner a Mural Wall, with a revolving display of different murals, and a contest between artists to submit their work for consideration for painting on the wall.

4. **DMV Lot - Public parking and future use**

MOEWD began negotiations with the DMV in late 2006 to open their parking lot after hours and during the weekend as requested by members who attended the community planning workshops in 2006. This was seen as extremely beneficial for merchants whose customers cannot find parking in the area, and thus, don’t do a lot of business on Divisadero and for neighborhood residents and their guests.

Nearly 300 people responded to a survey in March 2007, indicating their interest and support for this project.
Respondent comments included:

I live in the Sunset and trying to park to go to businesses on the Haight or NOPA is hellish on most evenings. Please open the DMV lot back up as I skip patronizing businesses in this area due to the difficult parking on some nights.

We love several restaurants in this area but always dread the horrible hunt for parking. It would be wonderful to have a lot we could use.

Would be far more likely to patronize the neighborhood restaurants more regularly if parking was provided - Nopa, Little Star Pizza, etc. - would be great for the neighborhood!

This is a great idea - it will really help the businesses in the area and economic development is important to make this area more livable. Thank you!

Brilliant idea to open this lot. Charge fees for use in evenings - we’ll all pay & it will help the city.

The City of San Francisco and the State of California are currently in lease negotiations. The lease would then go before the Parking Commission for approval. If all is approved in a timely manner, the lot should be open in Spring 2008.

It is important to note that the State intends to eventually develop this land into a mixed-use commercial/residential development.

5. Business Attraction Committee and Resulting Survey

MOEWD helped to organize interested individuals into action committees, one of which is the Business Attraction Committee. The goal of the committee is to assess the needs and desires of the community, and actively invite potential businesses to come to Divisadero Street.

In Summer 2007, the Business Attraction Committee distributed a survey, which received 116 responses from neighbors and merchants. The responses of the survey very clearly indicated that the desires of the residents have not changed from the time of the planning meetings which were held over 12 months earlier. Respondents also indicated names of specific businesses or types of businesses that they would like to see recruited to Divisadero Street.
The abridged responses are below, and the full responses and survey may be found in the appendix of this report.

Desired types of businesses include:

- Inexpensive Restaurant
- Bakery
- Upscale Restaurant
- Clothing/Shoes
- Gym

Specific businesses named as preferred by the survey respondents include:

- Pluto’s restaurant
- 24 Hour fitness
- Arizmendi bakery
- Gold’s Gym
- Noah’s Bagels
- Trader Joe’s
- Bay Bread
- Mitchell’s Ice Cream
- Whole Food’s
- Kinko’s
- Great Harvest Bakery
- Goodwill/Thrift Village
- Cliff’s Hardware Store (Castro)

The types of businesses that were rated as least attractive are:

- Medical Marijuana Dispensary
- Discount/Franchise/Chain Store
- Auto Repair
Moving into 2008, the Business Attraction Committee will organize a recruitment campaign to bring those desired types of businesses to Divisadero, and to match them with available properties.

**Safety and Cleanliness - Preliminary Results**

MOEWD continues to assist community members and the proper city agencies to work together and identify solutions to the most pressing safety and cleanliness issues of the neighborhood. This may include establishing merchant and resident watch programs for crime prevention, and community-led trash and graffiti abatement programs.

Since the planning meetings, the City has worked to achieve real results in the following safety and cleanliness areas:

**Cleaning and Maintenance of the Public Realm (Sidewalk area and building frontage)**

- In Fall 2006, the Mayor’s Office, in conjunction with the Department of Public Works, launched a six-month cleaning project called The Corridor Partnership. The intent of the project was to show the neighborhood how Divisadero Street could look and feel if everybody, including the city agencies responsible for city-owned street fixtures, did their part to take care of the public realm on the street, the sidewalk, and building frontages.

- From October ’06 - June 07, the DPW provided cleaning and maintenance on Divisadero Street between Haight and McAllister Streets. This included street sweeping and sidewalk power-washing around garbage receptacles and repairing damaged street fixtures within the City’s responsibility (signs, missing trees, Muni shelters, garbage cans, news racks, etc.). A DPW employee walked Divisadero Street from 11am to 7pm Thursday through Saturday, sweeping litter, reporting graffiti and code violations, and being visible to merchants and residents. Concurrently, DPW conducted outreach to property owners and merchants, reminding them of their responsibility for caring for their property and sidewalks.
• The program proved so successful with residents and merchants, that in June 2007, DPW requested and received additional funds to continue the program another year and extend the Corridors Program along Divisadero from Haight to Geary.

• DPW and MOEWD will continue to encourage the community to explore long-term community based programs such as volunteer clean-up days and graffiti abatement programs or contribution based cleaning programs such as membership dues run programs or the community benefit district concept.

**Police Foot Patrols**

There is a general desire for community based foot patrols, in addition to car patrols for Divisadero.

Maintaining their presence during bar closing times and increasing their current presence walking along the corridor during the day, is desirable to the participants in the corridor planning workshops.

**Grove Street Parking Lot**

Unfortunately, during the summer of 2007, two separate shootings originated from the parking lot at the corner of Divisadero and Grove Streets. Since August 2007, the police department has stationed officers at that corner on a regular basis, which has kept the corner quiet.

Neighbors and the City are exploring several options for that lot, and are working with the property owner to find the best long-term solution. Some options include: better landscaping, a full-time parking attendant, a weekend event, such as a farmer’s market, or simply selling the land and developing it into a mixed-use building with ground-floor retail and residential on the upper floors.
Streetscape Improvements and Traffic Calming Results

For the initial planning meetings, Asian Neighborhood Design completed three concept plans for streetscape improvements for Divisadero’s neighborhood commercial district, which can be referenced in the appendix of this report.

In 2006 and 2007, the Department of Public Works secured $3M in federal funding for streetscape enhancements for Divisadero Street. In late 2008 and early 2009, final streetscape design plans will be developed with community input, and construction is scheduled to begin by 2010. (Final design plans are not yet available for inclusion in this report. They will be posted on the SFGOV website as they are available.)

Meanwhile, residents and merchants can arrange for sidewalk planters and sidewalk planting, to start the greening of Divisadero while the streetscaping effort is in development. MOED will encourage the community to organize and apply for greening funding via Community Challenge Grants.

Rescind the Oak Street Tow-away

Many committed neighbors worked with Supervisor Mirkarimi who wrote legislation to rescind the morning tow-away lane on Oak Street. The tow-away rescind became effective in May 2007, much to the relief of Oak Street residents and pedestrians.

Now, pedestrians on Oak Street have a “buffer zone” of parked cars between them and the sidewalk to protect them from the moving vehicles, similar to Fell Street. The result is a slower, but steadier, traffic flow, and better safety for pedestrians.
Traffic Calming Study

In summer 2007, a traffic study was conducted to assess conditions on Divisadero Street between Haight and Geary, and the neighboring streets to the east and west, Scott and Broderick, which experience a lot of Divisadero “run-off traffic” to determine what the results would be if traffic and transit patterns were changed.

Preliminary traffic pattern changes will be presented for public feedback in late 2007 and early 2008, with any changes to go into effect after planning commission approval and funding availability for infrastructure changes (i.e. changing or widening medians, relocating bus stops, adding left-turn or bus-only lanes or subtracting parking or traffic lanes).

Final design plans are not yet available for inclusion in this report. They will be posted on the MOEWD website as they are available.
Next Steps

Implementing the Action Plan: The City’s Role and the Community’s Participation

It is important to note that the action plan is intended specifically as a tool for community members from which to work and drive positive change. MOEWD encourages collaboration among the Divisadero merchants, interested residents, property owners, and other community members willing to volunteer to work on projects identified as priorities in the planning process.

The City’s Neighborhood Marketplace Initiative program will also contribute to the improvement of Divisadero Street. While City departments will take the lead on some of the action plan items, the action plan is intended to be the launching pad and blueprint for the community to empower itself, with assistance from the City. MOEWD staff is available to provide technical assistance in moving forward those volunteer-led projects, and convene quarterly meetings for stakeholders.

Ideally, a corridor collaborative would organize into separate sub-committees, each focused on one or more of the action plan topic areas such as Safety and cleanliness, Small business support, Marketing and neighborhood promotion, Land use and development, or Streetscape improvements and greening.

Conclusion

The Divisadero Street Commercial Corridor project has the potential to bring positive change in the economic and physical health of the neighborhood. We hope that with neighbors and the City working together that the neighborhood will become a more vibrant, diverse, inclusive, clean, and economically healthy.
Appendix

Meeting materials
Meeting invitations
Summary of street/neighborhood descriptions from group activity questionnaire
Vision Statement activity
Retail buying habits / Summary of “Where do you shop?”
Asian Neighborhood Design Proposed streetscape
Asian Neighborhood Design summary report
Business Attraction Survey
Abstract

The Lower Divisadero Corridor (LDC) business attraction survey was created to gage the types of business resident's were interested in as well as to determine their overall thoughts about the corridor. The LDC spans from Haight street to the south, Geary street to the north and surroundings within a 0.5 mile radius of Divisadero. Survey Monkey (www.surveymonkey.com) was used to collect data in three categories: Business Types, Area Culture and Household. There were a total of 16 questions in all categories. A total of 117 respondents started the survey with 116 completing it. Results from the business types section indicate that respondents want Restaurants (both inexpensive and upscale), Bakery and Clothing/Shoes types of businesses within the corridor and don’t want Medical Marijuana Dispensary, Franchise/Chain Store and Auto Repair type of businesses. Responses within the area culture section indicate that the respondents see the neighborhood as independent, crime ridden and laid back while not seeing it as Hippie, Family-oriented or Yuppie. The majority of the respondents are from household's with income over $100k (59.3%), on average have 2.1 people in their household while 14.8% have children under 18. These household demographics are within the 2000 census data for the 94117 (64.9% of respondents) area code but on the high side when it comes to income (>-$100k was 12.9%, based on 2002 data). Respondent's also self identified themselves as professional, community focused and liberal while not identifying with hippie, conservative and student. Overall, the respondents were positive about the corridor’s future and wanted to see crime reduced, the streets cleaner and businesses that support the neighborhood culture.
Lower Divisadero Corridor : BAC Survey

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  3 DEFINITIONS ........................................................................................................................................................................... 4

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Summary

Respondents to the Lower Divisadero Corridor (LDC) survey were excited about what the corridor can become. Their general feeling is that it has a lot of potential but that the crime, dirty streets and graffiti need to be addressed. Most respondents want the neighborhood character to remain and don't want to see the neighborhood turned into a homogeneous area.

A total of 117 respondents started the survey with 116 completing it. The top types of businesses requested were: Clothing/Shoe store, bakery and Restaurants (both inexpensive and upscale). The types of businesses that people don't want to see are: Medical Marijuana Dispensary, Franchise/Chain Store and Auto Repair.

The majority of the respondents are from households with income over $100k (59.3%), on average have 2.1 people in their household while 14.8% have children under 18. These household demographics are within the 2000 census data for the 94117 (64.9% of respondents) area code but on the high side when it comes to income (> $100k was 12.9%, based on 2002 data). Respondents also self identified themselves as professional, community focused and liberal while not identifying with hippie, conservative and student.

Most respondents felt that the LDC was an independent, crime ridden and laid back community that can and will pull together to make positive change. Some of the responses that best characterized how people felt were:

“IT’s like Sesame street with occasional semi-automatic gun battles.”

“It feels like "normal" people live here. I like the small-town feel of NOPA.”

“There is a mix of cultures in this neighborhood. It is unpretentious, up and coming, and fresh. The people in this neighborhood care and are outspoken.”

Any business that wants to setup in the LDC should consider the community focused nature of the area. The majority of the respondent’s were in neighborhood associations like NOPNA, Lower Haight and ASNA. These organizations are active in the area and seem to have a strong say in what does on.

Next steps for the Business Attraction Committee will be to take the data gathered by this survey and actively pursue the types of businesses the respondent’s requested. Once candidate businesses are attracted, additional surveys and emails will be produced to gage neighbors feelings about the proposed businesses.

Scope

1 Purpose

This survey was commissioned by the Business Attraction Committee to gage resident’s feelings on the type of businesses they would like in the area as well as their general
impressions about the area. The collected data and analysis will be used to attract businesses to the Lower Divisadero Corridor (LDC).

2 References

- Census data for 94117: http://www.dataplace.org/area_overview/index.html?place=x108448&z=1
- LDC Survey PDF (http://www.nopnawiki.org/images/a/ad/Lower_Divis_Survey.pdf)

3 Definitions

Lower Divisadero Corridor (LDC): The stretch of Divisadero that runs from Geary to Haight and surroundings out to a ~ 0.5 mile radius.

Methodology

1 Response gathering

Survey Monkey (www.surveymonkey.com) was used to gather responses from people. A link to the survey (http://www.surveymonkey.com/s.aspx?sm=XKB_2b_2flLq7gAKdwTewdcu7w_3d_3d) was sent to various e-mailing lists including:

- Lower Divisadero Neighborhood Group (lowerhaightorg@googlegroups.com)
- PRO-SF (home@pro-sf.org)
- North Panhandle Neighborhood Association (nopna_board@yahoogroups.com)
- Alamo Plaza Neighborhood Association (via a flyer and e-mail)
- Craigslist General Community (Western Addition Section)
- SF5Together yahoo group list (5Together@yahoogroups.com)
- Placed on www.nopnawiki.org and www.nopna.org

Emails were also sent out to friends and neighbors of the BAC.

2 Question selection and construction

Questions were selected to gage peoples desires as to the type of businesses that they want on the LDC as well as what their feelings are as to the character of the neighborhood. Additional questions were added to determine what should be done with The Harding Theater site as well as some demographic questions to compare to census data. See the appendix for a complete list of questions.
Some of the questions also contained selections that were meant to determine if the responses were truthful as well as to gage what people don't want in the neighborhood. Free form responses were also include to get feedback on the survey and what people wanted fixed around the LDC.

The questions were put into three categories: Business Types, Area Culture and Household. All multiple choice questions were randomized to prevent random clicking of answers and most questions had an other response to fill in.

**Business Types:**

The business types section was used to determine the types of businesses people frequently travel outside the area to go to and which ones they would like in the LDC. A free form question was also presented that asked the respondent to list the top three types of businesses that they would like.

The thinking behind the travel outside the area and the which businesses they want was to see if they correlated and to jointly weigh both responses to get an accurate picture of not only what people want but what people will go to. The free form part was also meant to achieve the same correlation. The free form section also allowed respondent's to enter in specific business names that they might want.

In addition to the types of businesses that residents would like, a question about what residents would like to see done to The Harding Theater site. This was included because it a large site that is right in the middle of the LDC and there has been some efforts to preserve the building as a theater (see the 2005 Harding Survey for more details)

**Area Culture**

This set of questions was used to determine how people felt about the LDC and how they see themselves. Any business that is attracted to the LDC needs to be aware of the local culture as well as the culture of the residents. In addition, two other question were asked to determine what people like and dislike about the LDC.

**Household**

The household section asks questions about the demographics of the respondent. It will be used to correlate to census data as well as to understand the types of people that have responded to the survey. It also contains a question related to neighborhood associations and if the respondent belongs to one.

The last set of questions in this section ask for open ended comments as well as an email address for any updates on the LDC.
Results and Analysis

1 Overview

The survey was open for responses starting 7/14/2007 and was closed on 08/20/2007. There was a total of 117 started surveys and 116 of those were finished.

Demographic comparisons will be done based on the census data from the 94117 zip code (other zip codes responded but this one was the biggest responding group). All data is taken from the 2000 census unless otherwise stated. The relevant data to compare to is listed below:

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<thead>
<tr>
<th>General Information</th>
<th>Item</th>
<th>Units</th>
<th>Value</th>
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<tr>
<td></td>
<td>Total Population</td>
<td>people</td>
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</tr>
<tr>
<td></td>
<td>Population Density</td>
<td>people/sq-mile</td>
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<tr>
<td></td>
<td>Population under 18</td>
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<tr>
<td></td>
<td>Total Households</td>
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<tr>
<td></td>
<td>Average household size</td>
<td>people</td>
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<tr>
<td></td>
<td>Households with children</td>
<td>%</td>
<td>25.5</td>
</tr>
<tr>
<td></td>
<td>Median Household Income</td>
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<td>63,983</td>
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<td></td>
<td>Average Household Income</td>
<td>$</td>
<td>85,314</td>
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<tr>
<td></td>
<td>Total number of establishments (2003)</td>
<td>#</td>
<td>732</td>
</tr>
<tr>
<td></td>
<td>Establishment density</td>
<td>per 1000 population</td>
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<table>
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<tr>
<th>Area Income</th>
<th>Item (2002 Data)</th>
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<tbody>
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<td></td>
<td>Average Adjusted Gross Income</td>
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<tr>
<td></td>
<td>&gt;=$100,000</td>
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City Survey Results

Each year, the City and County of San Francisco's Office of the Controller, City Services Auditor does a City Survey to gage San Francisco resident's thoughts and feelings. The
survey asks several quality of life related questions that are reported by district. The relevant data to compare to is presented below:

Chapter 2: Safety (Page 2-1)
- Feelings of Safety was stable from 2005 and higher than in the 1990's
- Fifty-seven (57%) of residents feel safe both day and night
  - Appendix A-4: District 5 reports 47% of respondents feel safe both day and night.
- Eighty (80%) of respondents report feeling safe or very safe walking alone in their neighborhoods during the daytime, down from 83 percent in 2005.
  - Appendix A-3: District 5 reports 82% of respondents feel safe or very safe walking alone during the day in their neighborhood.
  - Appendix A-3: District 5 reports 50% of respondents feel safe or very safe walking alone during the night in their neighborhood.

Chapter 4: Streets and Sidewalks (Page 4-1)
- Steady grades for street and sidewalk cleanliness from 2005.
- Forty-nine (49%) percent of respondents consider the cleanliness of their neighborhood streets as good or excellent
  - Appendix A-9: District 5 reports 37% of respondents consider the cleanliness of their neighborhood sidewalks as good or excellent.
  - Appendix A-10: District 5 reports 44% of respondents consider the cleanliness of their neighborhood streets as good or excellent.
  - Appendix A-11: District 5 reports 35% of respondents consider the pavement conditions of their neighborhood streets as good or excellent.
- Forty-five (45%) of San Franciscans think that the cleanliness of their neighborhood sidewalks are in good or excellent condition.
- The average ratings in Districts 1,2,3,4,5,7 and 8 are significantly lower in 2007 than in 2004 and 2005. There is a dramatic drop in District 2 and 7.

Chapter 10: Demographic Information (Page 10-2 and 10-4)
- What was your household's total income before taxes in 2004?

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<td>7</td>
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<td>$10,000-$24,999</td>
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<td>12</td>
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<tr>
<td>$25,000-$49,999</td>
<td>%</td>
<td>19</td>
</tr>
<tr>
<td>$50,000-$99,999</td>
<td>%</td>
<td>30</td>
</tr>
<tr>
<td>&gt;$100,000</td>
<td>%</td>
<td>32</td>
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- How many people live in your household/Any children under 18?

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<th>Units</th>
<th>Value</th>
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<tbody>
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<td>33</td>
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<tr>
<td>Two</td>
<td>%</td>
<td>37</td>
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<td>Item (2006 Income)</td>
<td>Units</td>
<td>Approx. Value</td>
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<tr>
<td>------------------</td>
<td>-------</td>
<td>--------------</td>
</tr>
<tr>
<td>&lt; 10,000</td>
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<td>35</td>
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<td>10,000-$24,999</td>
<td>%</td>
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<td>90</td>
</tr>
<tr>
<td>&gt; 100,000</td>
<td>%</td>
<td>99</td>
</tr>
</tbody>
</table>

Chapter 9: Technology and San Franciscans (Page 9-1 to 9-10)

- Eighty-two (82%) of the population uses a computer at home and 80% of those use it to access the Internet
  - Appendix A-22: District 5 reports 86% of respondents reach the Internet from home.

- Percent of Internet in the Home versus Income

2. Results and Analysis

2.1 Business Types

There were a total of five questions in this section. Three had to do with types of businesses desired, one dealt with walking versus driving to businesses and the last one dealt with the Harding Theater property. The Harding Theater question was posted because it has been in limbo for quite a while and it is a major store front on the LDC.

Three questions were posed to respondents to determine the types of businesses that they want on the LDC. Two of the questions were selection from a list while the other was to list your top three businesses. The exact wording of the questions follows:

Question 1: How often do you travel outside of the Lower Divisadero to go to these businesses (greater than a mile away)?

Question 2: Please rank the following types of businesses you would like to see on Lower Divisadero

Question 3: Please list your top 3 businesses that you would like to see in the Lower Divisadero. You can indicate a specific business by name, or by category/type.
The methodology to determine the actual business wants of the respondents was to determine the commonality between the three questions. It was felt that the businesses that people travel outside their neighborhood for are more valuable than ones that they might potentially want. The top three list was to narrow down the list more and to correlate to the other two lists. In addition to a wants, we also wanted to determine what the respondent's don't want by including selection items that we deemed unpleasant to the respondent's.

The results of the comparisons is presented below:

<table>
<thead>
<tr>
<th>Type</th>
<th>Question 1</th>
<th>Question 2</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clothing/Shoes</td>
<td>1.68</td>
<td>2.06</td>
<td>1.87</td>
</tr>
<tr>
<td>Bakery</td>
<td>2.44</td>
<td>1.76</td>
<td>2.1</td>
</tr>
<tr>
<td>Upscale Restaurant</td>
<td>2.29</td>
<td>2.05</td>
<td>2.17</td>
</tr>
<tr>
<td>Ice cream shop</td>
<td>2.61</td>
<td>2.18</td>
<td>2.4</td>
</tr>
<tr>
<td>Inexpensive Restaurant</td>
<td>2.88</td>
<td>1.91</td>
<td>2.4</td>
</tr>
<tr>
<td>Gym</td>
<td>2.36</td>
<td>2.5</td>
<td>2.43</td>
</tr>
<tr>
<td>Florist</td>
<td>2.65</td>
<td>2.29</td>
<td>2.47</td>
</tr>
<tr>
<td>Dessert Cafe</td>
<td>2.91</td>
<td>2.09</td>
<td>2.5</td>
</tr>
<tr>
<td>Grocery Store</td>
<td>2.7</td>
<td>2.59</td>
<td>2.65</td>
</tr>
<tr>
<td>Sporting goods</td>
<td>2.33</td>
<td>2.96</td>
<td>2.65</td>
</tr>
<tr>
<td>Office Supply/Stationary</td>
<td>2.45</td>
<td>2.97</td>
<td>2.71</td>
</tr>
<tr>
<td>Novelty/Gift</td>
<td>2.63</td>
<td>2.83</td>
<td>2.73</td>
</tr>
<tr>
<td>Pharmacy</td>
<td>2.84</td>
<td>2.7</td>
<td>2.77</td>
</tr>
<tr>
<td>Bar/Club</td>
<td>3.04</td>
<td>2.72</td>
<td>2.88</td>
</tr>
<tr>
<td>Coffee Shop</td>
<td>3.29</td>
<td>2.55</td>
<td>2.92</td>
</tr>
<tr>
<td>Children's Store</td>
<td>3.56</td>
<td>3.15</td>
<td>3.36</td>
</tr>
<tr>
<td>Auto Repair</td>
<td>2.91</td>
<td>3.96</td>
<td>3.44</td>
</tr>
<tr>
<td>Franchise Store</td>
<td>2.86</td>
<td>4.06</td>
<td>3.46</td>
</tr>
<tr>
<td>Large Chain Store</td>
<td>2.69</td>
<td>4.47</td>
<td>3.58</td>
</tr>
<tr>
<td>Discount Store</td>
<td>3.45</td>
<td>4.14</td>
<td>3.8</td>
</tr>
<tr>
<td>Medical Marijuana Dispensary</td>
<td>4.79</td>
<td>4.53</td>
<td>4.66</td>
</tr>
</tbody>
</table>

The list above is in ranked order based on the average of the two questions. The interesting thing about the responses is that what people want and what they travel out of the neighborhood for can be quite different. This might indicate the frequency of which the respondent's go to these types of businesses or they might frequent them more if they were closer.

Question three results are presented below:
These results also include the write in results from the wants and travel question. The top three were given weights of 1, 2 and 3 to correspond to questions 1 and 2. The weighted average is the average response of all three rankings with the additional weight of total responses for that item. As can been seen, the responses are a little different than question 1 and 2. To determine the actual business like and dislikes, we compare the top and bottom of the lists as follows:

<table>
<thead>
<tr>
<th>Type</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>Avg</th>
<th>Count</th>
<th>Weighted Avg</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inexpensive Restaurant</td>
<td>19</td>
<td>19</td>
<td>10</td>
<td>1.81</td>
<td>48</td>
<td>1.70</td>
</tr>
<tr>
<td>Bookstore</td>
<td>12</td>
<td>26</td>
<td>3</td>
<td>1.78</td>
<td>41</td>
<td>1.95</td>
</tr>
<tr>
<td>Bakery</td>
<td>14</td>
<td>8</td>
<td>9</td>
<td>1.84</td>
<td>31</td>
<td>2.67</td>
</tr>
<tr>
<td>Upscale Restaurant</td>
<td>10</td>
<td>13</td>
<td>4</td>
<td>1.78</td>
<td>27</td>
<td>2.96</td>
</tr>
<tr>
<td>Grocery Store</td>
<td>13</td>
<td>7</td>
<td>6</td>
<td>1.73</td>
<td>26</td>
<td>3.00</td>
</tr>
<tr>
<td>Gym</td>
<td>12</td>
<td>3</td>
<td>11</td>
<td>1.96</td>
<td>26</td>
<td>3.39</td>
</tr>
<tr>
<td>Clothing/Shoes</td>
<td>7</td>
<td>9</td>
<td>12</td>
<td>2.18</td>
<td>28</td>
<td>3.50</td>
</tr>
<tr>
<td>Movie Theater</td>
<td>3</td>
<td>7</td>
<td>4</td>
<td>2.07</td>
<td>14</td>
<td>6.66</td>
</tr>
<tr>
<td>Ice cream shop</td>
<td>4</td>
<td>5</td>
<td>3</td>
<td>1.92</td>
<td>12</td>
<td>7.19</td>
</tr>
<tr>
<td>Bar/Club</td>
<td>2</td>
<td>7</td>
<td>3</td>
<td>2.08</td>
<td>12</td>
<td>7.81</td>
</tr>
<tr>
<td>Florist</td>
<td>2</td>
<td>4</td>
<td>5</td>
<td>2.27</td>
<td>11</td>
<td>9.30</td>
</tr>
<tr>
<td>Pharmacy</td>
<td>1</td>
<td>7</td>
<td>2</td>
<td>2.10</td>
<td>10</td>
<td>9.45</td>
</tr>
<tr>
<td>Children's Store</td>
<td>1</td>
<td>4</td>
<td>1</td>
<td>2.00</td>
<td>6</td>
<td>15.00</td>
</tr>
<tr>
<td>Dessert Cafe</td>
<td>1</td>
<td>4</td>
<td>1</td>
<td>2.00</td>
<td>6</td>
<td>15.00</td>
</tr>
<tr>
<td>Coffee Shop</td>
<td>3</td>
<td>0</td>
<td>5</td>
<td>2.43</td>
<td>7</td>
<td>15.61</td>
</tr>
<tr>
<td>Novelty/Gift</td>
<td>1</td>
<td>1</td>
<td>5</td>
<td>2.57</td>
<td>7</td>
<td>16.53</td>
</tr>
<tr>
<td>Large Chain Store</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>2.00</td>
<td>3</td>
<td>30.00</td>
</tr>
<tr>
<td>Sporting goods</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>2.50</td>
<td>2</td>
<td>56.25</td>
</tr>
<tr>
<td>Discount Store</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>2.00</td>
<td>1</td>
<td>90.00</td>
</tr>
<tr>
<td>Office Supply/Stationary</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>3.00</td>
<td>1</td>
<td>135.00</td>
</tr>
<tr>
<td>Auto Repair</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>3.00</td>
<td>1</td>
<td>135.00</td>
</tr>
<tr>
<td>Medical Marijuana Dispensary</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>5.00</td>
<td>1</td>
<td>225.00</td>
</tr>
<tr>
<td>Franchise Store</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>5.00</td>
<td>1</td>
<td>225.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Top 7, list 1</th>
<th>Top 7, list 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clothing/Shoes</td>
<td>Inexpensive Restaurant</td>
</tr>
<tr>
<td>Bakery</td>
<td>Bookstore</td>
</tr>
<tr>
<td>Upscale Restaurant</td>
<td>Bakery</td>
</tr>
<tr>
<td>Ice cream shop</td>
<td>Upscale Restaurant</td>
</tr>
<tr>
<td>Inexpensive Restaurant</td>
<td>Grocery Store</td>
</tr>
<tr>
<td>Gym</td>
<td>Gym</td>
</tr>
<tr>
<td>Florist</td>
<td>Clothing/Shoes</td>
</tr>
</tbody>
</table>

Looking at what is in list 1 and in list 2, we find that the common types of businesses between them are:

- Inexpensive Restaurant
- Bakery
- Upscale Restaurant
- Clothing/Shoes
- Gym
Respondent's also put in specific names for businesses. The names they put in were:

- Plutos restaurant
- 24 Hour fitness
- Arizmendi bakery
- Golds Gym
- Noah's Bagels
- Trader Joe's
- Bay Bread
- Mitchell's Ice Cream
- Whole Food's
- Kinkos
- Great Harvest Bakery
- Goodwill/Thrift Village
- Cliff's Hardware Store (Castro)

The bottom businesses on both list 1 and 2 were as follows:

<table>
<thead>
<tr>
<th>Bottom 7, list 1</th>
<th>Bottom 7, list 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coffee Shop</td>
<td>Large Chain Store</td>
</tr>
<tr>
<td>Children's Store</td>
<td>Sporting goods</td>
</tr>
<tr>
<td>Auto Repair</td>
<td>Discount Store</td>
</tr>
<tr>
<td>Franchise Store</td>
<td>Office Supply/Stationary</td>
</tr>
<tr>
<td>Large Chain Store</td>
<td>Auto Repair</td>
</tr>
<tr>
<td>Discount Store</td>
<td>Medical Marijuana Dispensary</td>
</tr>
<tr>
<td>Medical Marijuana Dispensary</td>
<td>Franchise Store</td>
</tr>
</tbody>
</table>

These two lists are also different but share the following in common:

- Medical Marijuana Dispensary
- Discount/Franchise/Chain Store
- Auto Repair

Any business that is of these types will have a hard time getting neighborhood support and will be avoided by the business attraction committee.

The next question dealt with traveling to desired businesses. The exact question text is as follows:

**Question 4:** If the business you indicated above were in the Lower Divisadero neighborhood, what is the probability that you would walk there?

The overwhelming response was that they would. Over 94% of respondent's said they were very likely to walk to the desired businesses.

The last question in this section had to deal with the Harding Theater. The Harding used to be a theater and now has fallen into disrepair. A 2005 survey about the desired fate of the Harding revealed that people wanted it to be saved and restored.
The question in this survey asked respondent's to list in order of preference their desired outcome for the site. Respondent's also had a section to put their comments. The question was as follows (the results follow):

Question 5: Please rank what you feel would be the best usage for the Harding Theater Site (at Divisadero at Hayes). (Please keep in mind that the theater is privately owned. Your suggestions provide guidance but do not necessarily determine its ultimate best usage.)

<table>
<thead>
<tr>
<th>Item</th>
<th>Avg</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restored into a theater and condos</td>
<td>2.19</td>
</tr>
<tr>
<td>Restored as a theater</td>
<td>2.22</td>
</tr>
<tr>
<td>Torn down and made into mixed use condos and businesses</td>
<td>3.38</td>
</tr>
<tr>
<td>Restored into a Community Center</td>
<td>3.54</td>
</tr>
<tr>
<td>Torn down and made into a business plaza</td>
<td>4.43</td>
</tr>
<tr>
<td>Torn down and made into condos</td>
<td>4.73</td>
</tr>
</tbody>
</table>

Clearly, the respondent's want to see the theater restored but there is a strong feeling that it needs to be mixed use since that seems to be the best way to ensure that it will not fall into disrepair again. The comments seem to point that way as well. Out of the 115 respondent's, 30 added comments. A select number of them are reproduced below (for a complete list, see the raw data file).

“Just do SOMETHING with it!!!! Except put in a bunch of chain stores.”

“If a theater, best not a movie theater--single-screens don't do well, and anyway the Red Vic and the Sundance are nearby for indie fare. Much better would be a venue for live music or performances.”

“We need to be sensitive to economic realities. A self-sustaining community center is not feasible. Condos are a good thing for the neighborhood: increases the tax base and adds lots of customers to the shops/restaurants plus increased vitality to the sidewalks. Street level must be businesses, not driveways.”

“I don't want to see just expensive housing, nor 100% affordable. Should be mixed-income housing, if condos are built. But ideally the building would be a community center, or a mixed-used development.”

“Enough already with the protecting "historical landmarks." That thing is an eye sore and the sooner it gets turned into something useful the better for the neighborhood. Some "activists" need to get a life and stop living in the past.”

In general, the comments lean toward a mixed use development. It does seem that people want something done with the site since it has been vacant for a long time. The
owner should consider some sort of mixed use project that keeps the theater aspect of the site.

### 2.2 Area Culture

Four questions dealt with area culture. The driving force behind these questions was to determine how the respondent's felt about the neighborhood and how they would describe it. There were also free form questions that asked respondent's about the things they liked and disliked.

The first two questions dealt with how they thought about the neighborhood and how they identified themselves. Both questions are listed below:

- **Question 6:** When you think of the community around the Lower Divisadero, which words/phrases come to mind (click all that apply)
- **Question 7:** How would you describe yourself (please click all that apply)?

The responses to question 6 are summarized below (in ranked order):

<table>
<thead>
<tr>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Independent</td>
<td>65.2</td>
</tr>
<tr>
<td>Crime ridden</td>
<td>52.2</td>
</tr>
<tr>
<td>Laid Back</td>
<td>49.6</td>
</tr>
<tr>
<td>Hipster</td>
<td>47.8</td>
</tr>
<tr>
<td>Bike culture</td>
<td>31.3</td>
</tr>
<tr>
<td>Community focused</td>
<td>30.4</td>
</tr>
<tr>
<td>Dog-Oriented</td>
<td>28.7</td>
</tr>
<tr>
<td>Art &amp; Music</td>
<td>21.7</td>
</tr>
<tr>
<td>Old school</td>
<td>19.1</td>
</tr>
<tr>
<td>Other</td>
<td>14.8</td>
</tr>
<tr>
<td>Yuppie</td>
<td>13.0</td>
</tr>
<tr>
<td>College Vibe</td>
<td>13.0</td>
</tr>
<tr>
<td>Family-Oriented</td>
<td>12.2</td>
</tr>
<tr>
<td>Hippie</td>
<td>9.6</td>
</tr>
<tr>
<td>Diverse</td>
<td>5.2</td>
</tr>
</tbody>
</table>

These results show that the respondent's see the neighborhood as Independent, Crime ridden and Laid Back. The last entry, Diverse, was the most typed in response in the Other Category.

When respondent's answered questions about how they saw themselves, the majority of them saw themselves as Professional, Community-focused and Liberal (see the results below).
This implies that any business that is attracted to the LDC, needs to keep in mind these results so that the business will be successful.
The next set of questions were fill in the blank and focused what people like about the LDC and what they would change. The questions are reproduced below:

Question 8: What do you think are some of the best features of our neighborhood?

Question 9: What are the top two things you would change about our neighborhood?

Several general themes emerged from the analysis of question 8 and 9. Respondent's had a lot to say about what they like and dislike. On the like side, the responses tended to follow these themes (in no particular order):

- Diversity of all kinds
- Location (Central)
- Access to parks
- Community Spirit/Neighborhood feel
- Independent
- Up and coming with great independent businesses

A lot of the comments had specific names of independent businesses that they thought were great. A select list of comments are reproduced below. These were the comments that seemed to sum up the other comments nicely.

“"It's like Sesame street with occasional semi-automatic gun battles."

“"It feels like "normal" people live here. I like the small-town feel of NOPA."

“"NOT overidden with chain stores. Central location. Diversity of people."

“Walkability, many transit options, great architecture, good restaurants, close to parks”

“There is a mix of cultures in this neighborhood. It is unpretencious, up and coming, and fresh. The people in this neighborhood care and are outspoken."

“diverse population independent character neighborhood activism central location”

On the dislike/improvement side, the responses tended to follow these themes:

- Crime/Violence
- Empty store fronts
- Medical Marijuana Dispensaries
- Dirty streets, poor conditions of streets/side walks and graffiti
- Need more parking
- Lack of green on LDC.
A select list of comments are reproduced below. These were the comments that seemed to sum up the other comments nicely.

“I want lots of great places to eat at in the neighborhood. I want more small cool shops I can walk to.”

“Fill vacant shops. Work on getting/keeping the street a cleaner, including the preventing and removing of graffiti and street trash and planting streetscapes.”

“The street needs cleaning up, there are storefronts that look desolate and grimey. If trees were planted along the sidewalk, a sense of place could be established and would be a welcome to walkers who like to browse and windowshop.”

“Stop gang violence. clean up the appearance including graffiti and tattered store awnings. more trees. bring in more useful businesses, like a gym, clothing/shoe stores, running store, pet store.”

“While I think this neighborhood is getting better, I remain concerned about the large amount of crime that goes on. When I've lost count of the number of murders that have occurred within 8 blocks of my house, there's a serious problem that needs to be addressed.”

“1) Paint all of the shops and buildings along Divisadero 2) Green the median of Divisadero 3) Fill in the empty stores with gift shops and restaurants and clothing stores”

2.3 Household

The remaining section dealt with demographic data as well as asking for any comments about the LDC. The first question (question 10) in the series asked respondent's their cross street and their area code. This data was used to determine the respondent's proximity to Divisadero as well as to select which census data to use for comparisons. The map of respondent's is presented below:
The black box represents the LDC area. As can be seen from the plot, the majority of the respondent's live within the LDC area with most respondent's on the West side of Divisadero. A large number of respondent's, 64.9%, were from the 94117 area code while 28.3% were from the 94115 area code. Two other area codes were reported as well, 94114 (1 response) and 94118 (6 responses). For simplicity, all census data will be taken from 94117 and any City Survey data will be taken from the District 5 breakout.

The next two questions (Questions 11 and 12) asked respondent's how many people are in their household as well as how many people under 18 are living there. The results are presented below as well as comparisons to other demographic data.

<table>
<thead>
<tr>
<th>Item</th>
<th>Units</th>
<th>LDC Survey</th>
<th>Census/City Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Persons in household</td>
<td>people</td>
<td>2.1</td>
<td>2.0 (census)</td>
</tr>
<tr>
<td>Children under 18</td>
<td>%</td>
<td>14.8</td>
<td>25.5/20</td>
</tr>
</tbody>
</table>

Comparing the LDC survey to the Census/City Survey, it appears that the LDC respondent's are representative of the resident's that live in the 94117 area code.

Question 13 asked respondent's to select which neighborhood associations they belong to. This was done to figure out how active people are in the community as well as to determine where potential businesses should go to get community buy in. The results are presented below:
An overwhelming majority of people belong to NOPNA that responded to this survey followed by Lower Haight. Any businesses that wants/needs LDC input from neighbors should talk to these groups.

Question 14 asked respondent’s to report their household income level. This data was taken so that a comparison could be made to both the census data and the City Survey Data.

<table>
<thead>
<tr>
<th>Item</th>
<th>Units</th>
<th>LDC Survey</th>
<th>Census/City Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; $25,000</td>
<td>%</td>
<td>0.9</td>
<td>7 (City Survey)</td>
</tr>
<tr>
<td>$25,000 - $49,000</td>
<td>%</td>
<td>7.1</td>
<td>12 (City Survey)</td>
</tr>
<tr>
<td>$50,000 - $74,000</td>
<td>%</td>
<td>14.2</td>
<td>19 (City Survey)</td>
</tr>
<tr>
<td>$75,000 - $99,000</td>
<td>%</td>
<td>10.6</td>
<td>30 (City Survey)</td>
</tr>
<tr>
<td>&gt;$100,000</td>
<td>%</td>
<td>59.3</td>
<td>32 (City Survey)</td>
</tr>
<tr>
<td>Average household income</td>
<td>k$</td>
<td>N/A</td>
<td>85.3 (Census)</td>
</tr>
</tbody>
</table>

This data suggests that the respondents are on the high side for income but if you look at the total % for >$75K compared to <$75k, you see that it is mostly in line with the demographic data but still skewed to the high side.

Question 15 asked for any general comments on how respondent’s would improve the LDC while question 16 asked for email addresses. The responses to question 15 were generally positive in terms of wanting something to happen. The main themes were as follows:

- Love the neighborhood and want to see it improve.
- Keep the uniqueness and character
- No chain stores. Independent businesses are what we need
- Respect the history of the neighborhood and reach out to all
- Make the place look better: more trees, cleaner streets and less run down/graffiti storefronts.

A select list of quotes from respondent’s is presented below. There were a lot of variety in the responses but these seemed to sum things up nicely:
“It’s about time!”

“When I see my neighbors we wave, it’s a nice place to live. But for some reason, when outsiders come to our area they feel compelled to act like thugs and bums. Yuppies puke, drug dealers kill, cyclists give you the finger as the blow stop signs, drivers glare at you should you put a toe in a crosswalk. Sigh. I guess I want businesses that will bring nicer folk to our little corner of the city. No more bars/pot/skateboard/late night pizza joints, please.”

“Please continue funding the Divisadero corridor street cleaning program”

“This is much needed. This is a great neighborhood, but it has recently taken a step backwards in terms of appearance and safety.”

“We need this! Improving the main corridor, adding lights, benches, making it friendlier, will all help cut down on crime.”

“It needs to go all the way to Geary, not stop at Turk. There is a real chance here to make lasting change and improvement to this neighborhood and regenerate the area in a positive way. There are many Businesses and residences between Geary and Turk on Divisadero Street.”

.2.4 Conclusions

It is clear from the survey that respondent’s want improvements to the LDC but still want the neighborhood character to remain the same. Any businesses that want to come into the LDC need to be aware of the strong preference for independently owned small businesses that are unique and want to be part of the community.

Appendix

1 List of Questions
1. How often do you travel outside of the Lower Divisadero to go to these businesses (greater than a mile away)?

<table>
<thead>
<tr>
<th>Business</th>
<th>Always</th>
<th>Frequently</th>
<th>About Equal</th>
<th>Rarely</th>
<th>Never/ Don't Frequent</th>
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</thead>
<tbody>
<tr>
<td>Gym</td>
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<td>Clothing/Shoes</td>
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<td>Upscale Restaurant</td>
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<td>Dessert cafe</td>
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<td>Ice cream shop</td>
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<td>Novelty/Gift</td>
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<td>Inexpensive Restaurant</td>
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<td>Bakery</td>
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<td>Office Supply/Stationary</td>
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<td>Franchise Store</td>
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<td>Coffee shop</td>
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<td>Medical Marijuana Dispensary</td>
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</table>

Other (please specify)
2. Please rank the following types of businesses you would like to see on Lower Divisadero

<table>
<thead>
<tr>
<th>Business Type</th>
<th>Most Desirable</th>
<th>Least Desirable</th>
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<tbody>
<tr>
<td>Dessert cafe</td>
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<td>Ice cream shop</td>
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<tr>
<td>Other (please specify)</td>
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</tbody>
</table>

3. Please list your top 3 businesses that you would like to see in the Lower Divisadero. You can indicate a specific business by name, or by category/type.

<table>
<thead>
<tr>
<th>Choice 1</th>
<th>Choice 2</th>
<th>Choice 3</th>
</tr>
</thead>
</table>

4. If the business you indicated above were in the Lower Divisadero neighborhood, what is the probability that you would walk there?

- Very
- Somewhat
- Not much
- Not at all
5. Please rank what you feel would be the best usage for the Harding Theater Site (at Divisadero at Hayes). (Please keep in mind that the theater is privately owned. Your suggestions provide guidance but do not necessarily determine its ultimate best usage.)

<table>
<thead>
<tr>
<th>Most desirable choice</th>
<th>Least desirable choice</th>
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</thead>
<tbody>
<tr>
<td>Torn down and made into mixed use condos and businesses</td>
<td>○ ○ ○ ○ ○ ○ ○ ○</td>
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<tr>
<td>Restored as a theater</td>
<td>○ ○ ○ ○ ○ ○ ○ ○</td>
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<tr>
<td>Torn down and made into a business plaza</td>
<td>○ ○ ○ ○ ○ ○ ○ ○</td>
</tr>
<tr>
<td>Torn down and made into condos</td>
<td>○ ○ ○ ○ ○ ○ ○ ○</td>
</tr>
<tr>
<td>Restored into a theater and condos</td>
<td>○ ○ ○ ○ ○ ○ ○ ○</td>
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<tr>
<td>Restored into a Community Center</td>
<td>○ ○ ○ ○ ○ ○ ○ ○</td>
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</tbody>
</table>

Other (please specify)
6. When you think of the community around the Lower Divisadero, which words/phrases come to mind (click all that apply)

- Bike culture
- Old School
- College vibe
- Art & Music
- Independent
- Community focused
- Family-Oriented
- Dog-Oriented
- Yuppie
- Crime ridden
- Laid Back
- Hipster
- Hippie
- Other (please specify)

7. How would you describe yourself (please click all that apply)?

- Artist
- Community-focused
- Conservative
- Green
- Hippie
- Hipster
- Independent
- Liberal
- Moderate
- Musician
- Outspoken
- Parent
- Professional
- Progressive
- Student
- Yuppie
- Other (please specify)
8. What do you think are some of the best features of our neighborhood?

9. What are the top two things you would change about our neighborhood?

10. What is the nearest cross street to where you live as well as your zip code? (example Baker, Hayes, 94117)

Street 1
Street 2
Zip Code

11. Including yourself, how many people live in your household (including children)?

12. How many children under 18 live in your household?

13. Which Neighborhood Associations do you belong to? Please check all that apply.

- D5Dog
- North Panhandle Neighborhood Association (NOPNA)
- Panhandle Residents Organization Stanyan Fulton (PRO-SF)
- Haight Ashbury Neighborhood Council (HANC)
- Alamo Square Neighborhood Association (ASNA)
- Lower Haight Neighborhood Group (lowerhaight.org)
- Haight Divisadero Neighborhood Merchants Association
- SF5Together
- Other (please specify)
14. What is your average household income?
- $<25,000
- $25,000 - $49,000
- $50,000 - $74,000
- $75,000 - $99,000
- $>100,000
- N/A

15. Please add any comments you might have regarding the Lower Divisadero improvement effort.

16. For updates and community action opportunities, please provide your email address.

2 Survey Files

The raw survey data can be downloaded (in Excel format) from here:

http://www.nopnawiki.org/images/3/3d/Ldc_survey_raw_data.xls

Some of the data was removed from the data set because of its sensitive nature (i.e. IP and email addresses, etc.).

A summary of the results directly from Survey Monkey can be found at the link below:


The blank survey can be downloaded from the link below:

http://www.nopnawiki.org/images/a/ad/Lower_Divis_Survey.pdf
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<thead>
<tr>
<th>Baker</th>
<th>Broderick</th>
<th>Divisadero</th>
<th>Scott</th>
<th>pierce</th>
<th>Steiner</th>
<th>Fillmore</th>
<th>Webster</th>
<th>Laguna</th>
<th>Gough</th>
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