

400 divisadero



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RETAIL WORKSHOP SUMMARY

The nexus of over 100 unique merchants, restaurants and entertainment venues, 400 Divisadero provides a welcome opportunity to create an inclusive connection between the Divisadero and Lower Haight neighborhoods.

On Monday, May 7 the development team held a Retail Workshop to encourage the community to participate in the development process and share their vision for linking the retail corridors. The keynote speaker was Amy Cohen with the San Francisco Office of Economic and Workforce Development, who presented the city's recently released Retail Study and discussed resources for small businesses. We were also fortunate to have a distinguished panel of local merchants representing: Black Sands Brewery, Madrone Art Bar, Yoga Garden, Wholesome Bakery and Topo Designs.

Following is a synopsis of common discussion topics and themes.

THE DIVISADERO

- The unique brand for the Divisadero has yet to be defined. As the neighborhood character evolves, so will retail.
- Creating a seamless flow between north and south Divisadero, together with the Lower Haight, will activate the merchant corridors and create a better pedestrian experience.

TOURISM

- Tourists stay in Union Square, visit Alamo Square but do not patronize local businesses.
- Suggestions for attracting tourism, included creating a map of Divisadero and Lower Haight businesses and creating a unifying social media strategy.

RETAIL

- There is a desire to see an increase in daytime and lunchtimes uses.
- A fitness center would be a strong anchor tenant and provide a foundation for more specialized retailers to build from. Although not unanimous, some felt a small independent pharmacist could succeed.

COMMUNITY

- An annual destination event, similar to the Fillmore Jazz Festival would increase awareness and business for the neighborhood.
- The neighborhood lacks a plaza or community gathering space for neighbors to mingle.

RESOURCES FOR SMALL BUSINESSES

- Working Solutions is a Community Development Financial Institution whose mission is to provide microentrepreneurs with the access to capital and resources they need to start or grow a successful business. [You can learn more here.](#)
- Kiva provides funding loans to help low income populations start businesses. [For additional information click here.](#)



NEXT STEPS

- Following the retail workshop, we organized a kick-off meeting to discuss ways to promote the Divisadero and Lower Haight on May 15. Participants included the presidents of DMA, LoHaMNA and HVNA, together with residents and merchants, as well as art, retail and social media consultants. We discussed developing an art trail, branding, neighborhood map, photography and social media to support the Divisadero and Lower Haight retail corridors. After a productive discussion, representatives from the merchant community and neighborhood leaders agreed to work together as members of steering, working and advisory committees.

JOIN US

We welcome volunteers in the "SMART" (Social Media Art Trail) cooperative. Please let us know if you would like to be part of a steering, working or advisory committee by contacting Luis.Cuadra@400Divisadero.com.

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PROJECT PROPOSAL VISIT:



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