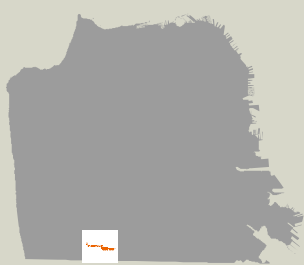
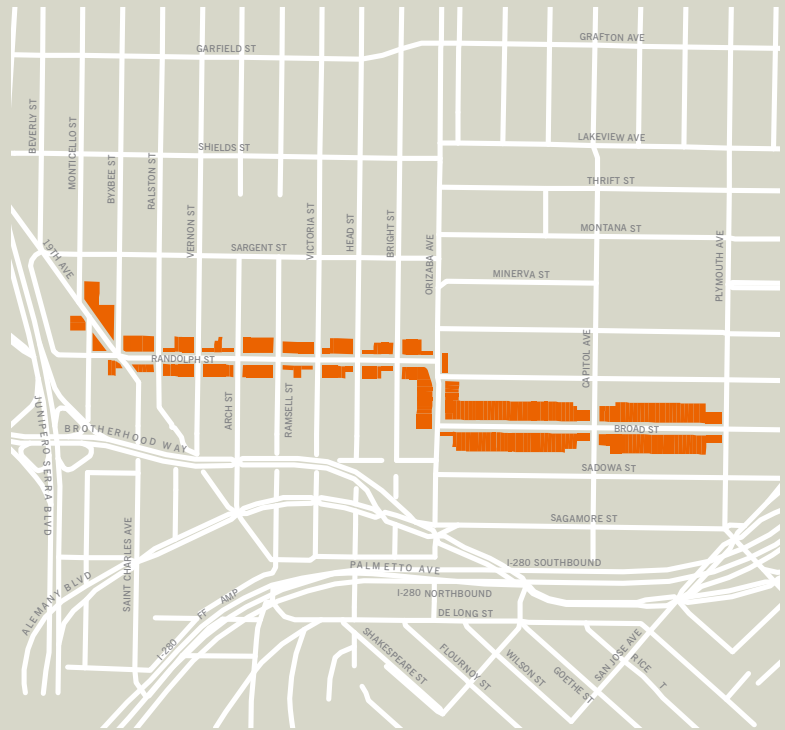




BROAD STREET



BROAD STREET



Neighborhood Features

SEE MORE ON PAGE 3

The Broad Street commercial corridor, including Broad and Randolph streets, primarily serves the Ocean View neighborhood, the "O" in the three neighborhoods commonly referred to together as the "OMI": Ocean View, Merced Heights, and Ingleside. It is home to a long-standing African American community and growing Chinese and Latino communities.

Broad Street and Randolph connect through Orizaba forming a major road artery of the neighborhood. The area is mostly composed of single family residences with family serving businesses mostly at block corners along the corridor. The area is served by the M Muni line which runs straight across the Ocean View neighborhood.

Ocean View public library anchors the social capital of the neighborhood, offering support and resources to the community. Several organizations have been active over the years providing services to the corridor and advocating for improvements, these include: Ocean View Alliance of Californians for Community Empowerment (ACCE) and OMI Community Collaborative are actively organizing in strategies to improve safety and revitalize Broad Street corridor. Opportunities exist to build on the momentum of residents organizing to improve the area around Broad and Randolph to support new and existing businesses.



Invest in Neighborhoods is a City initiative to provide focused, customized assistance to meet the specific needs of San Francisco's neighborhood commercial corridors.

This assessment is a snapshot of existing conditions in Broad as of February 2013. It will help to inform the City's investments in the neighborhood, and provide a resource for neighborhood stakeholders.

Contents include:

- Neighborhood Features
- Commercial District Health
- Key Takeaways
- Demographics
- Land Use
- Business Mix
- Transportation
- Existing Plans & Interventions

Note: This document includes some subjective descriptions of the neighborhood based on findings gathered through direct observation and interviews with key neighborhood stakeholders.

Commercial District Health

SEE MORE ON PAGE 4

Broad Street is a small, mostly residential commercial district. Between 2006 and 2012 sales tax captured within the district grew by 5%, compared with 17% growth Citywide. The corridor features a high concentration of churches and social service agencies, a few small markets and liquor stores, and a small number of neighborhood-serving retail establishments. The corridor struggles with a high vacancy rate; many of the vacant retail spaces appear to require some capital investment in order to become leasable.

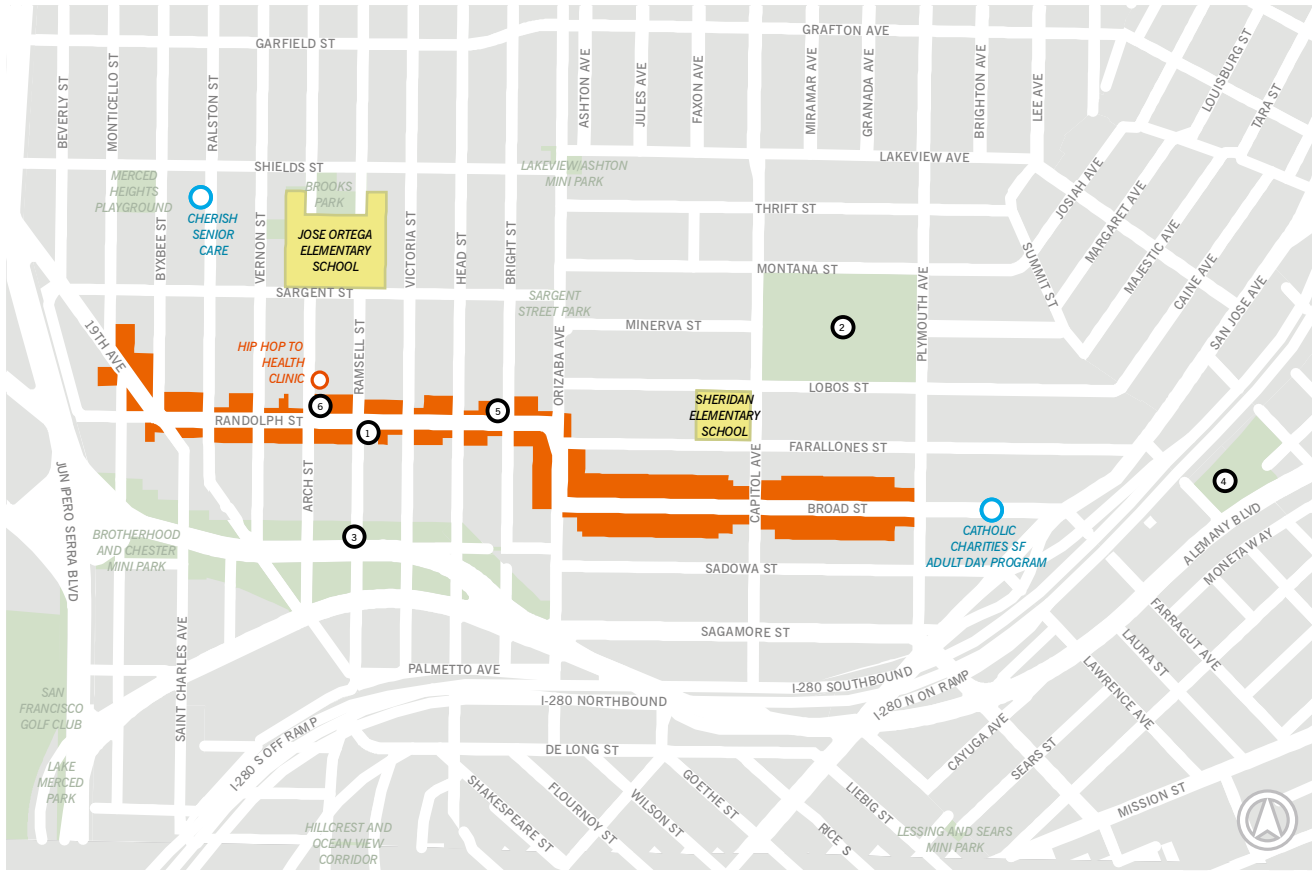
Public safety, including pedestrian safety, along Broad Street is a concern for business owners and residents. Crimes appear in smaller, consistent clusters between 19th Avenue and Bright Street with the largest clusters concentrated at Orizaba, Capitol and Plymouth Avenues. (Source: SFPD incidents data, November 2009-October 2012) Merchants and advocates express concern about robberies, vandalism, homicide, and speeding automobiles.

Demographics

SEE MORE ON PAGE 7

Some 18,700 people live within a one-quarter mile radius of the Broad Street commercial corridor. Its population is younger than San Francisco's overall, with a higher proportion of children under 18 years old. Nearly 50% of the population is made up of Asian residents, and has a higher proportion of black and Latino residents than that found Citywide. Its Latino population is also higher than the City overall. There are about 6,300 housing units in the area, mostly in single family or small two to four unit multi-family structures. There are more homeownership households in the neighborhood than there are renters. Family households are in the majority in the Broad Street neighborhood and less than a quarter of households are single-person households. Household incomes in the neighborhood are lower than Citywide averages although the proportion of households living under poverty levels are lower than that of the City overall. Only 13% of households are without cars.

READ NEIGHBORHOOD FEATURES SUMMARY ON PAGE 2



Notable Places

- 1 Ocean View Library
- 2 Minnie and Lovie Ward Recreation Center
- 3 Brotherhood Way Open Space
- 4 Cayuga Playground
- 5 Randolph and Bright Mini Park
- 6 IT Bookman Community Center

Cultural Events

Monthly neighborhood clean ups coordinated in partnership with DPW

Merchant & Resident Groups

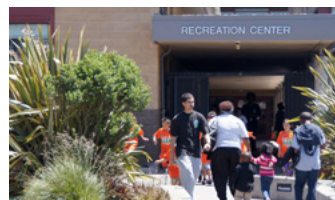
Oceanview Neighbors supported by SF Alliance of Californians for Community Empowerment (ACCE)

Oceanview-Merced Heights-Ingleside Community Collaborative (OMI-CC)

Oceanview-Merced Heights-Ingleside Neighbors in Action (OMI-NIA)



Orin Zebest



COMMERCIAL DISTRICT HEALTH

READ COMMERCIAL DISTRICT HEALTH SUMMARY ON PAGE 2



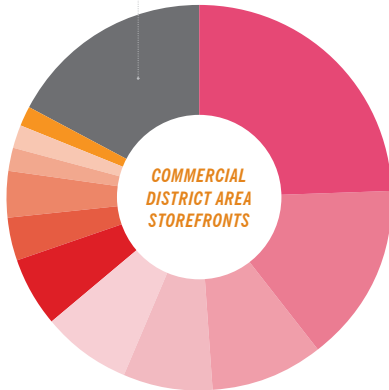
Broad Storefronts

TOTAL STOREFRONTS

% VACANT

53

17%

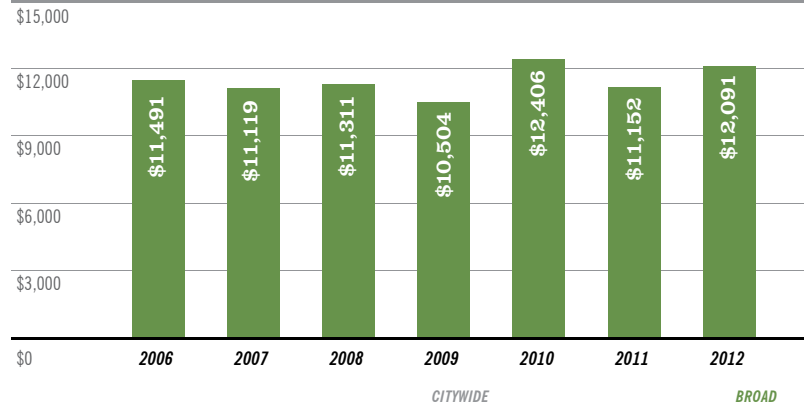


Church	13
Personal Services	8
Professional Services	5
Liquor Store	4
Other	4
Limited Restaurant	3
Medical Services	2
Small Market	2
Auto Repair	1
Clothing	1
Gas Station	1
Vacant Storefronts	9

Source: November 2012 parcel inventory within Commercial District Area (see boundary map on page 6) conducted by Planning Department / OEWD.

Sales Tax (2nd Quarter, Fiscal Year)

BROAD TRADE AREA



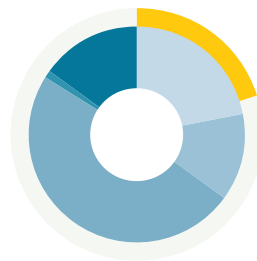
Sales Tax Change
2006-2012

▲ 17%

▲ 5%

Demographics

BROAD 1/4 MILE DEMOGRAPHIC AREA



White	22%
Black	13%
Asian	49%
Native American / Hawaiian or Pacific Islander	1%
Other / Two or More	15%
% Latino	20%

District Population

18,698

No. of Households

5,771

Median Household Income

\$66,337

Recent Accomplishments

Ocean View Neighbors conducted a survey of merchants and residents.

Ocean View Neighbors organized a neighborhood walk with elected officials to talk about Broad Street.



Community successfully advocated for keeping the M Line from being moved off Broad Street.

“Businesses have opened, but they do not last very long as there is not a critical mass of services or an anchor grocery store that can keep the residents shopping in their neighborhood.”

Community Advocate

STRENGTHS

- OMI-CC is active, engaged and working on a strategy for the Broad / Randolph corridor
- Ocean View Neighbors, a newly formed neighborhood group, has launched clean-ups, conducted a survey of resident and merchant needs, and is committed to revitalization of the corridor
- Two new storefront businesses were recently opened by local residents
- Ocean View library is a community asset, engaged in the neighborhood and responsive to needs
- Banners, installed last summer, contribute to neighborhood identity and pride

OPPORTUNITIES

- Develop business attraction and retention strategy: community has identified the need for a café, full service grocery store, and other neighborhood-serving retail
- Work with existing corner stores to diversify offerings; bring in fresher, healthier foods
- A number of retail spaces are available for lease, including at the intersection of Broad and Capital
- A façade improvement could have big impact
- Use Ocean View library as an anchor to engage people, offer small business classes, support and resources to open local business
- Support the newly formed Ocean View Neighbors to build organizational capacity and implement projects

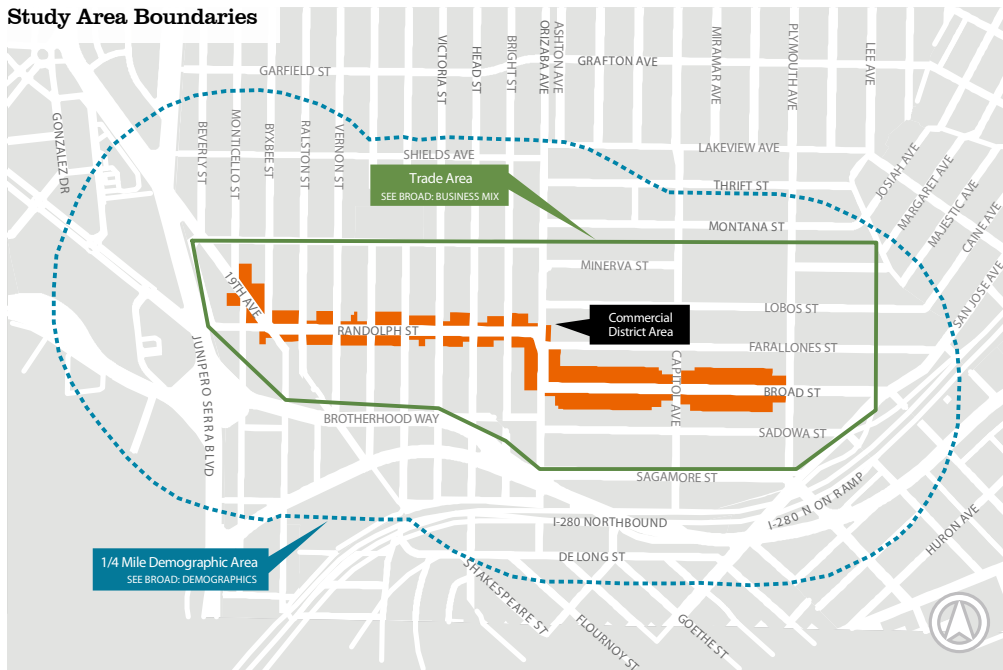
CHALLENGES

- Much of existing building stock is in poor condition and does not comply with present day safety standards
- Many concerns regarding pedestrian safety and speeding autos
- District feels unsafe; poor lighting, chronic litter and dirty sidewalks
- Poor physical conditions: graffiti, dilapidated awnings, and illegal dumping
- Vacant lots and storefronts
- Lack of diversity in retail to meet neighborhood demands
- High number of storefronts occupied by churches diminishes capacity for neighborhood-serving retail



BROAD STREET

Study Area Boundaries



NOTE:

.....
Demographic data presented on page 7 represents the area within 1/4 mile of the Broad Street commercial district.

—————
Business mix data presented on page 9 corresponds with the Trade Area indicated on the map.

—————
Broad Street storefronts data presented on page 4 corresponds with the Commercial District Area indicated on the map.

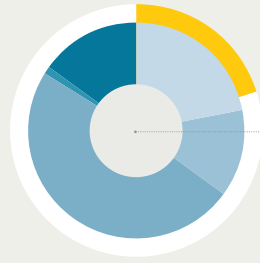
BROAD STREET: DEMOGRAPHICS

READ DEMOGRAPHICS SUMMARY ON PAGE 2

Population

18,698

vs. 805,240 Citywide



Race / Background

	CITYWIDE	BROAD
White	48%	22%
Black	6%	13%
Asian	33%	49%
Native American / Hawaiian or Pacific Islander	1%	1%
Other / Two or More	11%	15%
% Latino	15%	20%
Male / Female Ratio	51/49%	51/49%
Foreign Born	36%	43%
Linguistic Isolated Households	14%	15%

Population Density

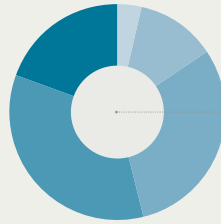
37 per acre

vs. 27 Citywide

Median Age

37.4

vs. 38.5 Citywide



Age

Under 5	4%	4%
5 to 17	9%	12%
18 to 34	30%	31%
35 to 59	37%	34%
60 and over	19%	19%

No. of Households

5,771

vs. 345,810 Citywide

% of Households Without a Car

13%

vs. 29% Citywide

Households

Family Households	44%	55%
Single-Person Households	39%	18%
Non-Family Households	17%	27%
Average Household Size	2.3	3.4
Average Family Household Size	3.1	4.3

Median Household Income

\$66,337

vs. \$71,420 Citywide

Unemployment

11%

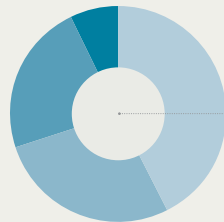
vs. 7% Citywide

Income

Median Family Household Income	\$86,670	\$79,993
Per Capita Income	\$45,478	\$26,109
% Poverty	12%	13%
Unemployment	7.0%	11.0%

Education

The majority has at least some college education.



Education

High School or Less	29%	42%
Some College / AA Degree	20%	27%
College Degree	31%	23%
Post Graduate	20%	7%

No. of Housing Units

6,297

vs. 376,940 Citywide

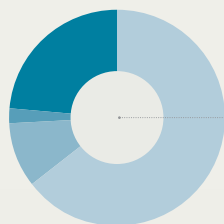
Housing

Renting Households	62%	39%
Rental Vacancy Rate	3.4%	8%
Median Rent	\$1,260	\$1,274

Residential Density

12 units per acre

vs. 12 Citywide



Housing Type

Single Family Housing	33%	65%
2 - 4 Units	21%	10%
5 - 9 Units	10%	2%
10 units or more	35%	23%

BROAD STREET: LAND USE

Neighborhood Zoning

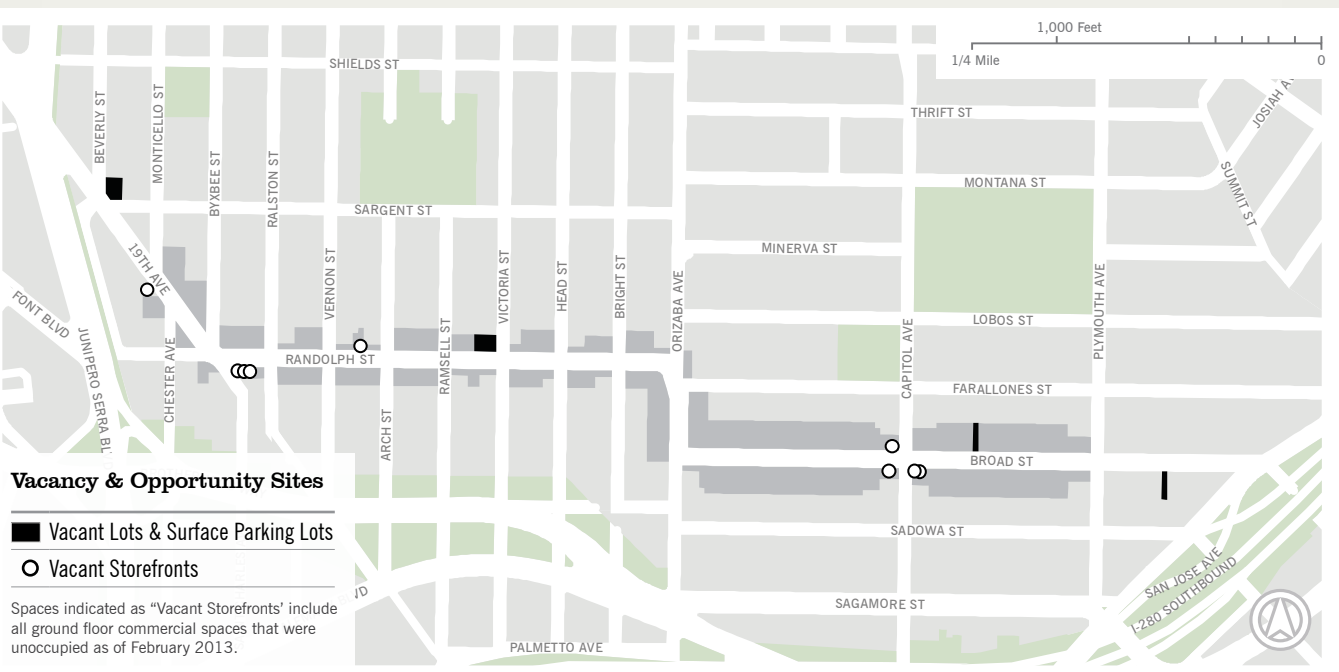
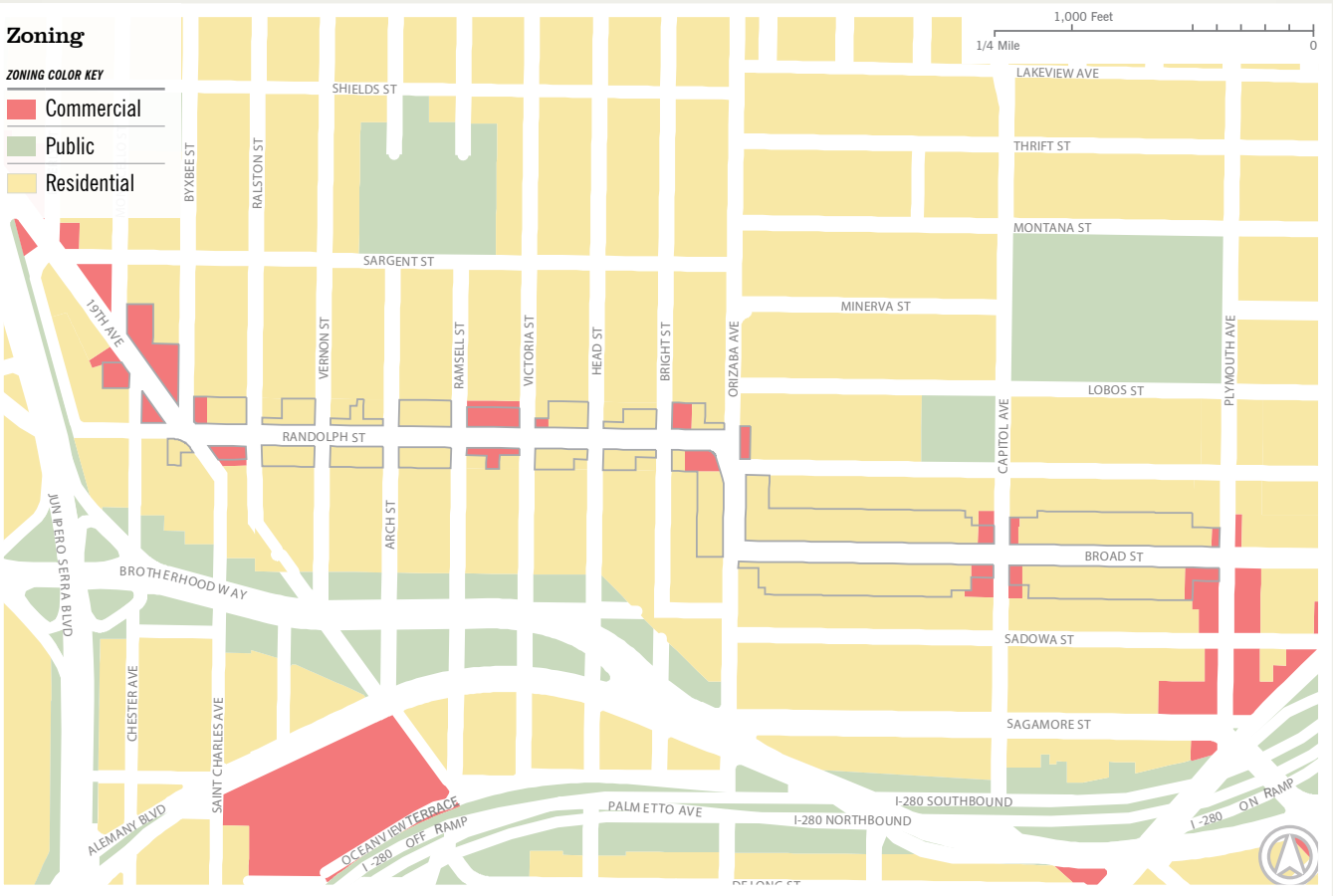
NC-1 NEIGHBORHOOD COMMERCIAL

RH-1 RESIDENTIAL SINGLE FAMILY

Zoning

ZONING COLOR KEY

- Commercial
- Public
- Residential



Vacancy & Opportunity Sites

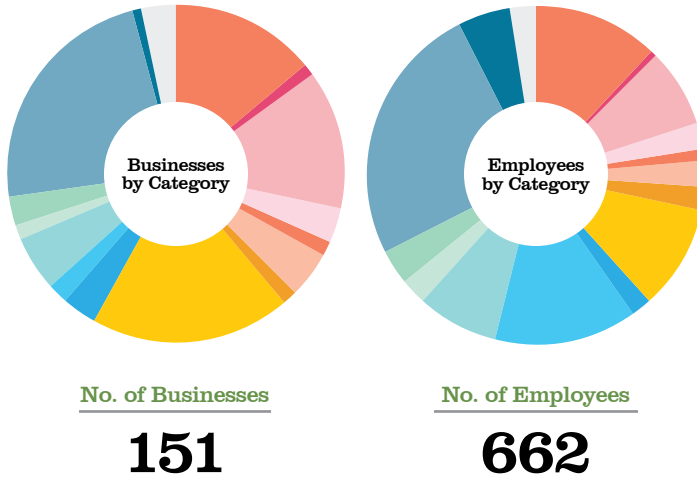
- Vacant Lots & Surface Parking Lots
- Vacant Storefronts

Spaces indicated as "Vacant Storefronts" include all ground floor commercial spaces that were unoccupied as of February 2013.

BROAD STREET: BUSINESS MIX

Summary of Business by Categories, 2011

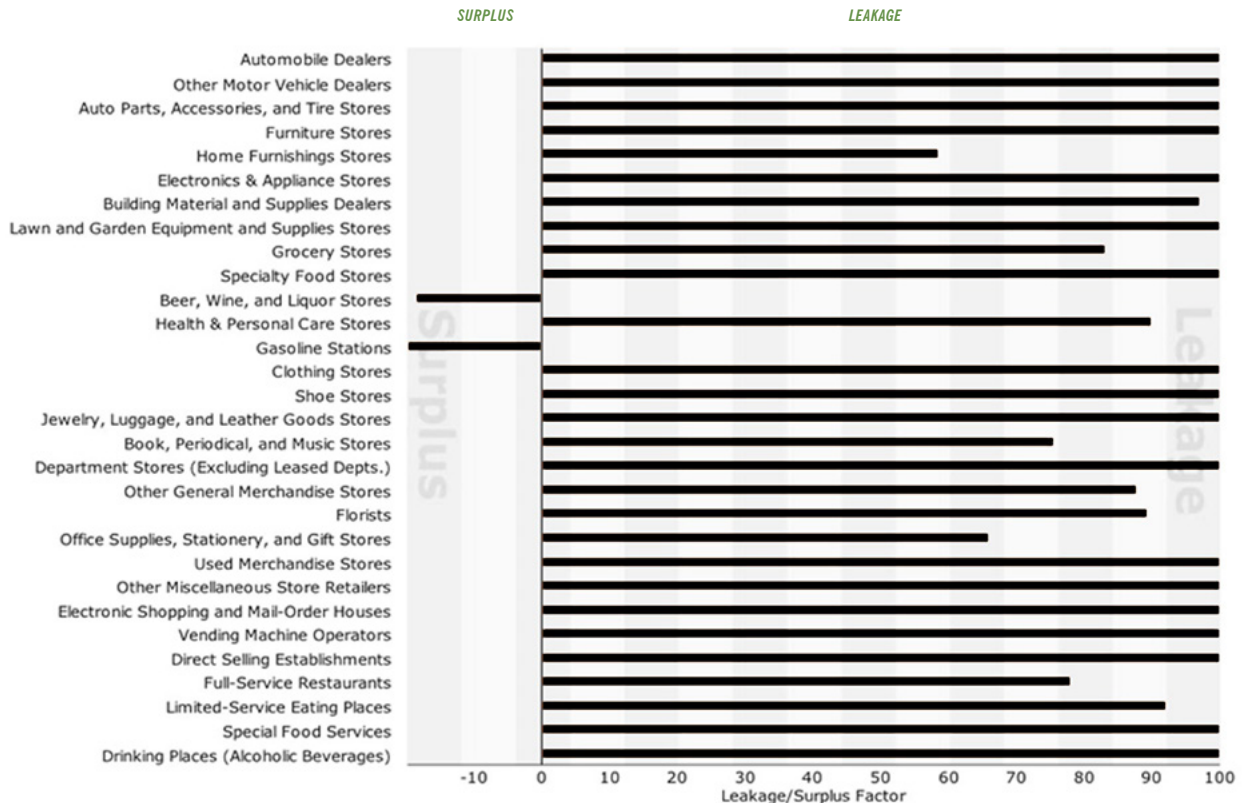
Source: Business data provided by Infogroup, Omaha NE Copyright 2012, all rights reserved. ESRI forecasts for 2011.



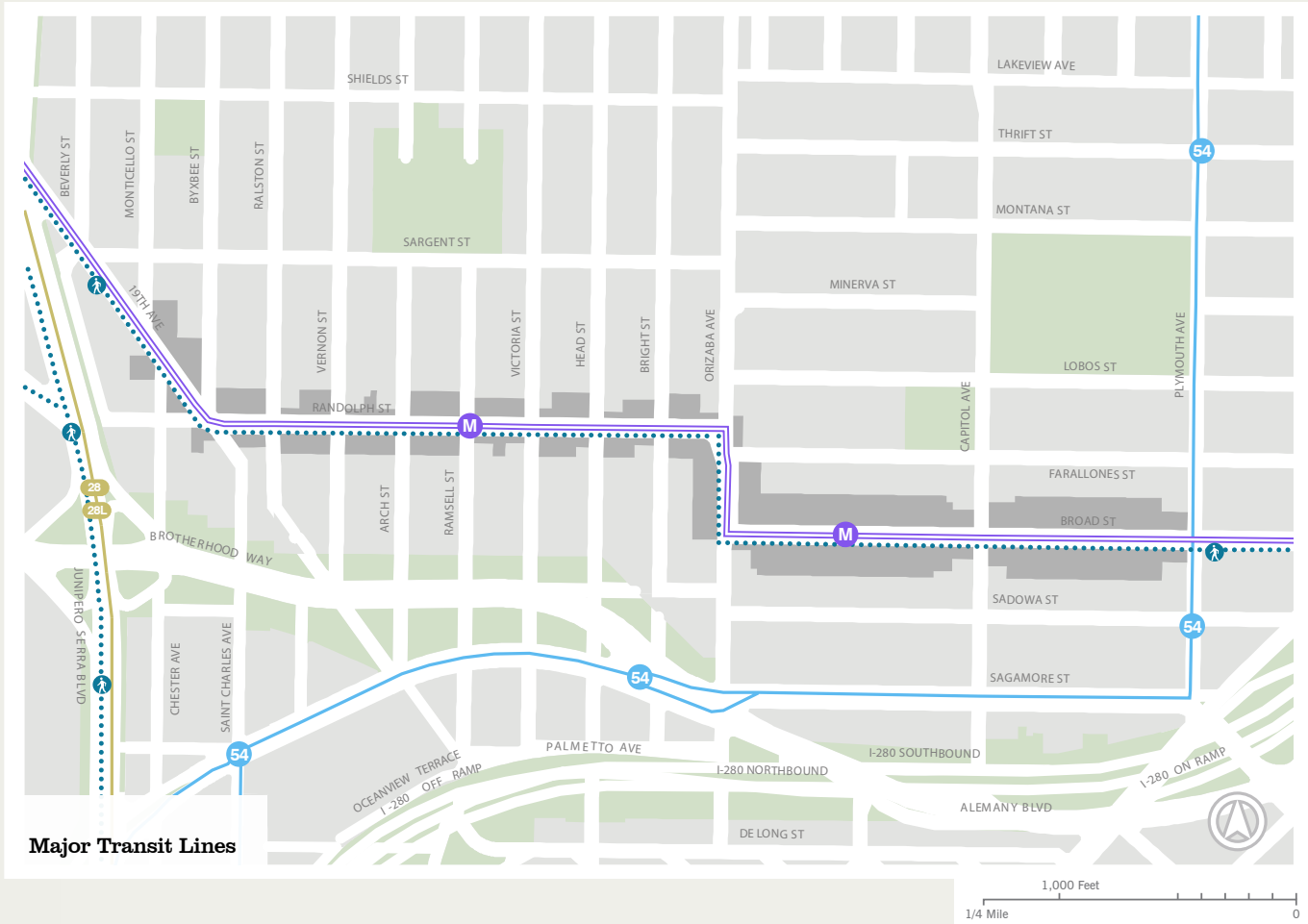
NAICS BUSINESS CATEGORY	BUSINESSES	EMPLOYEES
Construction	21	79
Manufacturing	2	5
Retail Trade	20	49
Transportation & Warehousing	5	17
Information	2	6
Finance & Insurance	7	17
Real Estate, Rental & Leasing	2	14
Professional, Scientific & Tech Services	29	66
Admin. Support, Waste Mgmt. & Remediation Services	5	13
Educational Services	3	90
Health Care & Social Assistance	8	51
Arts, Entertainment & Recreation	2	16
Accommodation & Food Services	4	23
Other Services (except Public Administration)	35	165
Public Administration	1	33
Unclassified Establishments	5	15

Leakage / Surplus Factor by Industry Group, Broad

The *Leakage / Surplus Factor* summarizes the relationship between supply (retail sales by businesses in the commercial district) and demand (consumer spending by households within a quarter-mile radius of the commercial district). As the *Leakage / Surplus Factor* trends toward +100, the market is experience leakage, meaning there is less retail activity relative to local demand. As the factor trends toward -100, this means that the market is in surplus and retail activity is in excess of local demand.



BROAD STREET: TRANSPORTATION



Major Transit Lines



M	inbound/outbound on Broad and Randolph Streets
28, 28L	inbound/outbound on Junipero Serra Boulevard
54	inbound/outbound on Plymouth Avenue and Sagamore Street

Walking



Key Walking Streets (see map)

Parking



Metered Spaces	0
Unmetered Spaces	386
Parking Garages / Lots	1

Bicycling



Bicycle Racks 1



Mayor

Edwin M. Lee



District Supervisor

John Avalos, *District 11*



Board of Supervisors

David Chiu, *President*

Eric Mar

Mark Farrell

Katy Tang

London Breed

Jane Kim

Norman Yee

Scott Wiener

David Campos

Malia Cohen

John Avalos



To learn more about Invest in Neighborhoods please visit our website at <http://oewd.org/IIN.aspx>, or contact the Office of Economic and Workforce Development at (415) 554-6969 or moewd@sfgov.org and ask to speak with a member of the Invest in Neighborhoods team.

Land use and business inventory survey for Broad Street conducted by San Francisco State University USP680 Fall 2012 student Daniel Marroquin. The *Invest in Neighborhoods* Commercial District Profiles have been brought to you by:



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