OCEAN AVENUE
FROM PHELAN AVENUE TO MANOR DRIVE
Neighborhood Features

The OMI (Oceanview, Merced Heights and Ingleside neighborhoods) is located between City College of San Francisco and San Francisco State University in the southwestern part of San Francisco. It is a middle-class district of single-family, owner-occupied homes. Approximately 75% percent of the land area in the OMI is residential. While the population was at one time predominately African-American, in recent years the neighborhood has witnessed an influx of Asian-American and other ethnic groups, making it one of San Francisco's most diverse neighborhoods. The neighborhood is served by the Balboa Station BART, Interstate-280, three Muni Metro lines and several bus lines.

Ocean Avenue, the main street of the OMI, has over 160 storefronts and was recently transformed by Avalon Bay’s 173 unit market rate housing with a new Whole Foods market on the ground floor. Pending development projects include the Municipal Transportation Agency’s redevelopment of the Phelan Bus Loop and City College’s new Performing Arts Center. The district is beginning to attract new tenants while continuing to offer a range of affordable shopping and dining options.

In 2010, Ocean Avenue Association became a Community Benefit District (CBD) with a management plan focusing on cleaning and maintenance, safety, marketing, and streetscape improvements. The CBD also serves as an advocate for the 11-block district. Other nonprofit organizations in the area provide an array of programs supporting youth development, the arts and culture, education and advocacy for residents in the community.

Commercial District Health

Ocean Avenue has a relatively low commercial vacancy rate. Sales tax captured in the district has grown 32% since 2006, compared with 17% growth citywide. Community surveys indicate the need for a hardware store, one or more destination restaurants, and an additional bank.

Between 2009 and 2013 vehicle theft/theft from vehicles increased by 66%, while robbery and assault incidents showed slight increases. Hot spots of criminal activity existed on Ocean Avenue at the intersections at Jules Ave and at Phelan Ave. (Source: SFPD incidents data, November 2009-October 2012) Community stakeholders report that prostitution is a major issue.

Demographics

Over 15,180 people live within a one-quarter mile radius of the Ocean Avenue corridor. Its population is older than San Francisco’s but similarly diverse. It has both a higher proportion of young residents under 18 years old and older residents over 60 years old. The Ocean Avenue corridor has a majority of Asian residents. Its proportion of white residents is lower and its proportion of Latino residents is the same as found in San Francisco overall. The majority of Ocean Avenue corridor’s 5,060 residential structures are single-family. Homeowning households predominate and most households are family households. Household income in the Ocean Avenue corridor is higher than that of the City overall and most households own cars.
**Notable Places**
- Aptos Playground
- Balboa Park
- BART and Muni Stations at Balboa Park
- City College of San Francisco
- Diego Rivera Theatre at City College

**Pipeline Projects**
- 1 50 Phelan Way  71 units
- 2 1415 Ocean Avenue  6 units
- 3 1446 Ocean Avenue  13 units
- 4 1490 Ocean Avenue  15 units
- 5 270 Brighton  27 units

**Cultural Events**
Ocean Avenue Arts & Culture Family Festival

**Merchant & Resident Groups**
- Ingleside Terraces Homeowners Association
- Ocean Avenue Association
- OMI-NIA Neighbors in Action
- Sunnyside Neighborhood Association
- Westwood Park Neighbors Association
Ocean Avenue Storefronts

TOTAL STOREFRONTS  % VACANT
144  11%

Sales Tax

OCEAN AVENUE TRADE AREA

<table>
<thead>
<tr>
<th>Year</th>
<th>Sales Tax Change 2006-2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Citywide</td>
<td>17%</td>
</tr>
<tr>
<td>Ocean Avenue</td>
<td>32%</td>
</tr>
</tbody>
</table>

Demographics

Ocean Avenue 1/4 Mile Demographic Area

- White: 34%
- Black: 7%
- Asian: 47%
- Native American / Hawaiian or Pacific Islander: 1%
- Other / Two or More: 10%
- % Latino: 15%

District Population: 15,180
No. of Households: 5,060
Median Household Income: $86,304

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

Launch of Ocean Avenue Association in 2011 provides organizational structure and a voice for the neighborhood.

New national retailers serve longstanding community needs (Chase Bank, Whole Foods).

“The long term we want more attractive streets to bring out more street life. We want to help improve store facades, plant more trees and sidewalk landscaping and improve the quality of our public spaces… as well as providing more children-friendly places.”

Neighborhood Advocate

STRENGTHS

- Economically diverse; low, middle and high income families and professionals.
- Active residents; long time neighborhood associations and organizations.
- Creation of Ocean Avenue CBD has given businesses and property owners a voice.
- Library is an anchor that attracts foot traffic.
- Over $350 million in public/private investment in new development projects.
- Low commercial vacancy rate.
- Regional and national retailers and banks are interested in the area.
- Over 35,000 students attending nearby campuses of City College and SFSU.
- Wide sidewalks and bike lanes for most of the district.
- Excellent access to public transportation (BART, K Muni, Buses) and Interstate 280.

OPPORTUNITIES

- Opportunity to capture more local purchasing power by attracting businesses that meet local needs; attract stores and services that focus on large student population.
- Façade improvements could improve the pedestrian and shopping environment.
- Create public spaces for events and informal gatherings; e.g., a dog park at Ocean and Geneva.
- A number of opportunity sites for additional development.
- Provide additional sidewalk landscaping and benches for visitors.

CHALLENGES

- Ocean Ave from Ashton to Manor are mostly “dead blocks”; few businesses bring foot traffic.
- High retail leakage.
- Storefronts look run down.
- Residents complain about lack of diverse offerings; many don’t patronize shops and instead shop at West Portal, Stonestown.
- Nonprofit service providers occupy valuable ground floor retail.
- Fast pace of car traffic negatively affects the pedestrian environment.
- Lack of public space to congregate.
- Lack of street level parking.
NOTE:

- Demographic data presented on page 7 represents the area within 1/4 mile of the Ocean Avenue commercial district.
- Business mix data presented on page 9 corresponds with the Trade Area indicated on the map.
- Ocean Avenue storefronts data presented on page 4 corresponds with the Commercial District Area indicated on the map.
OCEAN AVENUE: DEMOGRAPHICS

Population
15,180 vs. 805,240 Citywide

Population Density
26 per acre vs. 27 Citywide

Median Age
46.1 vs. 38.5 Citywide

No. of Households
5,060 vs. 345,810 Citywide

Median Household Income
$86,304 vs. $71,420 Citywide

Education
A higher percentage of college graduates or more than the City overall.

No. of Housing Units
5,300 vs. 376,940 Citywide

Residential Density
8 units per acre vs. 12 Citywide

Race / Background
- White: 48% vs. 34%
- Black: 6% vs. 7%
- Asian: 33% vs. 47%
- Native American / Hawaiian or Pacific Islander: 1% vs. 1%
- Other / Two or More: 11% vs. 10%
- % Latino: 15% vs. 15%

Male / Female Ratio
51/49% vs. 51/49%

Foreign Born
36% vs. 35%

Linguistic Isolated Households
14% vs. 19%

Age
- Under 5: 4% vs. 4%
- 5 to 17: 9% vs. 13%
- 18 to 34: 30% vs. 20%
- 35 to 59: 37% vs. 40%
- 60 and over: 19% vs. 23%

Households
- Family Households: 44% vs. 66%
- Single-Person Households: 39% vs. 17%
- Non-Family Households: 17% vs. 17%
- Average Household Size: 2.3 vs. 3.3
- Average Family Household Size: 3.1 vs. 3.5

Income
- Median Family Household Income: $86,670 vs. $102,300
- Per Capita Income: $45,478 vs. $35,461
- % Poverty: 12% vs. 6%
- Unemployment: 7.0% vs. 7.8%

Education
- High School or Less: 29% vs. 27%
- Some College / AA Degree: 20% vs. 20%
- College Degree: 31% vs. 34%
- Post Graduate: 20% vs. 18%

Housing
- Renting Households: 62% vs. 27%
- Rental Vacancy Rate: 3.4% vs. 4.2%
- Median Rent: $1,260 vs. $1,936

Housing Type
- Single Family Housing: 33% vs. 84%
- 2 - 4 Units: 21% vs. 7%
- 5 - 9 Units: 10% vs. 2%
- 10 units or more: 35% vs. 7%
OCEAN AVENUE: LAND USE

Neighborhood Zoning

NC-T OCEAN AVENUE NEIGHBORHOOD COMMERCIAL TRANSIT DISTRICT

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.
Summary of Business by Categories, 2011

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

<table>
<thead>
<tr>
<th>NAICS BUSINESS CATEGORY</th>
<th>BUSINESSES</th>
<th>EMPLOYEES</th>
</tr>
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<tbody>
<tr>
<td>Construction</td>
<td>36</td>
<td>107</td>
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<tr>
<td>Manufacturing</td>
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<tr>
<td>Wholesale Trade</td>
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<td>Retail Trade</td>
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<tr>
<td>Transportation &amp; Warehousing</td>
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<td>Information</td>
<td>8</td>
<td>28</td>
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<tr>
<td>Finance &amp; Insurance</td>
<td>7</td>
<td>17</td>
</tr>
<tr>
<td>Real Estate, Rental &amp; Leasing</td>
<td>9</td>
<td>27</td>
</tr>
<tr>
<td>Professional, Scientific &amp; Tech Services</td>
<td>47</td>
<td>111</td>
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<tr>
<td>Admin. Support, Waste Mgmt. &amp; Remediation Services</td>
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<td>24</td>
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<tr>
<td>Educational Services</td>
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<tr>
<td>Health Care &amp; Social Assistance</td>
<td>25</td>
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<tr>
<td>Arts, Entertainment &amp; Recreation</td>
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<tr>
<td>Accommodation &amp; Food Services</td>
<td>30</td>
<td>238</td>
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<tr>
<td>Other Services (except Public Administration)</td>
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<td>2</td>
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<tr>
<td>Unclassified Establishments</td>
<td>10</td>
<td>29</td>
</tr>
</tbody>
</table>

Leakage / Surplus Factor by Industry Group, Ocean Avenue

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 experiencing 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.
OCEAN AVENUE: TRANSPORTATION

Major Transit Line

K Ingleside

Cross Lines

<table>
<thead>
<tr>
<th>Line</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>8, 8BX, 49</td>
<td>on Ocean and Phelan Avenue</td>
</tr>
<tr>
<td>43</td>
<td>on Phelan Avenue</td>
</tr>
<tr>
<td>29</td>
<td>on Plymouth Street</td>
</tr>
</tbody>
</table>

Walking

- Key Walking Streets (see map)
- High Priority Segments (see map)

Parking

- Metered Spaces: 120
- Unmetered Spaces: 43

Bicycling

- Bicycle Racks: 15
**Ocean Avenue Community Benefit District Management District Plan**

**DATE:** 2010  
**SOURCE:** Office of Economic and Workforce Development

**SUMMARY:** This document lists and describes information for the Ocean Avenue Community Benefit District. Property owners establish community benefit districts or business improvement districts to provide a constant funding source for various improvements, services and activities that benefit properties within a defined geographical area. The improvements, services and activities include providing enhanced cleaning and maintenance services, improving security, providing for economic development to promote and revitalize the area and other programs found to benefit the area. The ongoing revenue stream for the improvements, services and activities comes from the annual assessments that are levied upon properties within the area.

**URL:** [http://www.oewd.org/media/docs/CBD%20docs/Ocean%20Avenue/OceanAvenueManagementPlan.pdf](http://www.oewd.org/media/docs/CBD%20docs/Ocean%20Avenue/OceanAvenueManagementPlan.pdf)

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**Balboa Park Station Area Plan**

**DATE:** 2000  
**SOURCE:** SF Planning

**SUMMARY:** This document sets forth objectives and policies informed by three key principles:

1. Improve the area’s public realm;
2. Make the transit experience safer and more enjoyable; and
3. Improve the economic vitality of the Ocean Avenue Neighborhood Commercial District.

**URL:** [http://www.sf-planning.org/ftp/general_plan/Balboa_Park_Station.htm](http://www.sf-planning.org/ftp/general_plan/Balboa_Park_Station.htm)
Mayor
Edwin M. Lee

District Supervisor
Norman Yee
District 7, Ocean Avenue

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

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