



CHINATOWN



INVEST
IN
NEIGHBORHOODS
SAN FRANCISCO

NEIGHBORHOOD
PROFILE



CHINATOWN
STOCKTON STREET,
GRANT AVENUE, AND
KEARNY STREET,
FROM BUSH STREET TO
BROADWAY





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 Chinatown 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.

Neighborhood Features

[SEE MORE ON PAGE 3](#)

Established in 1848, San Francisco's Chinatown is the oldest and second largest Chinese-American community in the United States (after New York City). Chinatown is the densest neighborhood in the city, and has retained its own customs, languages, places of worship, social clubs, and identity. The neighborhood continues to play an integral role in shaping the Chinese-American experience; serving as the gateway for immigrants to find work, learn English, receive social services, and participate in community activities.

Chinatown is multi-faceted: Stockton Street as Chinatown's marketplace serves the local community; Grant Avenue, with its various curio shops, is the top tourist destination; and Kearny is the neighborhoods' vehicular gateway. The neighborhood offers affordable goods and services and a variety of authentic restaurants, herbal and curio shops, fish markets, and vegetable stands. The festivals, temples, renowned Dragon's Gate entrance, historical buildings, and alleyways are among Chinatown's strengths as a pedestrian-accessible neighborhood. The neighborhood also features a large network of longstanding family associations, arts, culture and community-based organizations that offer a range of social services and resources to support and promote the history and culture of Chinatown.

Commercial District Health

[SEE MORE ON PAGE 4](#)

Located in downtown San Francisco, Chinatown covers 24 square blocks and overlaps with five different postal codes. Sales tax captured in the district grew by 21% between 2006 and 2012, compared with 17% growth Citywide over the same period. Chinatown has a very low vacancy rate (less than 4% as of spring 2013); several of the existing vacancies are larger commercial spaces.

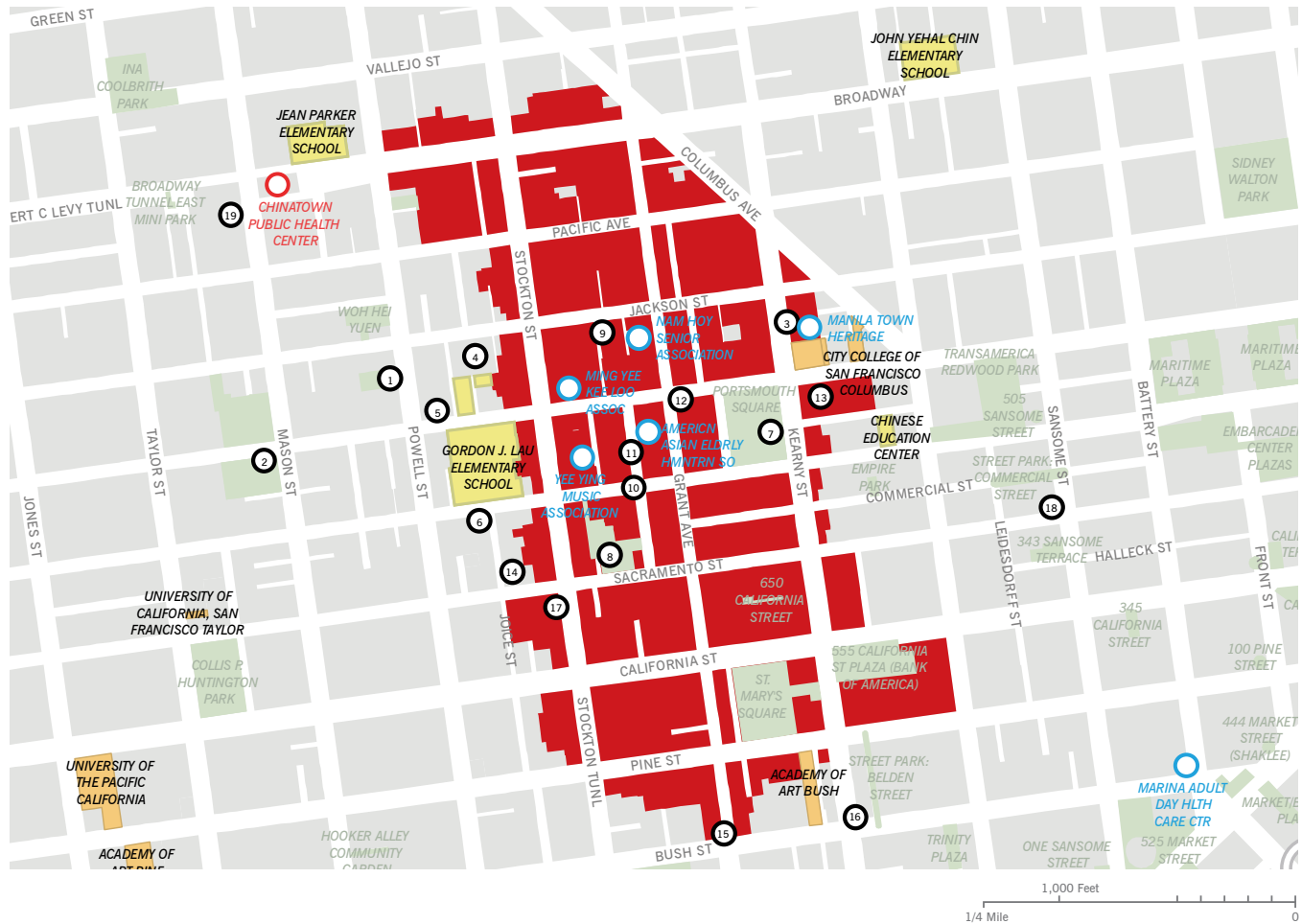
Public safety in Chinatown is a concern for businesses and other community stakeholders. From 2009 to 2012 the neighborhood experienced an increase in the number of vehicle thefts/thefts from vehicles and slight decreases in assaults and robberies. Hotspots of criminal activity occur along Stockton Street and near the intersection of Broadway and Columbus. (Source: SFPD incidents data, November 2009-October 2012)

Demographics

[SEE MORE ON PAGE 7](#)

More than 32,600 people live within a one-quarter mile radius of the Chinatown commercial district. Its population is older than San Francisco's with a higher proportion of residents over 60 years old. A majority of Chinatown residents are of Asian descent and the neighborhood does not have the racial diversity of the City overall. There are about 22,700 housing units in the area, mostly in multi-family structures of 10 units. A majority of households are renters and single person households predominate. About two-thirds of all households in Chinatown do not own cars. Household incomes in the neighborhood are less than half of the Citywide median and almost a quarter of residents live below the poverty level.

READ NEIGHBORHOOD FEATURES SUMMARY ON PAGE 2



Notable Places

- 1 Chinatown Branch Library
- 2 Betty Ann Ong Chinese Recreation Center
- 3 International Hotel
- 4 Chinese Hospital
- 5 Quong Ming Buddhism and Taoism
- 6 Chinese Historical Society of America Museum
- 7 Portsmouth Square Plaza
- 8 Willie "Woo Woo" Wong Playground
- 9 Golden Gate Fortune Cookie Factory
- 10 Waverly Place
- 11 Tin How Temple
- 12 Old Chinese Telephone Exchange
- 13 Chinese Culture Center
- 14 Cameron House
- 15 Chinatown Gate
- 16 17 18 19 Self Help For the Elderly

Cultural Events

- Chinese New Year's Parade
- Autumn Moon Festival
- Lunar New Year Festival
- Miss Teen Chinatown
- Chinese New Year Flower Festival
- SF Union Square / Chinatown 5k Running Tour
- Chinese New Year Basketball Jamboree
- Chinatown Community Street Fair
- Music Festival
- Ping Pong Tournament

Merchant & Resident Groups

- Chinatown Community Development Center
- Chinese Chamber of Commerce
- Chinese Consolidated Benevolent Association
- Chinatown Merchants Association
- Chinese American Citizens Alliance
- APA Family Support Services
- API Council



COMMERCIAL DISTRICT HEALTH

READ COMMERCIAL DISTRICT HEALTH SUMMARY ON PAGE 2

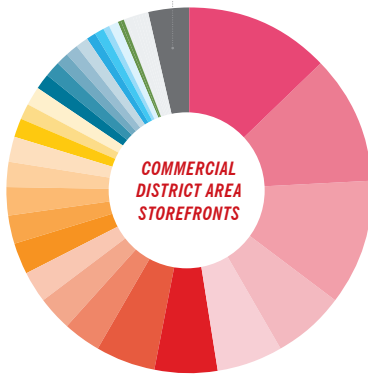
Chinatown Storefronts

TOTAL STOREFRONTS

% VACANT

642

3%



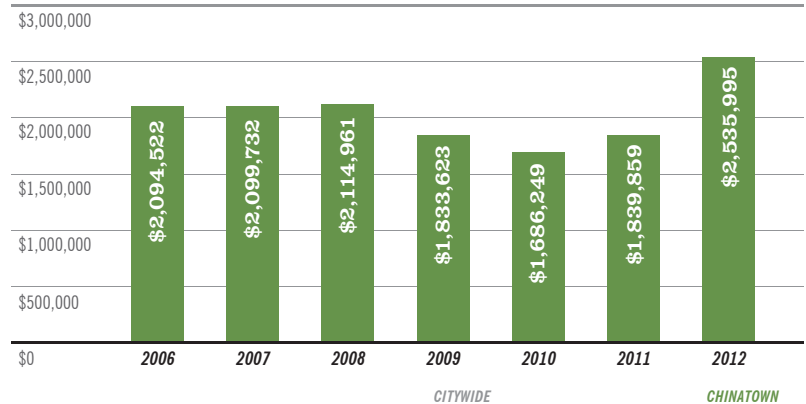
Grocery Store/Small Market	83
Restaurant, Full Service	73
Gifts	71
Personal Service	42
Clothing, Accessories	37
Jewelry	36
Business or Professional Service	34
Bank/Financial Service	21
Pharmacy	19
Other	19
Cafe	17
Assembly/Private Club	17
Variety/Discount	16
Non-Retail Services	14
Electronics Retail	13
Bakery w/Retail	11
Medical Service	11
Antiques Shop	10
Church	9
Fast Food/Limited Restaurant	8
Bar	8
Appliance, Home Furnishings	8
Books, Records	7
Mixed Commercial Uses	5
Florist	5
Tourist Hotel	4
Other retail	4
Massage Establishment	3
Miscellaneous	15
Vacant Storefronts	22

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)

CHINATOWN TRADE AREA



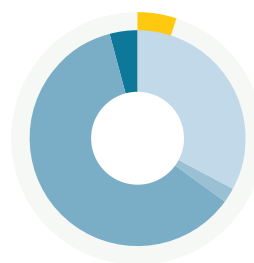
Sales Tax Change
2006-2012

▲ 17%

▲ 21%

Demographics

CHINATOWN 1/4 MILE DEMOGRAPHIC AREA



White	33%
Black	2%
Asian	61%
Native American / Hawaiian or Pacific Islander	0%
Other / Two or More	4%
% Latino	5%

District Population

32,600

No. of Households

19,465

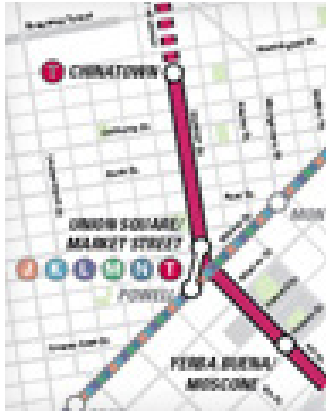
Median Household Income

\$33,845

“We have a lot of seniors in Chinatown but we are missing young people. How do we get them here?”

Community Advocate

Recent Accomplishments



The Central Subway Project will construct a modern, efficient light rail line that will improve public transportation in San Francisco for some of the most densely developed areas of the City. For Chinatown, that means less pressure for the Stockton 30 bus and increasing transit capacity to relieve crowding. The Chinatown station is slated to be completed in 2019.



In January 2013 OEWD and Northeast Community Federal Credit Union launched its ADA Program in Chinatown to assist businesses threatened by 'drive by' lawsuits; over 60 merchants attended the first multilingual workshop.

“We are excited for the Central Subway project. It means new shoppers, businesses and more opportunities for our community to shine.”

Community Advocate

STRENGTHS

- Well-established community with deep historic roots, cultural significance and unique architecture
- Top tourist attraction for the Bay Area
- One stop shopping for both local population and visitors; affordable markets, restaurants, shops, cafes, places of worship, banks, social service centers, and cultural centers
- Strong Community Based Organization (CBO) network for immigrants, families and seniors
- Chinatown CBOs provide a steady source of customers to the business community
- Celebrate cultural identity through implementing public realm improvements

OPPORTUNITIES

- Provide technical assistance to businesses seeking financial assistance for capital improvements
- Develop partnership with Department of Health and Department of Building Inspection to identify at risk businesses/buildings
- Support community businesses utilizing cultural events and programs
- Implement Portsmouth Square renovations
- Develop plan to decrease congestion on streets and increase walkability
- Increase cleanliness in the district
- Implement and/or promote workforce development programs that include language access and cultural competency for local population
- Chinese Hospital re-construction and Central Subway project online and proceeding
- Identify public spaces for community meetings
- Evaluate an opportunity to develop a social services hub in Chinatown
- Assist in filling big footprint vacancies

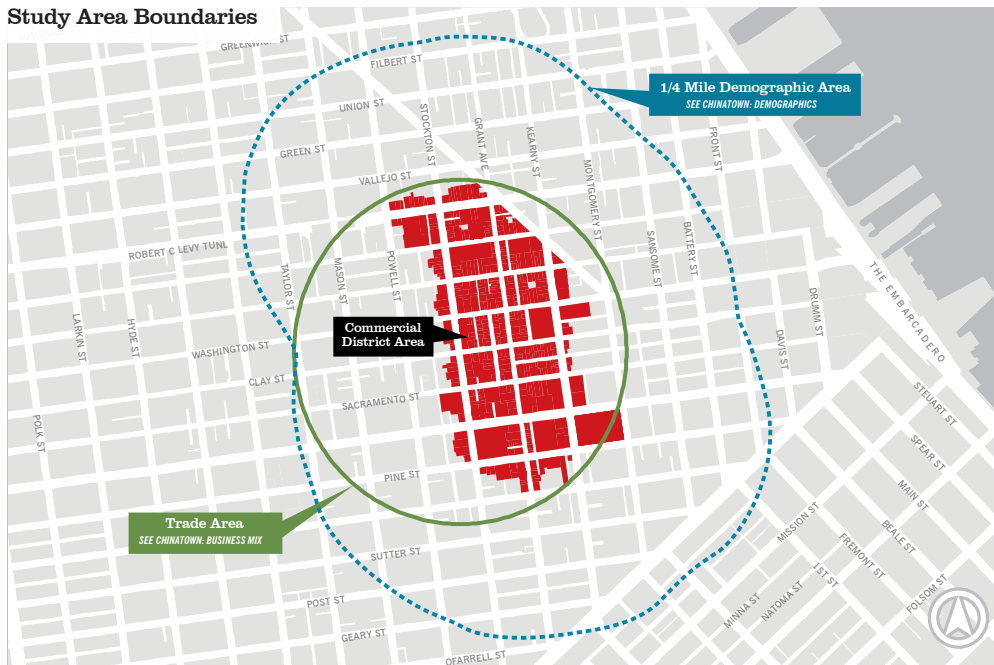
CHALLENGES

- Much of existing building stock is in poor condition and does not comply with present day safety standards; some property owners unable or unwilling to upgrade/retrofit existing properties
- Businesses receive costly citations regarding ADA accessibility and complain that they cannot afford to comply with
- Increasing commercial rents make it difficult to attract new types of businesses
- Night life is nonexistent; establishments close at 9 or 10pm, making it difficult to attract younger people to the area
- Aging senior population; fear of loss of culture identity as young Chinese individuals move away
- Poor physical conditions: dirty sidewalks, storefronts and awnings; graffiti and vandalism
- Poor street level lighting



CHINATOWN

Study Area Boundaries



NOTE:

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

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

■
Chinatown storefronts data presented on page 4 corresponds with the Commercial District Area indicated on the map.

CHINATOWN: DEMOGRAPHICS

READ DEMOGRAPHICS SUMMARY ON PAGE 2

Population

32,600

vs. 805,240 Citywide

Population Density

70  per acre

vs. 27 Citywide

Median Age

45.0

vs. 38.5 Citywide

No. of Households

19,465 

vs. 345,810 Citywide

Median Household Income

\$33,845

vs. \$71,420 Citywide

Education

Half the population has a high school diploma or less.

No. of Housing Units

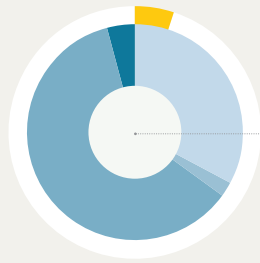
22,000

vs. 376,940 Citywide

Residential Density

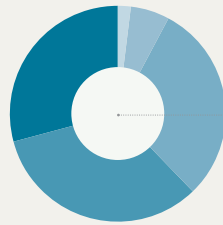
40  units per acre

vs. 12 Citywide



Race / Background


	CITYWIDE	CHINATOWN
White	48%	33%
Black	6%	2%
Asian	33%	61%
Native American / Hawaiian or Pacific Islander	1%	0%
Other / Two or More	11%	4%
% Latino	15%	5%
Male / Female Ratio	51/49%	50/50%
Foreign Born	36%	55%
Linguistic Isolated Households	14%	38%



Age

Under 5	4%	2%
5 to 17	9%	6%
18 to 34	30%	30%
35 to 59	37%	33%
60 and over	19%	29%

% of Households Without a Car

67% 

vs. 29% Citywide

Households

Family Households	44%	34%
Single-Person Households	39%	43%
Non-Family Households	17%	23%
Average Household Size	2.3	2.0
Average Family Household Size	3.1	3.0

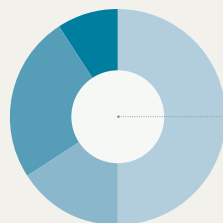
Unemployment

11% 

vs. 7% Citywide

Income

Median Family Household Income	\$86,670	\$34,540
Per Capita Income	\$45,478	\$39,830
% Poverty	12%	23%
Unemployment	7.0%	11.0%

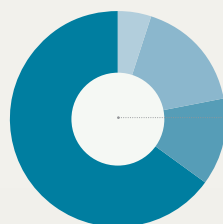


Education

High School or Less	29%	50%
Some College / AA Degree	20%	16%
College Degree	31%	25%
Post Graduate	20%	9%

Housing

Renting Households	62%	78%
Rental Vacancy Rate	3.4%	9%
Median Rent	\$1,260	\$1,180



Housing Type

Single Family Housing	33%	5%
2 - 4 Units	21%	17%
5 - 9 Units	10%	13%
10 units or more	35%	65%

CHINATOWN: LAND USE

Neighborhood Zoning

CRNC CHINATOWN RESIDENTIAL/
NEIGHBORHOOD COMMERCIAL

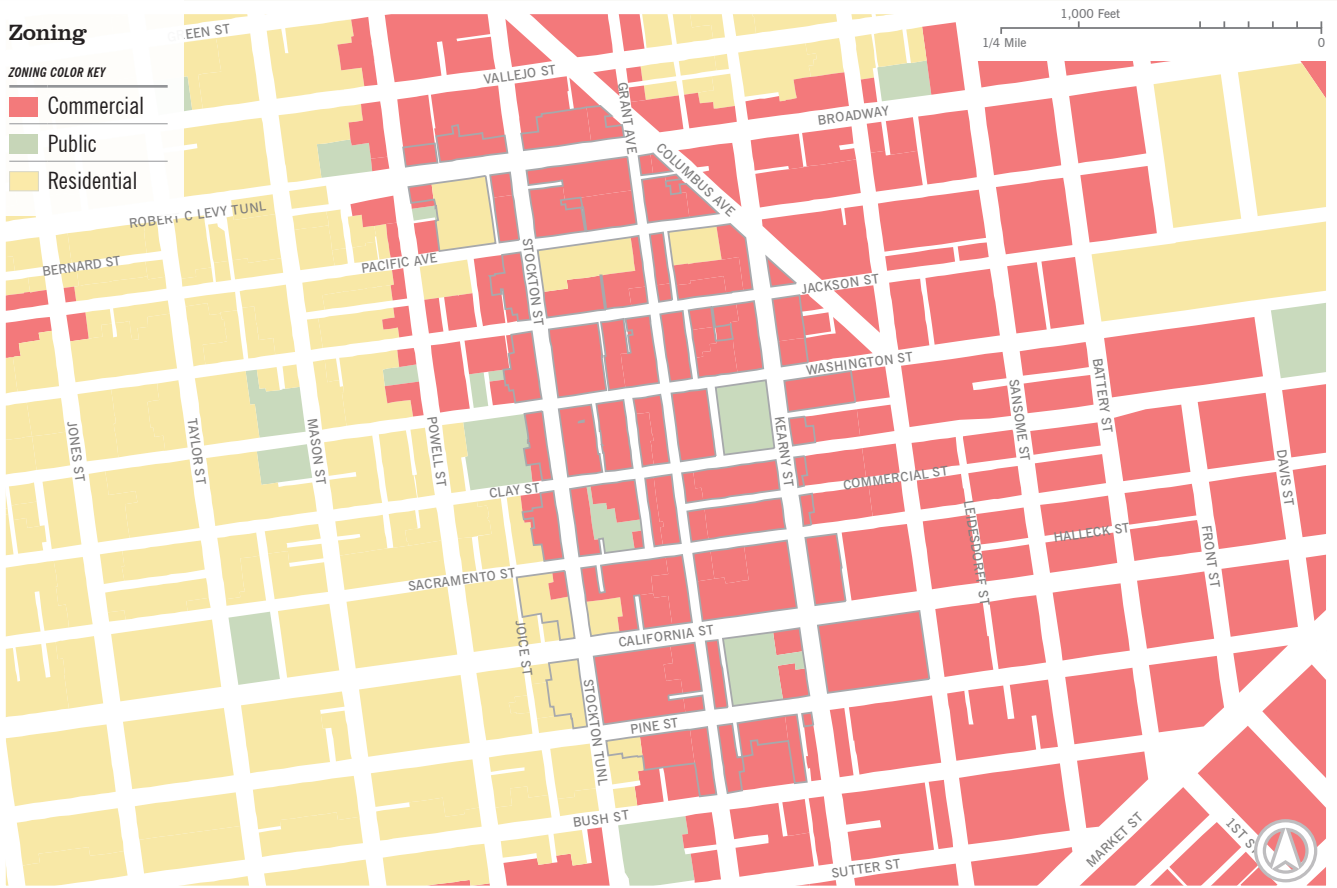
CVR CHINATOWN VISITOR
RETAIL

CCB CHINATOWN COMMUNITY
BUSINESS

Zoning

ZONING COLOR KEY

- Commercial
- Public
- Residential



Vacancy & Opportunity Sites

- Vacant Lots & Surface Parking Lots
- Vacant Storefronts

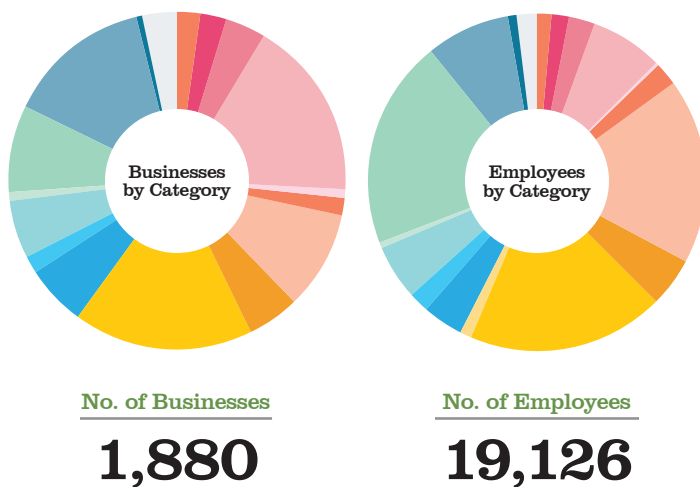
Spaces indicated as "Vacant Storefronts" include all ground floor commercial spaces that were unoccupied as of February 2013.



CHINATOWN: BUSINESS MIX

Summary of Business by Categories, 2011

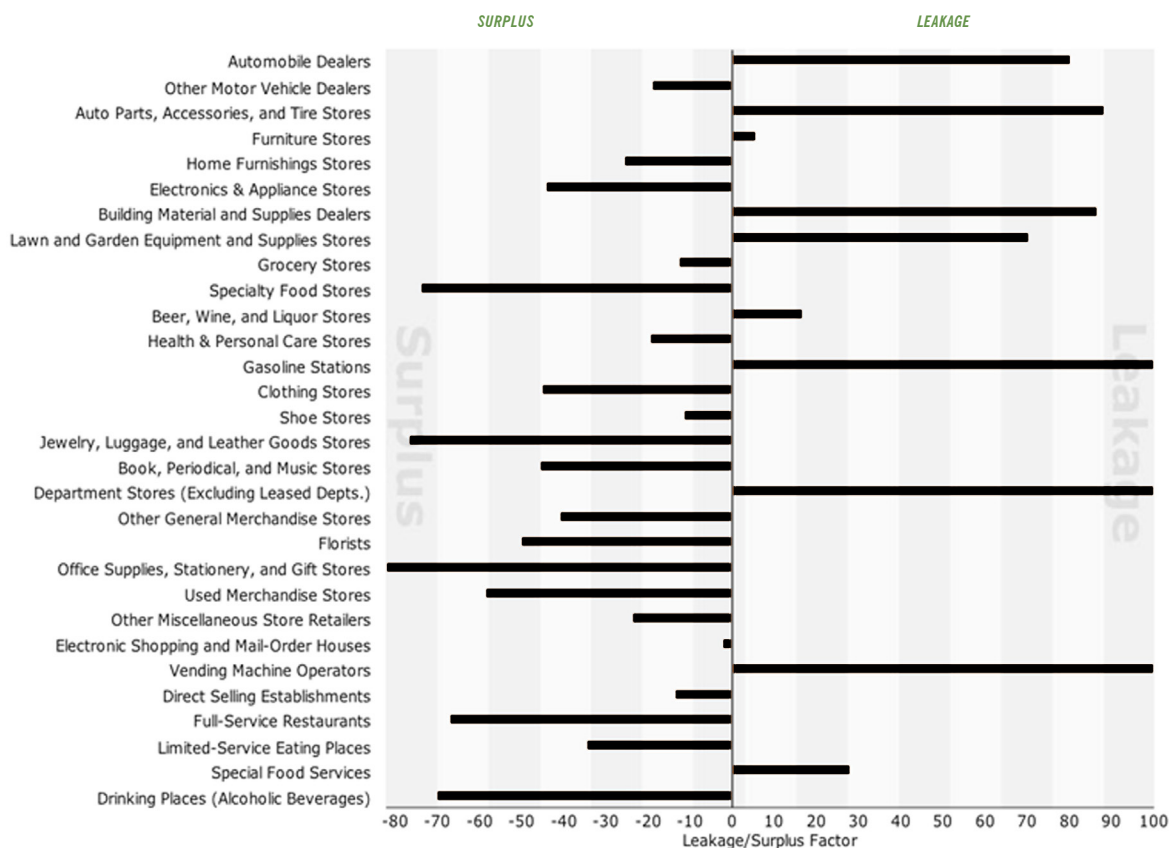
Source: Business data provided by Infogroup, Omaha NE Copyright 2012, all rights reserved. ESRI forecasts for 2011.



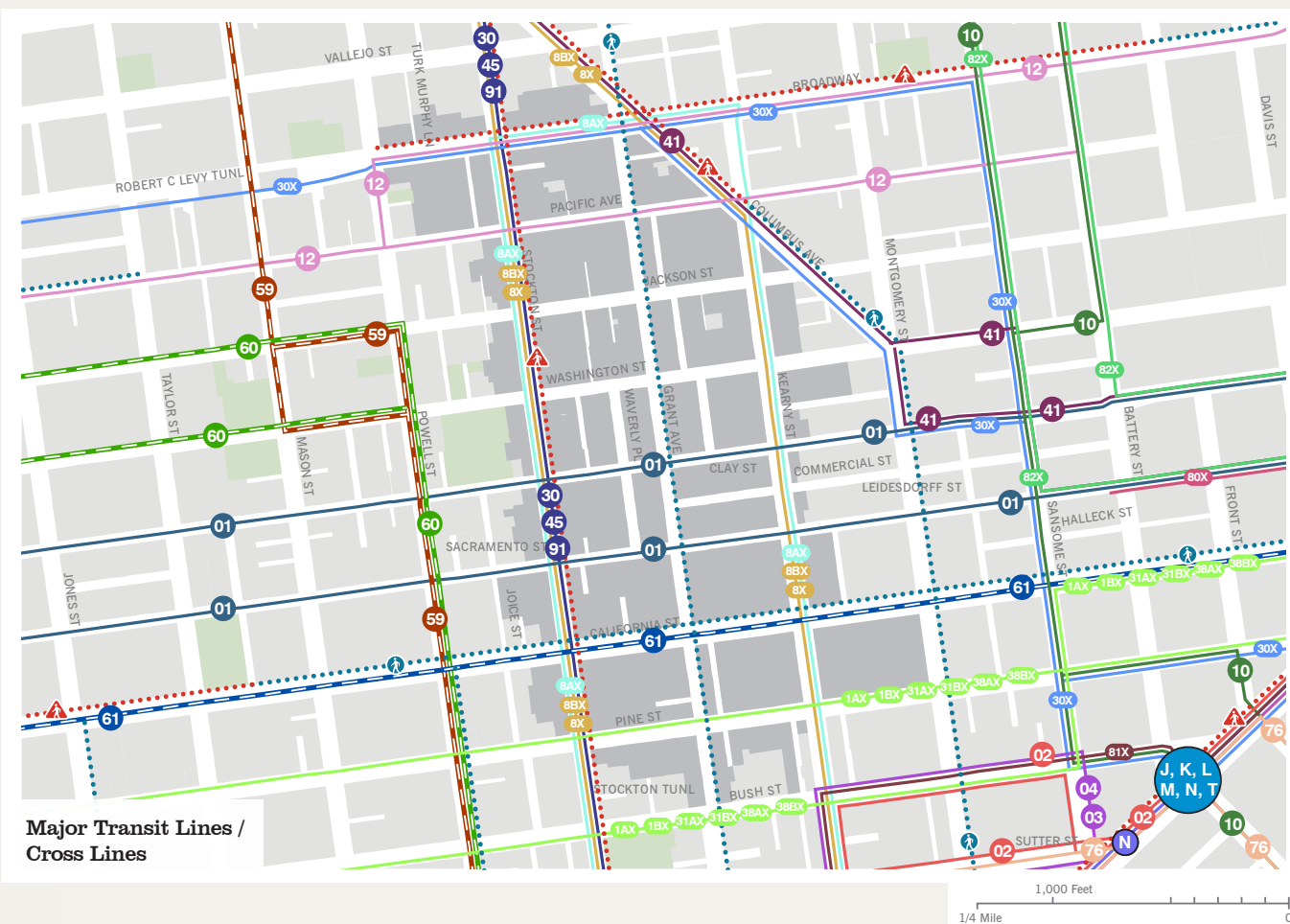
NAICS BUSINESS CATEGORY	BUSINESSES	EMPLOYEES
Agriculture, Forestry, Fishing & Hunting	1	3
Construction	44	249
Manufacturing	49	335
Wholesale Trade	71	486
Retail Trade	325	1,336
Transportation & Warehousing	11	48
Information	35	424
Finance & Insurance	175	3,381
Real Estate, Rental & Leasing	97	933
Professional, Scientific & Tech Services	322	3,584
Management of Companies & Enterprises	2	244
Admin. Support, Waste Mgmt. & Remediation Services	108	720
Educational Services	29	380
Health Care & Social Assistance	107	1,019
Arts, Entertainment & Recreation	17	106
Accommodation & Food Services	154	3,825
Other Services (except Public Administration)	263	1,514
Public Administration	9	197
Unclassified Establishments	59	326

Leakage / Surplus Factor by Industry Group, Chinatown

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.



CHINATOWN: TRANSPORTATION



Major Transit Lines



1	inbound on Sacramento Street outbound on Clay Street
12	inbound on Pacific Street outbound on Broadway Street
8X, 8AX, 8BX	inbound on Kearny Street outbound on Stockton Street
30, 45, 91	inbound/outbound on Stockton Street
41	inbound/outbound on Columbus Avenue
Powell/Mason Cable Car	inbound/outbound on Powell Street
California Cable Car	inbound/outbound on California Street

Walking



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

Parking



Metered Spaces	434
Unmetered Spaces	22
Parking Garages / Lots	5

Bicycling



Bicycle Racks 5

CHINATOWN: EXISTING PLANS & INTERVENTIONS

Central Subway Project

DATE: 2013

SOURCE: MTA

SUMMARY: The Central Subway Project will construct a modern, efficient light-rail line that will improve public transportation in San Francisco. This new 1.7-mile extension of Muni's T Third Line will provide direct connections to major retail, sporting and cultural venues while efficiently transporting people to jobs, educational opportunities and other amenities throughout the city. With stops in South of Market (SoMa), Yerba Buena, Union Square and Chinatown, the Central Subway will vastly improve transit options for the residents of one of the most densely populated neighborhoods in the country, provide a rapid transit link to a burgeoning technology and digital-media hub, and improve access to a premier commercial district and tourist attraction. Construction is currently underway and the project is scheduled for completion in 2019.

URL: <http://centralsubwaysf.com/>

Chinatown Broadway Street Design

DATE: February 2013

SOURCE: SF Planning Department

SUMMARY: In 2011, the San Francisco Planning Department partnered with the Chinatown Community Development Center (CCDC) and other City agencies to engage the Chinatown community in the redesign of Broadway in Chinatown. This document is a summary of that process and the recommendations that have been developed through the planning process to envision a new Broadway in Chinatown. Phase IV will cover Columbus to Tunnel; funding is pending.

URL: http://www.sfplanning.org/ftp/files/plans-and-programs/in-your-neighborhood/chinatown_broadway_110217/ChinatownBroadwayStreetDesignFinalDocument_REV.pdf

Broadway Great Streets Project

DATE: 2006-2013

SOURCE: DPW/MTA/Planning

SUMMARY: Phases I and II of the Broadway Streetscape Improvement project, completed in 2005 and 2008, provided resurfacing and transit and pedestrian improvements to two segments of Broadway. Phase III will connect the work completed in previous phases by focusing on streetscape improvements on Broadway between Kearny and Montgomery Streets, and resurfacing improvements from Kearny to Battery Streets.

URL: <http://www.sfdpw.org/index.aspx?page=1492>

Chinatown Economic Action Plan

DATE: August 2008

SOURCE: OEWD

SUMMARY: OEWD engaged community members, neighborhood businesses, local non-profit organizations, and tourism and planning professionals in a collaborative effort to increase economic activity in Chinatown and to support it as an attractive and cultural destination for locals and visitors alike. This document recaps the process and presents an action plan that identifies short- and long-term strategies that the City and sponsoring agents can undertake to improve business conditions in Chinatown.

URL: http://oewd.org/media/docs/080915_CEAP_Low_Res.pdf



Matthew Roth



SF Planning



CHINATOWN: EXISTING PLANS & INTERVENTIONS

DPW Community Corridors and Ambassadors Program

DATE:	2013	SOURCE:	Department of Public Works
SUMMARY:	DPW's Community Corridors program is active on Grant from Broadway to California, on Stockton from Columbus to Sacramento, and on Kearny from Columbus to California.		
URL:	http://www.sfdpw.org/index.aspx?page=352		

DPW Streetscape and Repaving Projects

DATE:	2013	SOURCE:	Department of Public Works
SUMMARY:	DPW plans a number of streetscape and repaving projects in Chinatown in 2013 including Broadway Tunnel to Columbus; Spofford Street from Clay to Washington Street; Broadway: Jackson Street from Grant Ave to Pontiac; Grant Ave from Pine St to Columbus Ave; Clay Street from Kearny Street to Walter U Lum Plaza; Kearny Street from Pine Street to Columbus Ave; Pine Street from Kearny Street to Stockton Street; and Stockton Street from Pacific Ave to Broadway.		
URL:	http://sfdpw.org/index.aspx?page=1105		



Mayor

Edwin M. Lee



District Supervisor

David Chiu, *District 3*



Board of Supervisors

David Chiu, *President*

Eric Mar

Mark Farrell

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Jane Kim

Norman Yee

Scott Wiener

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Malia Cohen

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SAN FRANCISCO
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