

Upper Noe Merchants

- *Upper Noe Valley is one of San Francisco's oldest neighborhoods. Its Church Street businesses are interspersed among houses and situated south of Cesar Chavez St.*
- *Our mission is to promote and protect the interests of local businesses and the commercial corridor*
- *We seek to improve communication and cooperation among local merchants before city agencies.*
- *UNM works within the framework of Upper Noe Neighbors, the community organization.*

What events/resources/tools have been successful to support your small businesses?

- *Grant from Avenue Greenlight provided colorful banners and decorative string lights to define and promote the neighborhood, provide inviting atmosphere, instill a greater sense of safety, and enhance foot traffic*
- *UNM individual sponsors at neighborhood meetings brings awareness of local merchants to the community.*
- *Spotlighting businesses and boosting merchant presence on **Instagram**.*
- *Sponsoring neighborhood block parties at the rec center with wide community involvement and near unanimous business participation.*

What are the biggest challenges you're experiencing and what are the potential solutions?

Maintaining access for shoppers: Short-term Parking

- Upper Noe's steep hills and high terrain is not walkable for all.
- Commuters park in Upper Noe, occupying the free parking to take the J-Church to downtown.
- Previously, the community rejected parking permits with the feeling that it would undermine teachers and be a financial burden on residences
- Additional parking meters are being explored and needs further discussion with the neighborhood.

Functional J-Church service provides access and foot traffic

- A one-seat ride to downtown is necessary to promote ridership.
- MUNI projects without full neighborhood input undermine the viability of Church Street business.
- Building and maintaining relationships with SFMTA will help the vitality of our business community.

Improving the Upper Noe brand / Filling empty storefronts

- Neighborhood festivals, banners, lights, social media
- Demonstrating that opening a business in Upper Noe will be beneficial
- Letting Upper Noe businesses know the city is here to support small business

Are there any additional things that you want the Commission to know about?

Neighborhoods need their small businesses to build community.

The challenges of owning a small business cannot be minimized. Neither can the challenge of maintaining a vibrant commercial corridor.

Interaction with local government is expensive and time-consuming. We need to build a bridge between small business and city hall so businesses can be successful.

Encouragement is needed for filling empty storefronts.