



**OUR PROPOSAL  
APRIL 2021**



# DIVISADERO MERCHANTS

Divisadero St. is a vibrant and diverse corridor seated right in the heart of San Francisco. Divisadero has been a core neighborhood throughout much of San Francisco's history; being an original piece of the Western Addition back during the invention of the cable car, Divisadero has remained elemental in the soul of San Francisco.



Divisadero's small businesses have met the challenges posed by the COVID-19 pandemic with resilience and solidarity, but the effects regarding health and the economic closure have placed a significant burden on the street and businesses.



**WITH  
THIS  
GRANT**

# PROPOSAL TOPICS

01

**String Lights and  
Maintenance**

02

**Natural  
Beautification**

03

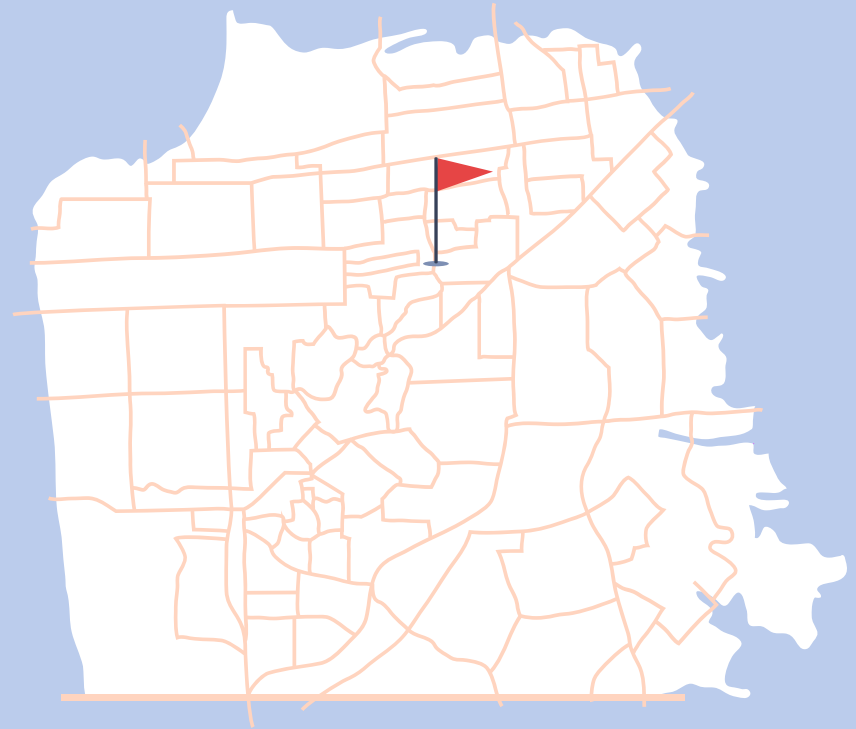
**Marquee/  
Banner**

04

**Branding of  
Divisadero Street**

05

**Annual  
Events**






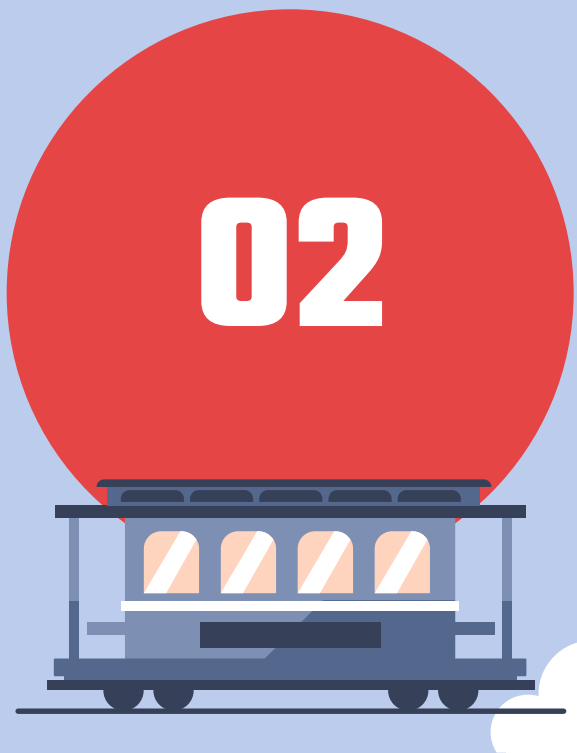
01



# STRING LIGHTS & MAINTENANCE



We are looking to extend string lights down further on Divisadero, to the cross street of O'Farrell. The ambience of the lively Divisadero Street seems to come to an abrupt stop at McAllister, excluding some merchants (predominantly black-owned businesses) from the energy of the rest of the street. Lights have shown to increase safety, foot traffic, and energy in the illuminated areas.



# NATURAL BEAUTIFICATION

The addition of planter boxes, trees, hanging plants, etc. would promote the neighborhood's aesthetic for locals and visitors alike. Trees in the street divider are, at current, poorly maintained - if improved could add significantly to the community.

An illustration of a lighthouse on a cliff. The lighthouse is a tall, grey tower with a white lantern room on top. It sits on a dark grey, rocky cliff. To the left of the lighthouse is a white, multi-story building with a dark roof and several windows. A large, bright red sun is in the background, partially obscured by the lighthouse. The number '03' is written in white on the red sun. The sky is a light blue color, and there are some white clouds at the bottom right of the illustration.

03

A simple white cloud illustration with a soft, rounded shape, positioned in the upper right corner of the page.

# MARQUEE & BANNER

Divisadero Street is a San Francisco home base that is not hugely recognized. With marquees or banners on either end of the corridor, a “Welcome to Divisadero” sign would greatly improve the status of the area as a classic SF neighborhood.

A blue seal is shown in profile, looking upwards towards a large, solid red circle. Inside the red circle, the number '04' is written in a bold, white, sans-serif font. The background is a light blue sky with a few white, stylized clouds.

04

# BRANDING OF DIVISADERO ST.

We'd like to see some of the Avenue Greenlight funds put toward the branding of Divisadero St. as a landmark location. Divisadero is a core of San Francisco historically, culturally, and regionally. Despite this, Divisadero isn't known as the landmark it is - we'd like to change that. We think ample branding of the street could bring in local foot traffic, tourism, and recognition. In order to achieve this goal, the funds should be spent to hire a PR/Branding person to help consolidate the Divisadero brand and set out an action timeline.





# ANNUAL EVENTS

We host events like the neighborhood Art Walk, which we usually fund through member contributions and donations. We'd like to hold some of the Avenue Greenlight funds to create a pocket of money to supplement costs of organizing events and funding supplies.

**THE DIVISADERO  
MERCHANTS  
ASSOCIATION  
HUMBLY THANKS  
YOU**

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