

Sacramento Metropolitan Chamber of Commerce

And the Greater Broadway Partnership



Broadway Business Walk October 31, 2005 | Post Evaluation Summary

Background

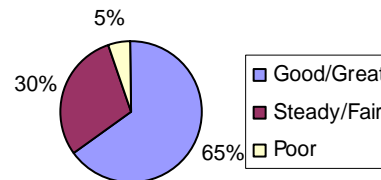
The Greater Broadway Partnership, the Metro Chamber, the Asian-Pacific Chamber, Black Chamber, and Hispanic Chamber, and members of the Sacramento City Council and Staff held the first-annual Business Walk on Monday October 31st, 2005. The purpose of the 2005 Business Walk was to ascertain what was going on in the community and to learn first hand how the City and County of Sacramento and Metro Chamber can promote business and improve the local economy. In total, eleven teams visited 86 businesses on Broadway who voiced their opinions and responded to the following three questions:

- ◆ How's Business?
 - Reponses were codified into the following categories: Great/Good, Steady/Fair, or Poor
- ◆ What do you like about doing business in the area?
- ◆ What needs to be done to make it even better?

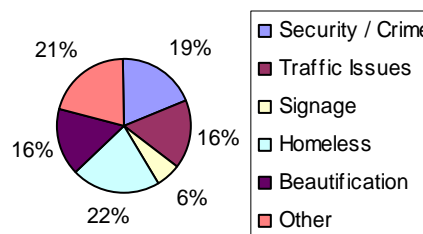
Results

The feedback ranged from general comments on the region's economy to specific details on what needs to be done in order to improve business at along Broadway. Many of those surveyed stated that they enjoyed the area's location and proximity. A large majority of those surveyed indicated that business was either "good" or "great," and were generally satisfied with the current conditions of their business. A number of businesses that were visited stated they were eager to see improvements in the following: security and crime, homelessness and transients, beautification, and general traffic issues.

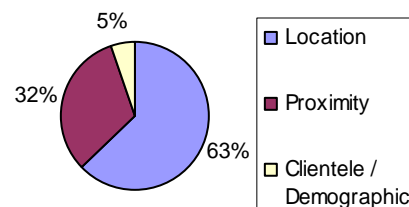
How's Business?



What needs to be done?



What do you like about doing business in the area?



Common Issues / Themes Identified

- ◆ Homelessness (transients, panhandlers, prostitution, trash, aggressive behavior) – 22% of respondents
- ◆ Security and Crime (burglary, panhandling, prostitution, drugs) – 19% of respondents
- ◆ Traffic Issues (dampeners, cross walk installation, congestion, etc...) – 16% of respondents
- ◆ Beautification Campaigns (general visual enhancements) – 16% of respondents
- ◆ Signage (monument, area identifiers, street signage, landmark directions, etc...) – 6% of respondents
- ◆ Other improvements specified by business owners – 21% of respondents

Team Snapshots

Team 1— Number of Businesses Surveyed: 5 _____

Response Summary

Each of the five businesses visited indicated that business was fine and they liked the location. Three of the businesses surveyed indicated that business was good, while two others described it as steady or OK.

Businesses also indicated a desire to beautify the Broadway area through the planting of trees, removal of industrial land uses, and the addition of residential units to the area. In addition, three businesses indicated a desire to have more business move to the area to increase visitation and two preferred the addition of chain stores to the area, such as Quizno's, to increase traffic flow. Another respondent stated a desire to reopen access to alleys on Sundays during the farmer's market to enable delivery services on Sundays. Finally, one respondent requested improvements to the intersection of 5th and Broadway with the specific idea of adding a left-turn pocket to avoid traffic collisions.

Name of Business	Location
Horizon Irrigation	301 Broadway
Jamie's Bar and Grill	427 Broadway
Larry's Autowork	500 X Street
Lee and Nakata Auto Service	2400 5 th Street
News 10	400 Broadway

Team 2— Number of Businesses Surveyed: 6 _____

Response Summary

Five of the six businesses surveyed by Team 2 indicated that business was going well, with two respondents indicating that business was excellent. All of the businesses had positive comments about doing business in the area, citing street improvements, easy access to freeways, and the help of neighboring businesses pitching in to keep the area in good shape.

Two respondents indicated problems with the homeless and loitering, one complained of an unkept neighboring property, and others cited the

need for traffic improvements, such as speed bumps, the removal of traffic cameras, and the addition of parking availability for customers.

Name of Business	Location
Buddhist Church	2401 Riverside Blvd
Johnnie's Body Shop	1228 X Street
Kustom Kitchens	1220 X Street
L & L Hawaiian BBQ	1049 Broadway
Maks's Quick Corner	1101 Broadway
Target	2505 Riverside Blvd

Team 3— Number of Businesses Surveyed: 8 _____

Response Summary

Of the eight businesses visited by Team 3, six described the conditions of their business as "great," with one participant indicating a boom in his business' growth. Two described conditions as steady or fair. Many of the respondents commented on the volume of pedestrian traffic near their businesses and appreciated the pedestrian-friendly nature of their locales. Another mentioned that his business was the busiest of all the Sacramento-area chains, while another indicated plentiful parking was a great attribute of doing business in the area. Others commented on how the proximity to Downtown was a boost to their businesses.

Most business respondents agreed that the number of homeless or transients in the area needed to be reduced, while the addition of lighting fixtures was imperative for establishing greater security for visitors at night. Some respondents also desired more parking options for their customers.

Name of Business	Location
Asian Food Center	1301 Broadway
Business Journal	1400 X Street
California Bank and Trust	1315 Broadway
Golden One Credit Union	1326 Broadway
Help U Sell	1414 Broadway
Living Space	1313 Broadway
Starbucks	1500 Broadway
Walgreens	1401 Broadway

Team 4— Number of Businesses Surveyed: 11 _____

Response Summary

All business owners surveyed by Team 4 stated that their business was great, good, or growing. Location, diversity of customers, proximity to free-ways, and the historic nature of the area were all mentioned as positive attributes of the Broadway area. One participant stated that they liked the amount of trees in the area and how it contributed to a sense of cleanliness around their business. Respondents also stated their desire to respond to the large numbers of panhandlers, transients, and homeless persons in the area. In addition, one participant desired more crosswalks traversing Broadway to enhance pedestrian safety. One participant stated a greater desire for residential units around Broadway and in Downtown and also desired in-creased trash removal services.

Name of Business	Location
Bank of America	1515 Broadway
Huffman Home Appraisal, Inc and Ferguson and Associates, Inc	2411 15 th Street, Ste E
Miyamoto Travel Service	2401 15 th Street
Tower Books	1600 Broadway
Tower Café	1518 Broadway
Tower Pipe & Cigar	2518 Land Park Drive
Tower Nails	1626 Broadway
Tower Records	2500 Land Park Drive
Tower Video / Ticket-master	1618 Broadway
Travel for Less	1620 Broadway
Washington Mutual	1631 Broadway

Team 5— Number of Businesses Surveyed: 11 _____

Response Summary

Eleven participants were surveyed by Team 5. Six of them stated that business was great or growing, while five others indicated that their business conditions were steady. Many of the participants indicated that the police presence, location, area residents, and high-volume traffic contributed to their business' success in the area. Concerns for the area ranged from handling homelessness to signage, with two participants

complaining that their requests for signage had been denied. Others insisted on better lighting to

Name of Business	Location
Scrub Boys	1731 Broadway
Tune-up Masters	2025 Broadway
Panchos	2026 Broadway
Money Mart	2001 Broadway
Kragen	1988 Broadway
General Automotive	2015 Broadway
Chevron	1828 Broadway
Catholic Store	1938 Broadway
Car Quest	1945 Broadway
Auto World	2000 Broadway
Auto Zone	1900 Broadway

Team 6— Number of Businesses Surveyed: 6 _____

Response Summary

The majority of the seven businesses surveyed by Team 6 indicated that their businesses were performing well, with three indicating steady or OK conditions. Respondents indicated their liking of the stable business climate along the Broadway corridor with high traffic and visibility contributing to their business success. One respondent also commented on the benefits of roadway and pedestrian improvements to their business. Respondents were also weary of the homeless and transients in the area, and also desired less stringent traffic enforcement, especially on Sundays. Several respondents also commented on a desire for enhanced security for customers and their businesses.

Name of Business	Location
Wing Fung Tong Herbs and Food	523 Broadway
Saldivar Auto Body	500 Broadway
Sacramento Engineering and Machine Work	2400 6 th Street
New American Poultry	519 Broadway
Hong Kong Café	501 Broadway
Ben and Son's Auto Tech	524 Broadway

Did You Know?...
 The location of the Target Store at Broadway and Riverside is at the site of a ball park, Edmonds Field, which existed there from 1910 to 1960. Edmonds was the home field of the minor league Sacramento Solons , a team within the Pacific Coast Baseball League.

Team 7— Number of Businesses Surveyed: 9 _____

Response Summary

Of the nine establishments surveyed by Team 7, eight were businesses and one was the Catholic Diocese. Four respondents stated that business was doing well, while four others responded that business was steady, with one participant expressing that business was “not too bad.” Respondents all stated that they appreciated the heavy volume of automobile and pedestrian traffic in the area, and appreciated the proximity to Downtown without actually being “stuck” there with parking problems. Other respondents, however, would have liked to see better parking options and thought the penalties for crossing the double-double yellow lines were too heavily enforced. Others would have liked to see better graffiti removal and traffic safety measures to reduce accidents along Broadway.

Name of Business	Location
Sacramento Diocese	2110 Broadway
Bob’s Glass	2415 23 rd Street
State of CA Department of Real Estate	2201 Broadway
Northwest Exteriors	3618 Broadway
McCulley Brothers	2421 23 rd Street
House of Bagels	2546 24 th Street
Harrell Architectural Partnership	2320 Broadway
Floors & More Design Center	2300 Broadway
Antique Company	2100 X Street

Team 8— Number of Businesses Surveyed: 11 _____

Response Summary

Team 8 visited the California State Department of Motor Vehicles building along with ten businesses. Of the ten, six stated that business was good or great. One stated that business conditions were fair and steady, and one stated that business was slow. Two businesses surveyed had closed operations. The majority of respondents indicated their liking of the area’s location, proximity to Downtown, and steady customer stream from the nearby DMV building. One business commented on the cheap rent rates that helps his business. Main concerns among the respondents included

traffic calming measures, homeless persons and panhandlers, and graffiti. Others expressed a desire to have the police enforce tougher penalties against illegal cruising on Broadway and to have increased trash removal services.

Name of Business	Location
Wienerschnitzel	2501 Broadway
Taco Bell	2431 Broadway
Sterling Cleaners	2417 Broadway
Smog Wizard	2401 Broadway
Capitol Digital Document Solutions	2425 24 th Avenue
New Canton Restaurant	2523 Broadway
Los Varritos	2509 Broadway
L’Amour Shoppe	2531 Broadway
Frank Stein Design / 5 Art Studio	2425 24 th Street, Ste C
D M V	2401 Broadway
Capitol LLC	2414 X Street (Alley)

Team 9— Number of Businesses Surveyed: 5 _____

Response Summary

All five businesses visited by Team 5 stated that business was good, citing location as the main benefit of doing business in the area and proximity to Downtown as great for attracting customers. Four respondents stated that nothing more could be done to improve business in the area, while one recommended the installation of a traffic light at 9th and X streets to reduce the number of accidents. One participant also wrote that they had occasional problems with finding enough parking.

Name of Business	Location
Women in Care Nutrition	831 Broadway
Unger Construction Contracting	910 X Street
Sacramento Works Career Center	915 Broadway
Family Learning Center	915 Broadway
9 th and X Self Storage	2410 9 th Street

Did You Know?...
 Tower Theatre, Sacramento’s oldest remaining and continuously-running cinema palace, sold admission for 25 cents when it opened in 1938?

Team 10— Number of
Businesses Surveyed: 5 _____

Response Summary

Team 10 visited five businesses, with three responding that business was good and another two responding that business was steady. All businesses surveyed stated their liking of the area's high-volume foot and vehicle traffic.

Respondents also stated a desire to see less panhandling in the area and more trash removal services. One also stated that they would like to see less violence around their business and in the general area.

Name of Business	Location
Subway	2707 Broadway
West Coast Mortgage Group	2716 Broadway
Dim Sum House	2631 Broadway
Carl's Jr	2615 Broadway
Broadway Auto Repair	2630 Broadway

Team 11— Number of
Businesses Surveyed: 5 _____

Response Summary

The final team, Team 11, visited five businesses. One stated that business was good, while three others responded that business was OK or steady. The fifth business had closed operations. Businesses responded that they enjoyed the friendly and stable clientele of the area and the proximity to several freeways.

Business owners also expressed a desire to clean up the area, with trash removal and the removal of panhandlers and the homeless. Others desired more security, having reported several vehicle break-ins.

Name of Business	Location
U Haul	2830 Broadway
Smart & Final	2431 28 th Street
Donuts	2731 Broadway
Check Cashing	2800 Broadway, Ste 3
Broadway Deli & Discount	2500 Franklin Blvd

Insights and Observations

- ◆ General Business Climate is Good!
 - ◆ The Broadway Corridor is a great area in which to grow a business
 - ◆ Business is helped by the proximity to Downtown and multiple freeways
 - ◆ High volume of vehicle and pedestrian traffic help businesses and visibility
 - ◆ Friendly and consistent clientele keep business conditions steady and secure
- ◆ The homelessness and transient issues need to be resolved to provide a greater sense of security for both the business owners and customers of the area
- ◆ Broadway is holding strong as an urban commercial corridor and sees a very strong and stable anchor of neighborhood-serving and regional businesses



Many community members and business owners took part in the business walk to voice concerns and share ideas about Broadway's business climate