

Dear Mayor Lurie,

As Westside and Northern neighborhood business leaders, we oppose your proposed upzoning plan. Despite being labeled “family zoning,” the plan will not deliver affordable housing for working families or protect small, family-run businesses. Instead, it threatens to displace workers, shutter long-standing neighborhood institutions, and hand over our communities to speculative development.

Already, parcels are being acquired and storefronts left vacant in anticipation of redevelopment. Our neighborhood businesses—still recovering from the pandemic, debt, and rising costs—cannot survive without stronger protections. The proposed upzoning, which allows 6–14+ story projects to replace century-old, three-story buildings, would overwhelm narrow streets, strain emergency services, and force closures of businesses that have served San Francisco for generations.

Currently your proposed upzoning has:

- **No early notification** of housing development projects with current commercial tenants or to neighboring commercial tenants.
- **No displacement assistance** for small businesses displaced by rising rents, non renewal of lease, including no provision for relocation assistance (such as AB2011 style payments determined by length of tenancy.)
- **No construction mitigation or financial consideration for neighboring small businesses** that will see loss of parking and interruption of foot traffic due to lengthy construction projects.
- **No requirement that new construction will be suitable for small businesses** to return to or rent at affordable rates. As we’ve seen with development along Market Street and Ocean Avenue, more than half of new buildings still have vacant storefronts years after completion. Warm shell conditions should be required, including suitable turn key spaces for displaced restaurants.
- **No recognition of the likely displacement of working class jobs** for luxury housing we can’t afford. Small business workers typically make 30-80% of Area Median Income (AMI) – about **\$30k - \$80k per year**. The housing demographic that your plan targets is only accessible to those making \$120k or more per year, with an average rent over \$3,000 per month, vastly out of reach for our workers.

Our intact neighborhood commercial corridors are the charming villages that help make San Francisco such a desirable place to live and work. We are tight-knit communities that weathered a global pandemic, but have not benefited from the continued focus on Downtown revitalization. The proposed upzoning would supercharge displacement of beloved “mom & pop” neighborhood businesses due to higher rents and little to no legal protections. It would increase the number of vacancies along our corridors, lead to business disruption and job loss, and bring a number of disruptive construction projects, harming our economic vitality.

Much more needs to be done to mitigate the very real harms that can be anticipated from the blanket upzoning proposed. We urge you to engage with us on adding real and meaningful solutions to mitigate these harms and engage with us around our thoughts on proposed solutions for addressing the affordable housing need:

- **Work with neighborhood groups to identify appropriate sites** for higher-capacity development without destroying existing corridors.
- **Establish real protections** to prevent small business closures and layoffs.
- **Preserve Legacy Businesses and beloved institutions** that provide historic enrichment, cultural pride, and help define their communities for locals and tourists alike.
- **Invest in Small Business Funds.** Invest in small business funds and support, rather than directing all resources downtown.

Sincerely,

Jesse Ahluwalia, The Laundry Corner (Inner Richmond)

Shelby Ash, The Music Store (West Portal)

Richard Azzolino, Sotto Mare Restaurants (North Beach)

Bill Barnickel, President Outer Sunset Merchants Professional Association (Outer Sunset)

Kenzie Benesh, Yo También Cantina (Inner Sunset)

Elias Bikahi, Le Sandwich (North Beach)

Belle Bueti, Body Philosophy Club (Clement)

Anna Bullard, West Portal Bookshop (West Portal)

Liam Caldwell, Armstrong Carpet's (West Portal)

Regan Caponi, O'Reillys Pub (Haight-Ashbury) and Comet Club and President of Union Merchants Association (Union Street)

Janet Clyde, Vesuvio Cafe (North Beach)

Shawn Connolly, SF Skate Club & EduSkate (Western Addition)

Robert Emmons, SF Mercantile (Haight-Ashbury) & Welcome to Castro (Castro) and President of Haight-Ashbury Merchants Association (Haight-Ashbury)

Christin Evans, The Booksmith & The Alembic (Haight-Ashbury)

Jeremy Fish, Fish Tank (North Beach)

Pedro Galletti, Mozzarella di Bufala Restaurant (West Portal)

Nikki Greene and Isabella Hill, Happy House (North Beach)

Thomas Hamilton, Gamescape (Divisadero)

David Heller, Beauty Network and President of Greater Geary Boulevard Merchants (Geary)

Judy Irving, Pelican Media (North Beach)

Tony Kamel, Sunset Shoe Repair (Inner Sunset)

Kamal Kandel, Sewa (Inner Richmond) and Yarsa's Restaurant (North Beach)

Rick Karp and David Karp, Cole Hardware (Cole Valley, North Beach, Russian Hill)

Elaine Katzenberger, City Lights Booksellers & Publishers (North Beach)

Nolan Kellett, Hawaii West (North Beach)

Teague Kernan, Tupelo & Belle Cora (North Beach)

Sean Kim, Joe's Ice Cream (Central Richmond)

Darren Lacy and Jennifer McMahon, Da Flora Restaurant (North Beach)

Dennis Lin, Burmese Kitchen (Inner Richmond)

Frances Lau, S & S Grocery (North Beach)

Matt Lopez, White Cap (Taravel)

Danny Macchiarini, Macchiarini Creative Design (North Beach)

Lisa Merrall, Fireside Bar (Inner Sunset)

Marcus Moo, Alushe Coffee Bar (Geary)

Lisa Moore, Siren Boutique (West Portal)

Pete Mulvihill & Kevin Ryan, Green Apple Books (Inner Sunset, Clement)

Quentin Navia, Peña Pachamama (North Beach)

Andrew Nelson and Caitlyn Skye Wild, Golden Sardine (North Beach)

Brody Nowak, Rising Star Laundry (Cole Valley)

Annie O'Keeffe, O'Keeffe's Bar (Inner Richmond)

Ida Pantaleo Zoubi, Caffè Trieste (North Beach)

Sunshine Powers, Love on Haight (Haight-Ashbury)

Al Ribaya, Al's Attire (North Beach)

Nicole Schwieterman, Fleetwood SF (Clement)

Mark Sodini, Sodini's Restaurant (North Beach)

Lynnet Spiegel, Jeffrey's Natural Pet Foods (North Beach)

Hanna Suleiman, Cafe Greco (North Beach)

Deidre Von Rock, Von Rock Law and President of West Portal Merchants Association (West Portal)

Richard & Amanda Weld, Tantrum (Clement)

Wendy Williams, Day Moon Bakery (Outer Sunset)

Diana Zogaric, Shaw's Ice Cream (West Portal)

Shadi Zughayar, Coit Liquor and Alimento (North Beach)

Other merchant leaders signing in solidarity with Westside & Northern Neighborhood leaders:

Henry Karnilowicz, President of South of Market Business Association (South of Market)

Cc: Board of Supervisors
Planning Commission