

SMALL BUSINESSES IN SAN FRANCISCO

Board of Supervisors:
Public Safety and Neighborhood Services Committee

September 9, 2021



Laurel Arvanitidis

Director of Business
Development OEWD

Bridget Hicks

Senior Planner
Planning Department

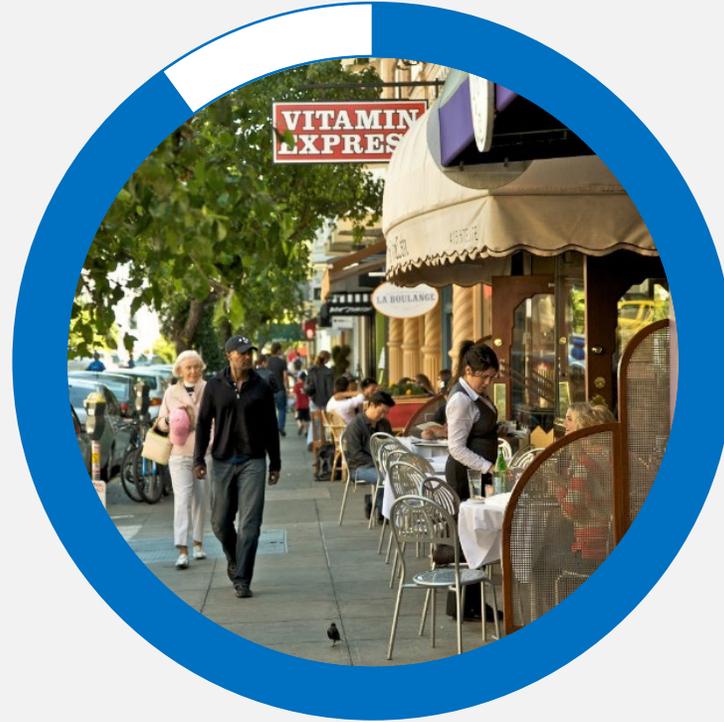
Regina Dick-Endrizzi

Director of
Office of Small Business

The importance of small business



Small business is the backbone of our economy



They make up 90% of San Francisco businesses



They employ more than half our workforce



Small Process Interventions

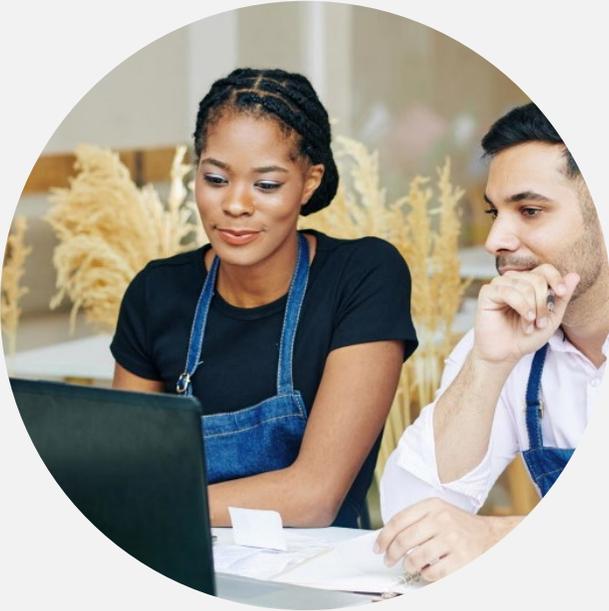


We've made lots of small efforts:

- Community Business Priority Processing Program (CB3P)
- Flex retail
- Pop up retail
- D4, D11, Ocean Ave removed 311 for principally permitted uses
- Reduced buffers
- Allowed restaurants to have open dining areas
- Removed restroom requirements for to go only
- Eliminated duplicative inspections



Proposition H goals



**Streamline
permitting process**



**Fill vacant
storefronts**



**Support arts and
non-profit uses**



Where does Prop H apply?



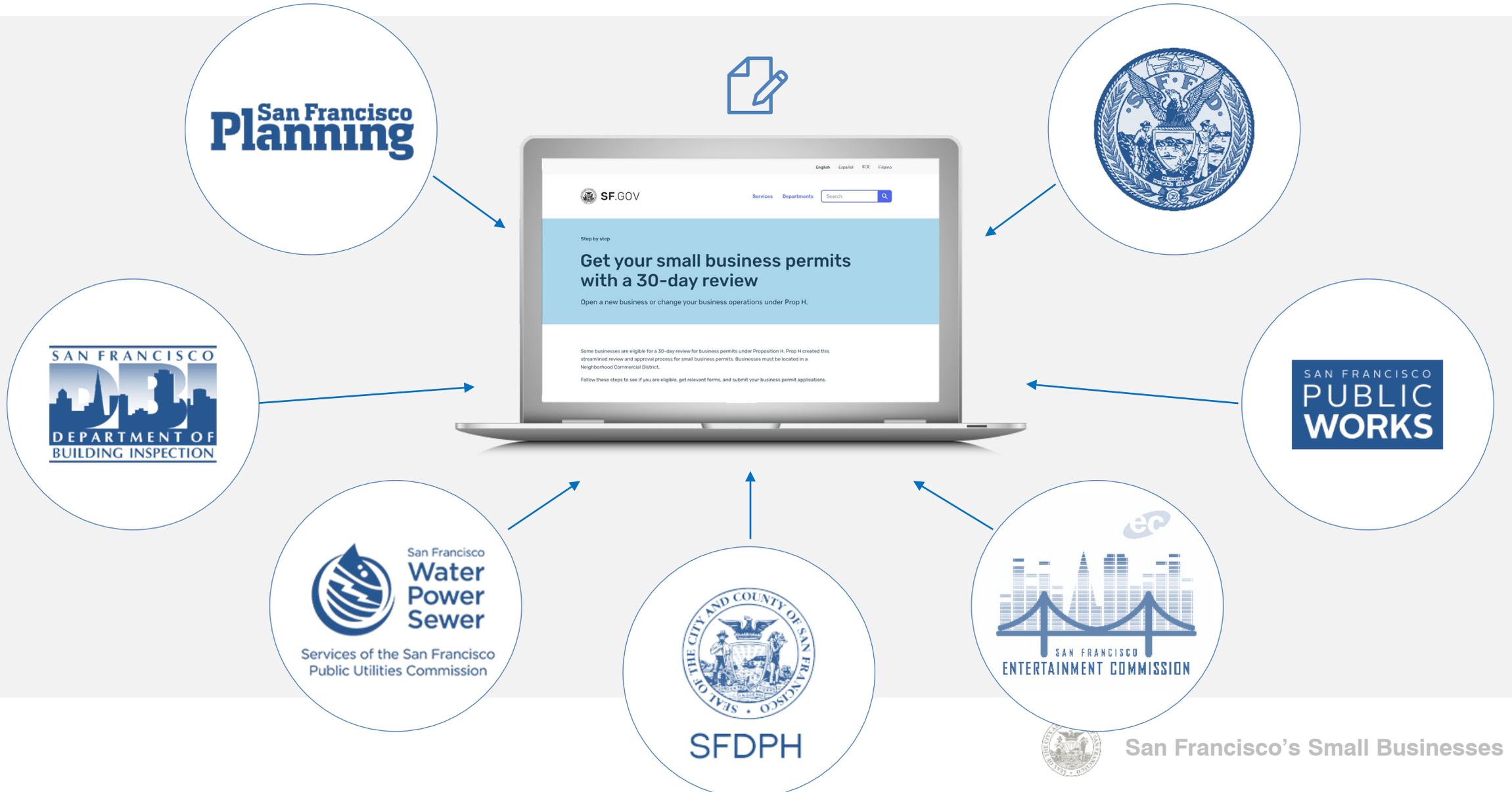
Prop H applicable areas

Disclaimer: Please use this map as an estimate

Traditional Permitting Process

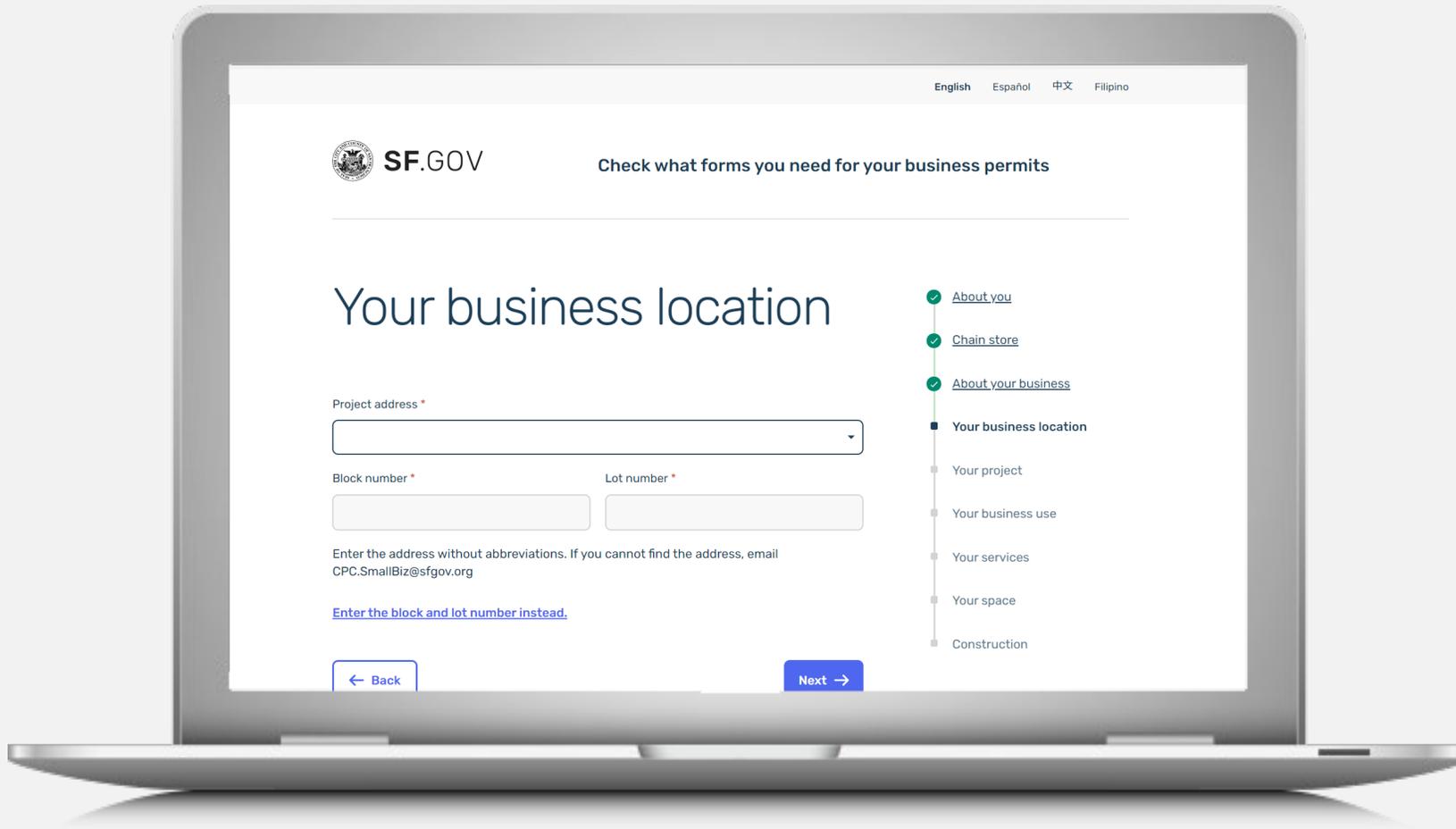


Solution: One System



San Francisco's Small Businesses

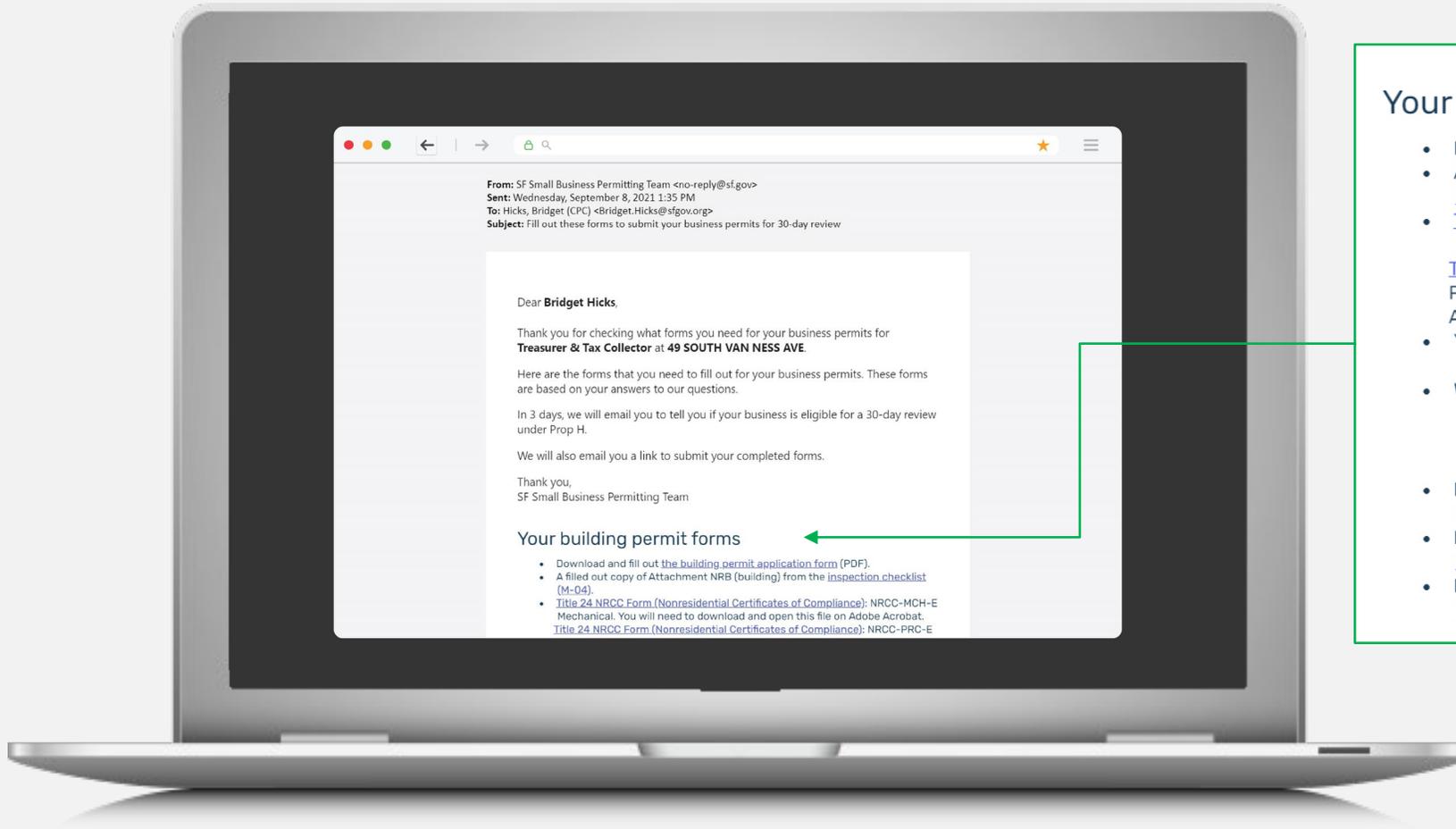
New Service



<https://sf.gov/step-by-step/get-your-small-business-permits-30-day-review>



New Service



Your building permit forms

- Download and fill out [the building permit application form](#) (PDF).
- A filled out copy of Attachment NRB (building) from the [inspection checklist \(M-04\)](#).
- [Title 24 NRCC Form \(Nonresidential Certificates of Compliance\): NRCC-MCH-E Mechanical](#). You will need to download and open this file on Adobe Acrobat.
- [Title 24 NRCC Form \(Nonresidential Certificates of Compliance\): NRCC-PRC-E Process systems](#). You will need to download and open this file on Adobe Acrobat.
- Your project requires architectural plans.
 - [Follow these instructions to create your building project plans](#).
- With architectural plans include:
 - [Disability Checklist for ADA compliance](#) (PDF)
 - [Title 24 Green Energy form](#)
 - [Plan check application for the Department of Public Health](#) (PDF)
- If you own the property, fill out and sign the [property owner's package](#). Upload it with your forms.
- If you are working with a contractor, they must fill out and sign [the licensed contractor's statement](#). Upload it with your forms.
- Download and fill out [the sign permit form](#) (PDF). You will need to upload plans that [include dimensions and location of sign and signage text](#).



Electronic Plan Review

The screenshot displays a software application for electronic plan review. The main window shows a floor plan with various annotations and stamps. The interface includes a menu bar at the top, a tool chest on the left, a document list on the right, and a markups list at the bottom.

Stamps and Annotations:

- DEPARTMENT OF PUBLIC HEALTH (April 22, 2021)
- DEPARTMENT OF BUILDING INSPECTION (April 22, 2021) For D. Jones J. Barnes
- APPROVED (April 28, 2021) Dept. of Building Insp. - San Francisco
- APPROVED (April 28, 2021) PROJECT: 1942 Fillmore Street Plans, REV1
- APPROVED (April 28, 2021) INTERIM DIRECTOR DEPT. OF BUILDING INSPECTION

Room Labels:

- Procedure room 2 (future)
- Procedure room 1
- HAND SINKS
- E.P. SINK
- STAIR ABOVE
- ADJACENT TENANT
- SIDEWALK (FILLMORE STREET)

Dimensions:

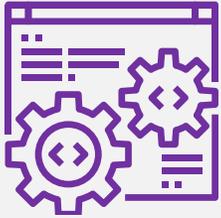
- CL.O. @ 11'-0"
- CL.O. @ 11'-0"
- CL.O. @ 9'-11"
- CL.O. @ 12'-0"
- DN. (2) R.
- DN. (2) R.

Markups List:

Date	Page Label	Author	Color	Comments	Status
4/16/20...	1	Jeffrey Speirs - Planning	Red		



A look at the numbers



150+

applicants have used the portal



43%

identify as women or LGBTQ+ business owners



14 days vs. months

Approvals take 14 days on average vs. previously 6-9 months at Planning then another 2 months with other departments



100%

of permits in the program are approved within 30 days

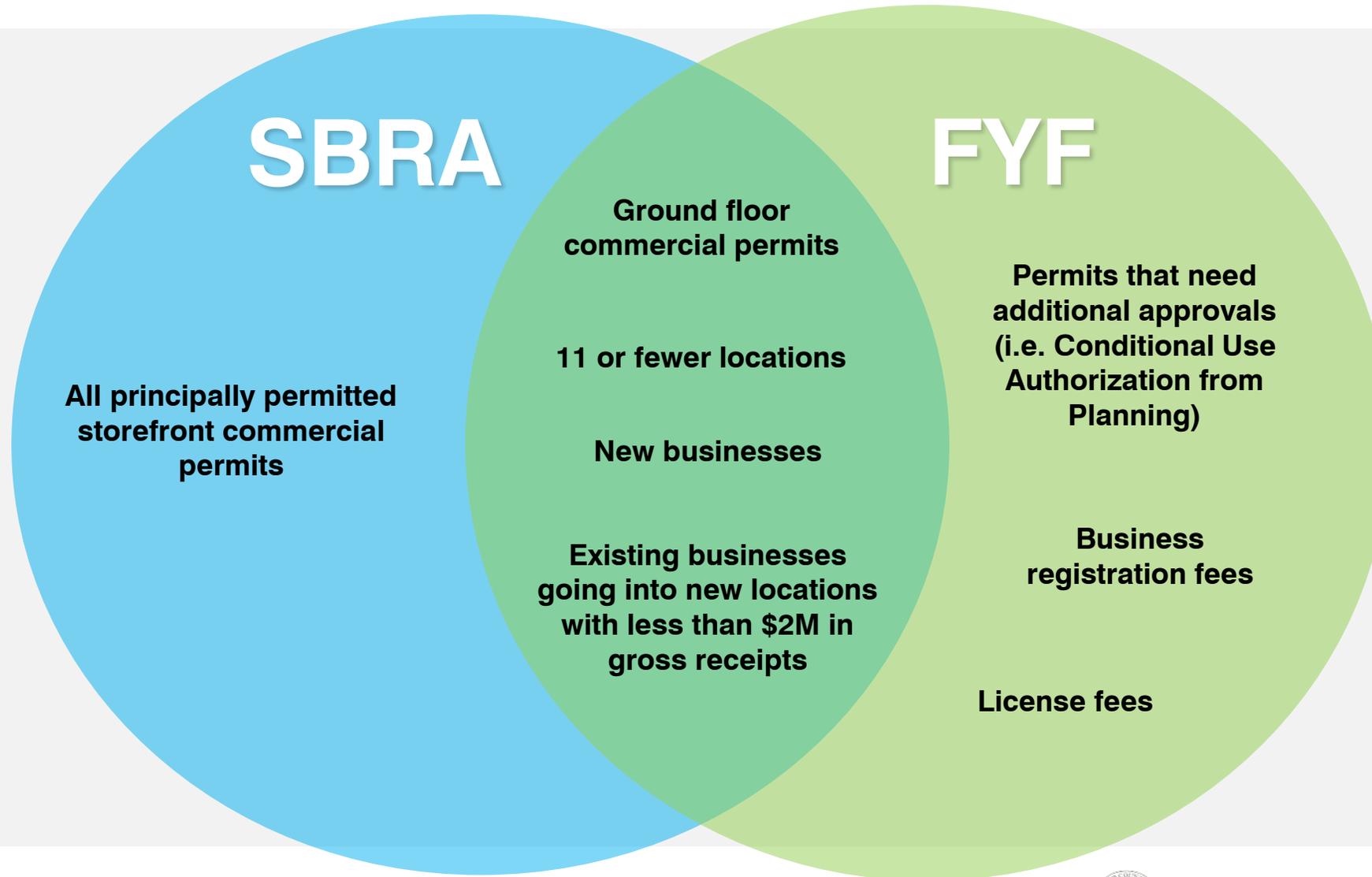


84%

identify as people of color



First Year Free and SBRA



Office of Small Business (OSB)



- OSB is the **city's central point for small business information and assistance.** Case Managers provide multi-lingual customized one-to-one assistance that include:
- Business structures, LLC Formation, EIN, Business Registration, Fictitious Business Name, all regulatory applications and permitting requirements, and non-licensing regulatory requirements
- **Zoning and land use assistance.** Help navigating Planning and Building Department applications and processes including Conditional Use Authorization, Change of Use, Prop H, Sign Permits, etc.



Office of Small Business (OSB)



- **Compliance with local, state and federal laws**, such as the Americans with Disabilities Act (ADA), Accessible Business Entrance Program (ABE), Employment and Labor Laws, local environmental regulations
- **Identify financing options** including city, state, and federal loan and grant programs and connect businesses to technical assistance providers and nonprofit lenders
- **Market other business resources and programs** including Jobs Now! Wage Subsidy Programs, Green Business Program, SF Energy & Rebate Program, Healthy Nail Salons, Bad Check Enforcement Program, Vendor and LBE Certification, etc.



Office of Small Business (OSB)



- **65 established liaisons** in 29 City Departments and 9 liaisons in 9 key State Agencies.
- \approx **65%** of businesses assisted are **Pre Start-Up and Start-Up**.
- \approx **83%** of businesses assisted **require some level of permitting assistance**. Prop H saves OSB time in business counseling thus allowing for more businesses to be served.
- **Top 4 NAICS codes** of businesses seeking services: Food Services (7220-7229), Retail Trade (4400-4599), Certain Services (8100-8399) and Administrative and Support Services (5600-5699)

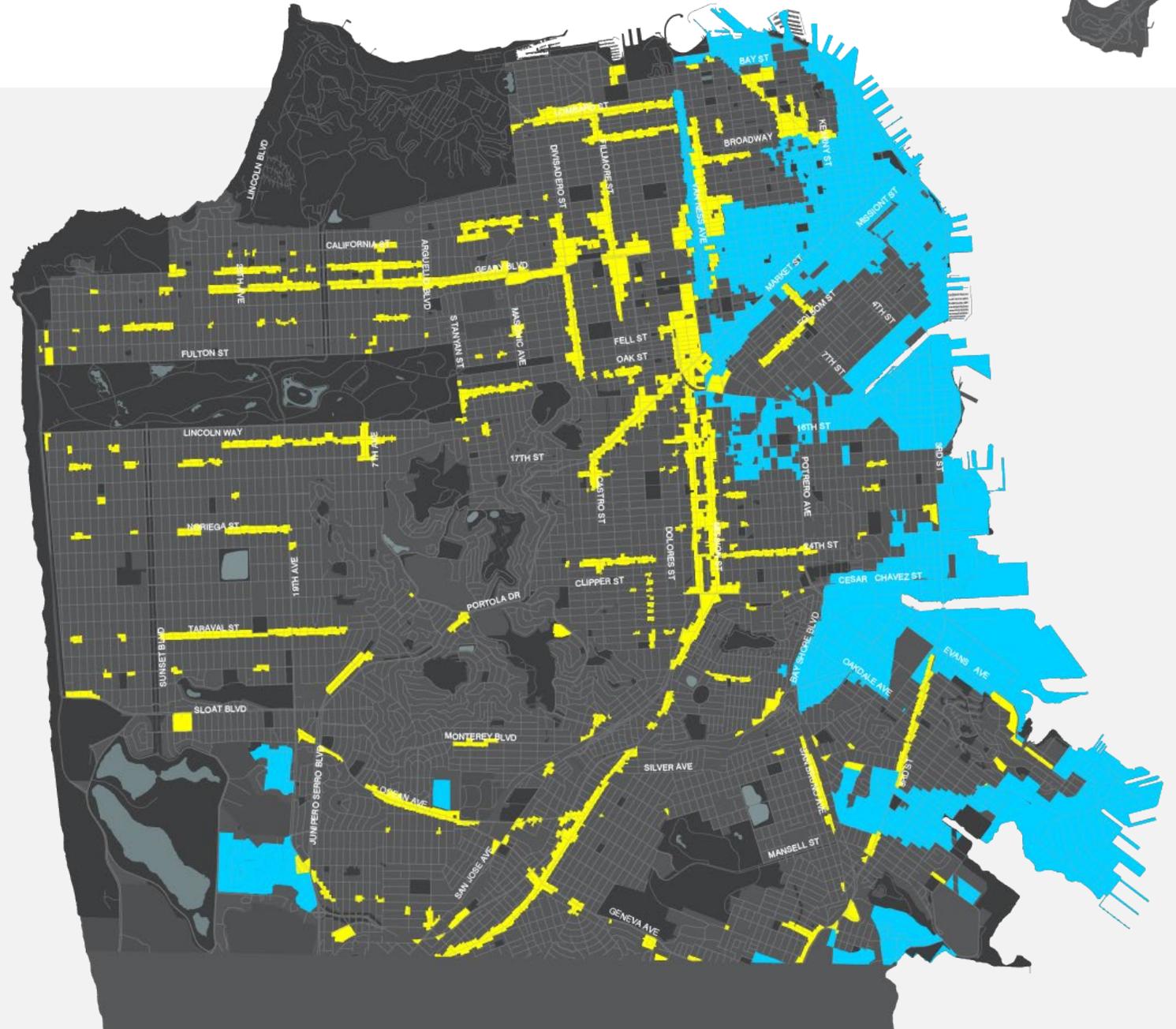


Recommendations

1

Eliminate the limited remaining 311 notice requirements for principally permitted uses to expand access to streamlined permitting city wide

-  Where principally permitted uses never required 311 notice
-  Where principally permitted uses no longer require 311 notice (Prop H)



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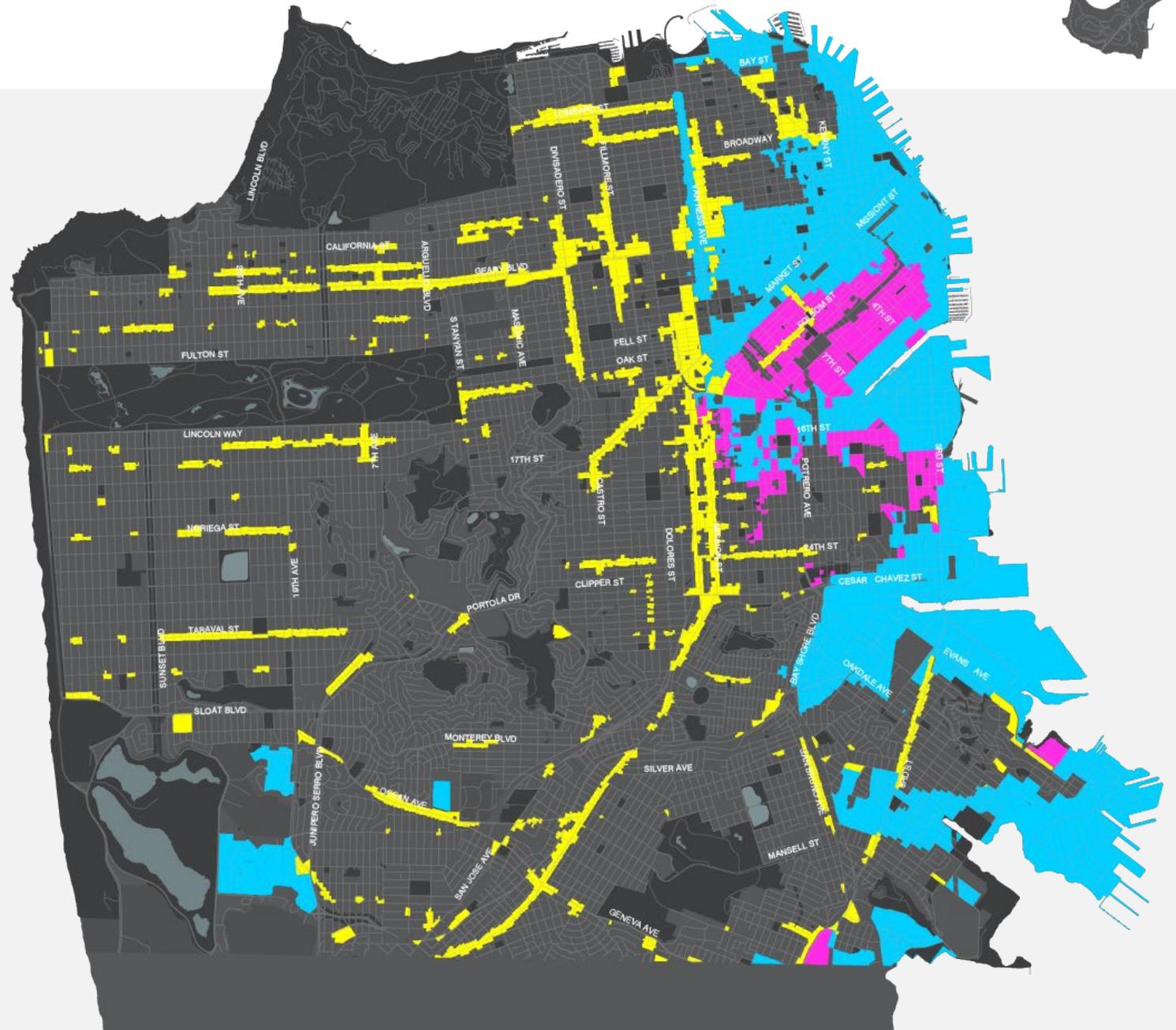
Recommendations

1

Eliminate the limited remaining 311 notice requirements for principally permitted uses to expand access to streamlined permitting city wide

-  Where principally permitted uses never required 311 notice
-  Where principally permitted uses no longer require 311 notice (Prop H)
-  Where principally permitted uses still require 311 notice

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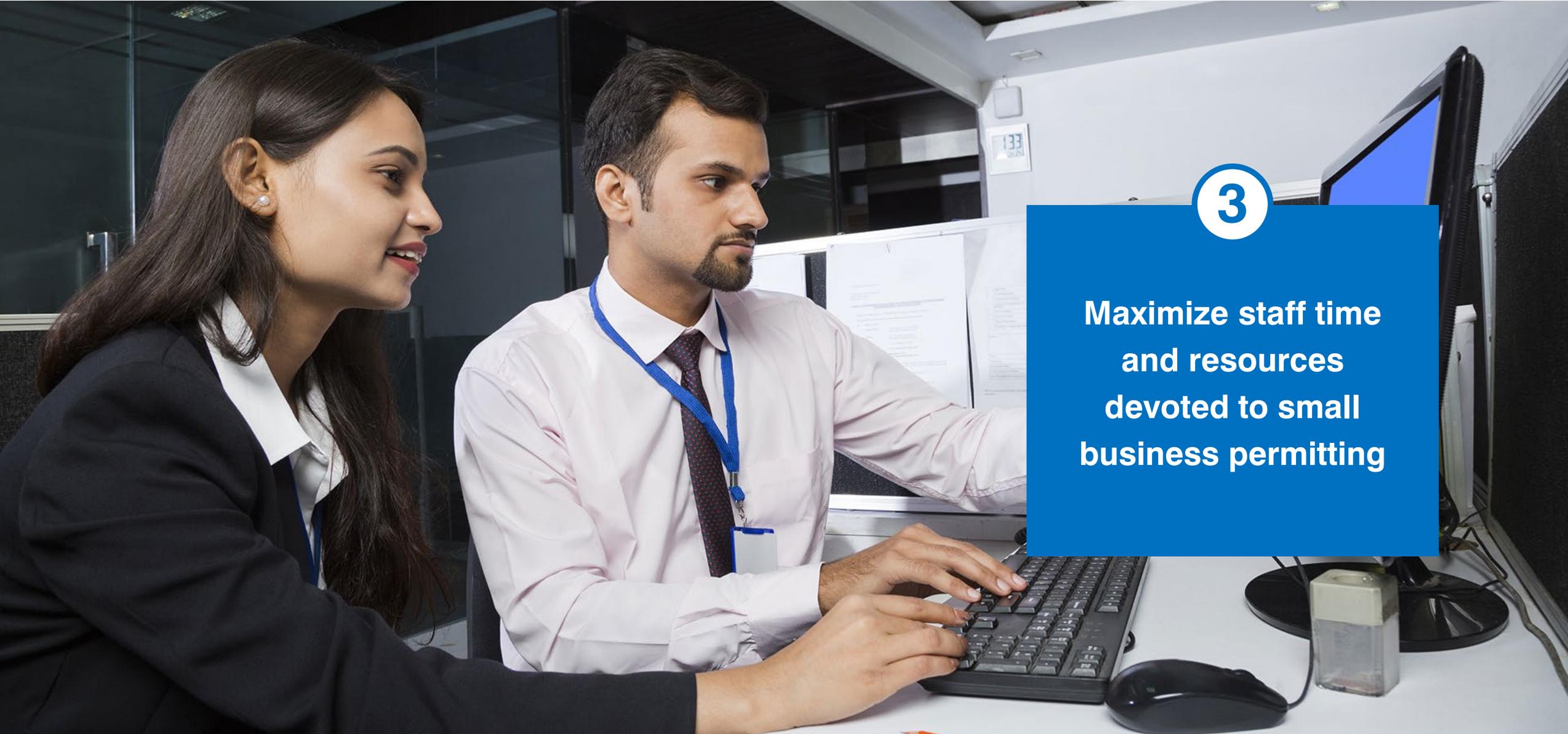
Recommendations

2

Leverage technology solutions to create a user-friendly application process from start to finish.



Recommendations



3

**Maximize staff time
and resources
devoted to small
business permitting**

Recommendations

4

Enhance customer interactions and grow with the business





THANK YOU



John Murray
Christine Gasparac
Department of Building
Inspection

Rich Brown
Fire Department

Terrence Hong
Nhi Tu
Department of Public Health

Javier Rivera
Public Works

John Scarpulla
SF Public Utilities
Commission

Maggie Weiland
Entertainment Commission

Liz Watty
Bridget Hicks
Planning Department

Sarah Jones
Municipal Transportation
Agency

Rebecca Villareal-Mayer
Permit Center

Carrie Bishop
Digital Services

Regina Dick-Endrizzi
Martha Yanez
Office of Small Business

Laurel Arvanitidis
Office of Economic and
Workforce Development