

**From:** [Mary McFadden](#)  
**To:** [MahmoodStaff](#); [ChanStaff \(BOS\)](#); [SherrillStaff](#); [SauterStaff](#); [Goldberg, Jonathan \(BOS\)](#); [DorseyStaff \(BOS\)](#); [MelgarStaff \(BOS\)](#); [MandelmanStaff \(BOS\)](#); [FielderStaff](#); [WaltonStaff \(BOS\)](#); [ChenStaff](#); [Board of Supervisors \(BOS\)](#)  
**Subject:** Opposed to Hayes Valley Rezoning "Entertainment Zone" & Board of Supervisors overreach  
**Date:** Sunday, June 22, 2025 12:46:22 PM

---

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Yet again the Board has chosen to ignore the people you are supposed to serve. Instead you impose the plans of profiteers onto residents and local businesses. This ordinance, like so many other unresearched, unsupported, and unfunded projects, does nothing to improve the cityscape. It does serve the interests of the wealthy speculators and the politicians they have purchased with their donations.

Basically you are creating a drinking and recreational drug use area, a party zone.

Three venues are open all year: the War Memorial Opera House complex, Davies Symphony Hall and SF Jazz. Already the vehicular and human traffic from those creates a host of problems for merchants and the public. Ride shares create jams, MUNI is cutting service, BART is less and less reliable, the Metro stations are filthy, the streets lined with the unhoused and unhealthy.

Should there suddenly be a crop of new venues opening up in Hayes Valley, other than placing more responsibility onto SFPD to deal with late night drunks, overtime for public works to clean up the mess, and stressing out merchants who pay rent and business taxes to defend themselves against revelers who don't come to shop, but to entertain themselves without restraint.

The Board has not examined the consequences. An MIT study by Compo & Ryan found that entertainment zones didn't work in already established areas, but only in underutilized areas, like downtowns that were empty after work or former industrial sites. Alcohol Justice, a pro-party zone group found that strict regulations limiting opening times, establishing noise reduction policies, a steady police presence, as well as a clear taxation of vendors is necessary "to prevent a rapid escalation of criminal activity, violence, robbery, and sexual assault."

None of this has been done. So the Board must:

- Remove Hayes Valley from this ridiculous "entertainment zone" ordinance.
- Demand real public process and community input before changing any neighborhood's future.
- Stop this legislation before it becomes a dangerous precedent.

This isn't revitalization. It's reckless policymaking.

M . McFadden

**From:** [Yolaida Duran](#)  
**To:** [Board of Supervisors \(BOS\)](#); [ChanStaff \(BOS\)](#); [SherrillStaff](#); [SauterStaff](#); [MahmoodStaff](#); [DorseyStaff \(BOS\)](#); [MelgarStaff \(BOS\)](#); [MandelmanStaff \(BOS\)](#); [FielderStaff](#); [Walton, Shamann \(BOS\)](#); [ChenStaff](#); [Poliselli, Angelina \(MYR\)](#); [Sweet, Alexandra \(MTA\)](#); [Thongsavat, Adam \(MYR\)](#); [Lurie, Daniel \(MYR\)](#)  
**Subject:** Hayes Valley Entertainment Zone  
**Date:** Monday, June 23, 2025 6:46:36 AM

---

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear Supervisors,

I'm writing as a small business owner in Hayes Valley—and I want to be clear: the proposed expansion of the Entertainment Zone ordinance in Hayes Valley threatens the survival of businesses like mine. Without public notice, formal review, or basic outreach to our business community, Supervisor Mahmood introduced a last-minute amendment on June 2 to reclassify over 20 blocks of Hayes Valley as an Entertainment Zone — the largest in the city.

We now know through public disclosures that a select few within HVNA/HVMC were looped in months ago, while independent small business operators —the very people who have shaped this neighborhood for years were deliberately excluded. This wasn't oversight. It was intentional. Our voices have been dismissed for over a decade, and this latest maneuver is no different. Adding insult to injury, a broad list of businesses was included as "supporters" in the Hayes Valley Management Plan Questionnaire without their knowledge or consent. That's not just exclusion that's misrepresentation. This isn't how business policy should be made. It's certainly not how neighborhood economies should be restructured.

Many of us have already opted out of neighborhood events centered around alcohol and amplified activity, because we've seen firsthand that these gatherings don't drive sales — they drive disruptions. This amendment would only make that worse. Turning our corridor into a full-time destination district won't revitalize it. It will bury it. Retailers don't benefit from street drinking. Service providers don't benefit from sidewalk chaos. And families, staff, and customers don't feel safe when public space becomes party space.

We are blessed with open spaces nearby. We don't need more programming. We need policy that stabilizes — not destabilizes — Hayes Valley. If the City wants to invest in nightlife, do it downtown where it's needed. We were a thriving business corridor before the pandemic — but the prolonged weekend closure has already caused lasting damage: we've lost revenue, foot traffic, and vendor access with no data, no support, and no acknowledgment from the City. Now, layering an Entertainment Zone on top will only compound those challenges. Meanwhile, bars and restaurants have already benefited from expansive, underutilized parklets — at the expense of broader retail and service stability. Retail and service businesses still make up the majority of this corridor — yet this policy prioritizes nightlife and alcohol at their expense. Why implement a program that favors a minority of operators over the core fabric of the neighborhood?

Please:

- Vote to remove Hayes Valley from this ordinance
- Demand real public process and community input before changing any neighborhood's future
- Stop this now — before it becomes precedent for how we govern

This policy doesn't support small business. It undermines the very mix of uses that make neighborhoods livable and resilient. We've already lost ground due to the closure. Please listen — and amend accordingly—before this does irreversible harm.

Sincerely,

Yolaida Duran

[allaprimahayes@att.net](mailto:allaprimahayes@att.net)

Alla Prima

**From:** [Parhizgar Azin](#)  
**To:** [Board of Supervisors \(BOS\)](#); [ChanStaff \(BOS\)](#); [SherrillStaff](#); [SauterStaff](#); [MahmoodStaff](#); [DorseyStaff \(BOS\)](#); [MelgarStaff \(BOS\)](#); [MandelmanStaff \(BOS\)](#); [FielderStaff](#); [Walton, Shamann \(BOS\)](#); [ChenStaff](#); [Poliselli, Angelina \(MYR\)](#); [Sweet, Alexandra \(MTA\)](#); [Thongsavat, Adam \(MYR\)](#); [Lurie, Daniel \(MYR\)](#)  
**Subject:** Hayes Valley Entertainment Zone  
**Date:** Monday, June 23, 2025 6:47:17 AM

---

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear Supervisors,

I'm a resident of Hayes Valley — someone who is actively engaged in this great neighborhood and values the small businesses that give it its unique identity. That's why I'm deeply concerned about the proposed Entertainment Zone, which threatens to upend the balance of a dense residential area by prioritizing destination-driven activity over livability. Without public notice, community outreach, or departmental oversight, Supervisor Mahmood introduced an amendment on June 2 that would reclassify over 20 blocks of Hayes Valley as an Entertainment Zone - the largest in San Francisco. There was no warning to neighbors. No management plan. No mention of Hayes Valley on the committee agenda. And now we know it was planned that way. Public records show the Supervisor's office coordinated the rollout behind closed doors with a small, handpicked group of political allies often referred to in the neighborhood as "the country club," while the rest of the community was left in the dark. I appreciate HVSafe for keeping neighbors informed and giving us a way to speak up, especially as this process has catered to the agendas of a select few instead of the neighborhood at large.

Let's be clear: this isn't revitalization. It's destabilization. Hayes Valley already bears the brunt of citywide issues from public safety lapses to encampments, drug activity, and vandalism. We've learned to live with these challenges while doing our best to stay connected, informed, and supportive of one another. But this amendment does nothing to solve those problems. It only adds more chaos, late night noise, sidewalk drinking, and even more strain on our already stretched public services. We're especially alarmed that this ordinance appears designed to codify the ongoing weekend closure of Hayes Street, which has already caused hardship for local residents and businesses. That closure needs to end — not be embedded into law through a broader zoning change that bypassed the community at large. This feels like an end-run around community input on a closure that remains deeply contested. What's more troubling is the City's fixation on turning Hayes Valley into yet another "activation zone," when we are already blessed with numerous open spaces nearby. The obsession with Hayes Street and the push to create a party atmosphere doesn't serve us as residents. We've seen what happens when destination zones are rushed: they're underutilized, poorly managed, and often lead to unintended consequences. If revitalization is the goal, focus on areas that actually need it - like downtown. Don't uproot a dense, mixed-use neighborhood under the guise of "activation." As residents, we have every right to expect livability and sanity in front of our homes.

Please:

- Vote to remove Hayes Valley from this ordinance
- Demand real public process and community input before changing any neighborhood's future
- Stop this now before it becomes precedent for how we govern

If this can happen in Hayes Valley without warning, without input, and now with clear evidence of backroom coordination — it can happen anywhere. We urge you to stand with us and show that public policy should be grounded in inclusion and accountability, not insider deals.

Sincerely,

Parhizgar Azin

azinparhiz@gmail.com

**From:** [Richard Johnson](#)  
**To:** [Board of Supervisors \(BOS\)](#); [ChanStaff \(BOS\)](#); [SherrillStaff](#); [SauterStaff](#); [MahmoodStaff](#); [DorseyStaff \(BOS\)](#); [MelgarStaff \(BOS\)](#); [MandelmanStaff \(BOS\)](#); [FielderStaff](#); [Walton, Shamann \(BOS\)](#); [ChenStaff](#); [Poliselli, Angelina \(MYR\)](#); [Sweet, Alexandra \(MTA\)](#); [Thongsavat, Adam \(MYR\)](#); [Lurie, Daniel \(MYR\)](#)  
**Subject:** Hayes Valley Entertainment Zone  
**Date:** Monday, June 23, 2025 6:48:43 AM

---

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear Supervisors,

I'm a resident of Hayes Valley — someone who is actively engaged in this great neighborhood and values the small businesses that give it its unique identity. That's why I'm deeply concerned about the proposed Entertainment Zone, which threatens to upend the balance of a dense residential area by prioritizing destination-driven activity over livability. Without public notice, community outreach, or departmental oversight, Supervisor Mahmood introduced an amendment on June 2 that would reclassify over 20 blocks of Hayes Valley as an Entertainment Zone - the largest in San Francisco. There was no warning to neighbors. No management plan. No mention of Hayes Valley on the committee agenda. And now we know it was planned that way. Public records show the Supervisor's office coordinated the rollout behind closed doors with a small, handpicked group of political allies often referred to in the neighborhood as "the country club," while the rest of the community was left in the dark. I appreciate HVSafe for keeping neighbors informed and giving us a way to speak up, especially as this process has catered to the agendas of a select few instead of the neighborhood at large.

Let's be clear: this isn't revitalization. It's destabilization. Hayes Valley already bears the brunt of citywide issues from public safety lapses to encampments, drug activity, and vandalism. We've learned to live with these challenges while doing our best to stay connected, informed, and supportive of one another. But this amendment does nothing to solve those problems. It only adds more chaos, late night noise, sidewalk drinking, and even more strain on our already stretched public services. We're especially alarmed that this ordinance appears designed to codify the ongoing weekend closure of Hayes Street, which has already caused hardship for local residents and businesses. That closure needs to end — not be embedded into law through a broader zoning change that bypassed the community at large. This feels like an end-run around community input on a closure that remains deeply contested. What's more troubling is the City's fixation on turning Hayes Valley into yet another "activation zone," when we are already blessed with numerous open spaces nearby. The obsession with Hayes Street and the push to create a party atmosphere doesn't serve us as residents. We've seen what happens when destination zones are rushed: they're underutilized, poorly managed, and often lead to unintended consequences. If revitalization is the goal, focus on areas that actually need it - like downtown. Don't uproot a dense, mixed-use neighborhood under the guise of "activation." As residents, we have every right to expect livability and sanity in front of our homes.

Please:

- Vote to remove Hayes Valley from this ordinance
- Demand real public process and community input before changing any neighborhood's future
- Stop this now before it becomes precedent for how we govern

If this can happen in Hayes Valley without warning, without input, and now with clear evidence of backroom coordination — it can happen anywhere. We urge you to stand with us and show that public policy should be grounded in inclusion and accountability, not insider deals.

Sincerely,

Richard Johnson

rlj415@sbcglobal.net



**From:** [Peggy Baslow](#)  
**To:** [Board of Supervisors \(BOS\)](#); [ChanStaff \(BOS\)](#); [SherrillStaff](#); [SauterStaff](#); [MahmoodStaff](#); [DorseyStaff \(BOS\)](#); [MelgarStaff \(BOS\)](#); [MandelmanStaff \(BOS\)](#); [FielderStaff](#); [Walton, Shamann \(BOS\)](#); [ChenStaff](#); [Poliselli, Angelina \(MYR\)](#); [Sweet, Alexandra \(MTA\)](#); [Thongsavat, Adam \(MYR\)](#); [Lurie, Daniel \(MYR\)](#)  
**Subject:** Hayes Valley Entertainment Zone  
**Date:** Monday, June 23, 2025 6:49:16 AM

---

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear Supervisors,

I'm writing as a small business owner in Hayes Valley—and I want to be clear: the proposed expansion of the Entertainment Zone ordinance in Hayes Valley threatens the survival of businesses like mine. Without public notice, formal review, or basic outreach to our business community, Supervisor Mahmood introduced a last-minute amendment on June 2 to reclassify over 20 blocks of Hayes Valley as an Entertainment Zone — the largest in the city.

We now know through public disclosures that a select few within HVNA/HVMC were looped in months ago, while independent small business operators —the very people who have shaped this neighborhood for years were deliberately excluded. This wasn't oversight. It was intentional. Our voices have been dismissed for over a decade, and this latest maneuver is no different. Adding insult to injury, a broad list of businesses was included as "supporters" in the Hayes Valley Management Plan Questionnaire without their knowledge or consent. That's not just exclusion that's misrepresentation. This isn't how business policy should be made. It's certainly not how neighborhood economies should be restructured.

Many of us have already opted out of neighborhood events centered around alcohol and amplified activity, because we've seen firsthand that these gatherings don't drive sales — they drive disruptions. This amendment would only make that worse. Turning our corridor into a full-time destination district won't revitalize it. It will bury it. Retailers don't benefit from street drinking. Service providers don't benefit from sidewalk chaos. And families, staff, and customers don't feel safe when public space becomes party space.

We are blessed with open spaces nearby. We don't need more programming. We need policy that stabilizes — not destabilizes — Hayes Valley. If the City wants to invest in nightlife, do it downtown where it's needed. We were a thriving business corridor before the pandemic — but the prolonged weekend closure has already caused lasting damage: we've lost revenue, foot traffic, and vendor access with no data, no support, and no acknowledgment from the City. Now, layering an Entertainment Zone on top will only compound those challenges. Meanwhile, bars and restaurants have already benefited from expansive, underutilized parklets — at the expense of broader retail and service stability. Retail and service businesses still make up the majority of this corridor — yet this policy prioritizes nightlife and alcohol at their expense. Why implement a program that favors a minority of operators over the core fabric of the neighborhood?

Please:

- Vote to remove Hayes Valley from this ordinance
- Demand real public process and community input before changing any neighborhood's future
- Stop this now — before it becomes precedent for how we govern

This policy doesn't support small business. It undermines the very mix of uses that make neighborhoods livable and resilient. We've already lost ground due to the closure. Please listen — and amend accordingly—before this does irreversible harm.

Sincerely,

Peggy Baslow

bad@kittywantstoshred.com

**From:** [Magie Crystal](#)  
**To:** [Board of Supervisors \(BOS\)](#); [ChanStaff \(BOS\)](#); [SherrillStaff](#); [SauterStaff](#); [MahmoodStaff](#); [DorseyStaff \(BOS\)](#); [MelgarStaff \(BOS\)](#); [MandelmanStaff \(BOS\)](#); [FielderStaff](#); [Walton, Shamann \(BOS\)](#); [ChenStaff](#); [Polselli, Angelina \(MYR\)](#); [Sweet, Alexandra \(MTA\)](#); [Thongsavat, Adam \(MYR\)](#); [Lurie, Daniel \(MYR\)](#)  
**Subject:** Hayes Valley Entertainment Zone  
**Date:** Monday, June 23, 2025 6:49:59 AM

---

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear Supervisors,

I'm writing as a small business owner in Hayes Valley—and I want to be clear: the proposed expansion of the Entertainment Zone ordinance in Hayes Valley threatens the survival of businesses like mine. Without public notice, formal review, or basic outreach to our business community, Supervisor Mahmood introduced a last-minute amendment on June 2 to reclassify over 20 blocks of Hayes Valley as an Entertainment Zone — the largest in the city.

We now know through public disclosures that a select few within HVNA/HVMC were looped in months ago, while independent small business operators —the very people who have shaped this neighborhood for years were deliberately excluded. This wasn't oversight. It was intentional. Our voices have been dismissed for over a decade, and this latest maneuver is no different. Adding insult to injury, a broad list of businesses was included as "supporters" in the Hayes Valley Management Plan Questionnaire without their knowledge or consent. That's not just exclusion that's misrepresentation. This isn't how business policy should be made. It's certainly not how neighborhood economies should be restructured.

Many of us have already opted out of neighborhood events centered around alcohol and amplified activity, because we've seen firsthand that these gatherings don't drive sales — they drive disruptions. This amendment would only make that worse. Turning our corridor into a full-time destination district won't revitalize it. It will bury it. Retailers don't benefit from street drinking. Service providers don't benefit from sidewalk chaos. And families, staff, and customers don't feel safe when public space becomes party space.

We are blessed with open spaces nearby. We don't need more programming. We need policy that stabilizes — not destabilizes — Hayes Valley. If the City wants to invest in nightlife, do it downtown where it's needed. We were a thriving business corridor before the pandemic — but the prolonged weekend closure has already caused lasting damage: we've lost revenue, foot traffic, and vendor access with no data, no support, and no acknowledgment from the City. Now, layering an Entertainment Zone on top will only compound those challenges. Meanwhile, bars and restaurants have already benefited from expansive, underutilized parklets — at the expense of broader retail and service stability. Retail and service businesses still make up the majority of this corridor — yet this policy prioritizes nightlife and alcohol at their expense. Why implement a program that favors a minority of operators over the core fabric of the neighborhood?

Please:

- Vote to remove Hayes Valley from this ordinance
- Demand real public process and community input before changing any neighborhood's future
- Stop this now — before it becomes precedent for how we govern

This policy doesn't support small business. It undermines the very mix of uses that make neighborhoods livable and resilient. We've already lost ground due to the closure. Please listen — and amend accordingly—before this does irreversible harm.

Sincerely,

Magie Crystal

[magie@allaprimalingerie.com](mailto:magie@allaprimalingerie.com)

Alla Prima

**From:** [Daniel Derdula](#)  
**To:** [Board of Supervisors \(BOS\)](#); [ChanStaff \(BOS\)](#); [SherrillStaff](#); [SauterStaff](#); [MahmoodStaff](#); [DorseyStaff \(BOS\)](#); [MelgarStaff \(BOS\)](#); [MandelmanStaff \(BOS\)](#); [FielderStaff](#); [Walton, Shamann \(BOS\)](#); [ChenStaff](#); [Poliselli, Angelina \(MYR\)](#); [Sweet, Alexandra \(MTA\)](#); [Thongsavat, Adam \(MYR\)](#); [Lurie, Daniel \(MYR\)](#)  
**Subject:** Hayes Valley Entertainment Zone  
**Date:** Monday, June 23, 2025 6:51:03 AM

---

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear Supervisors,

I'm a resident of Hayes Valley — someone who is actively engaged in this great neighborhood and values the small businesses that give it its unique identity. That's why I'm deeply concerned about the proposed Entertainment Zone, which threatens to upend the balance of a dense residential area by prioritizing destination-driven activity over livability. Without public notice, community outreach, or departmental oversight, Supervisor Mahmood introduced an amendment on June 2 that would reclassify over 20 blocks of Hayes Valley as an Entertainment Zone - the largest in San Francisco. There was no warning to neighbors. No management plan. No mention of Hayes Valley on the committee agenda. And now we know it was planned that way. Public records show the Supervisor's office coordinated the rollout behind closed doors with a small, handpicked group of political allies often referred to in the neighborhood as "the country club," while the rest of the community was left in the dark. I appreciate HVSafe for keeping neighbors informed and giving us a way to speak up, especially as this process has catered to the agendas of a select few instead of the neighborhood at large.

Let's be clear: this isn't revitalization. It's destabilization. Hayes Valley already bears the brunt of citywide issues from public safety lapses to encampments, drug activity, and vandalism. We've learned to live with these challenges while doing our best to stay connected, informed, and supportive of one another. But this amendment does nothing to solve those problems. It only adds more chaos, late night noise, sidewalk drinking, and even more strain on our already stretched public services. We're especially alarmed that this ordinance appears designed to codify the ongoing weekend closure of Hayes Street, which has already caused hardship for local residents and businesses. That closure needs to end — not be embedded into law through a broader zoning change that bypassed the community at large. This feels like an end-run around community input on a closure that remains deeply contested. What's more troubling is the City's fixation on turning Hayes Valley into yet another "activation zone," when we are already blessed with numerous open spaces nearby. The obsession with Hayes Street and the push to create a party atmosphere doesn't serve us as residents. We've seen what happens when destination zones are rushed: they're underutilized, poorly managed, and often lead to unintended consequences. If revitalization is the goal, focus on areas that actually need it - like downtown. Don't uproot a dense, mixed-use neighborhood under the guise of "activation." As residents, we have every right to expect livability and sanity in front of our homes.

Please:

- Vote to remove Hayes Valley from this ordinance
- Demand real public process and community input before changing any neighborhood's future
- Stop this now before it becomes precedent for how we govern

If this can happen in Hayes Valley without warning, without input, and now with clear evidence of backroom coordination — it can happen anywhere. We urge you to stand with us and show that public policy should be grounded in inclusion and accountability, not insider deals.

Sincerely,  
Daniel Derdula  
ddesign@sonic.net

**From:** [Doug Ridgway](#)  
**To:** [Board of Supervisors \(BOS\)](#); [ChanStaff \(BOS\)](#); [SherrillStaff](#); [SauterStaff](#); [MahmoodStaff](#); [DorseyStaff \(BOS\)](#); [MelgarStaff \(BOS\)](#); [MandelmanStaff \(BOS\)](#); [FielderStaff](#); [Walton, Shamann \(BOS\)](#); [ChenStaff](#); [Polselli, Angelina \(MYR\)](#); [Sweet, Alexandra \(MTA\)](#); [Thongsavat, Adam \(MYR\)](#); [Lurie, Daniel \(MYR\)](#)  
**Subject:** Hayes Valley Entertainment Zone  
**Date:** Monday, June 23, 2025 6:52:46 AM

---

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear Supervisors,

I'm writing as a small business owner in Hayes Valley—and I want to be clear: the proposed expansion of the Entertainment Zone ordinance in Hayes Valley threatens the survival of businesses like mine. Without public notice, formal review, or basic outreach to our business community, Supervisor Mahmood introduced a last-minute amendment on June 2 to reclassify over 20 blocks of Hayes Valley as an Entertainment Zone — the largest in the city.

We now know through public disclosures that a select few within HVNA/HVMC were looped in months ago, while independent small business operators —the very people who have shaped this neighborhood for years were deliberately excluded. This wasn't oversight. It was intentional. Our voices have been dismissed for over a decade, and this latest maneuver is no different. Adding insult to injury, a broad list of businesses was included as "supporters" in the Hayes Valley Management Plan Questionnaire without their knowledge or consent. That's not just exclusion that's misrepresentation. This isn't how business policy should be made. It's certainly not how neighborhood economies should be restructured.

Many of us have already opted out of neighborhood events centered around alcohol and amplified activity, because we've seen firsthand that these gatherings don't drive sales — they drive disruptions. This amendment would only make that worse. Turning our corridor into a full-time destination district won't revitalize it. It will bury it. Retailers don't benefit from street drinking. Service providers don't benefit from sidewalk chaos. And families, staff, and customers don't feel safe when public space becomes party space.

We are blessed with open spaces nearby. We don't need more programming. We need policy that stabilizes — not destabilizes — Hayes Valley. If the City wants to invest in nightlife, do it downtown where it's needed. We were a thriving business corridor before the pandemic — but the prolonged weekend closure has already caused lasting damage: we've lost revenue, foot traffic, and vendor access with no data, no support, and no acknowledgment from the City. Now, layering an Entertainment Zone on top will only compound those challenges. Meanwhile, bars and restaurants have already benefited from expansive, underutilized parklets — at the expense of broader retail and service stability. Retail and service businesses still make up the majority of this corridor — yet this policy prioritizes nightlife and alcohol at their expense. Why implement a program that favors a minority of operators over the core fabric of the neighborhood?

Please:

- Vote to remove Hayes Valley from this ordinance
- Demand real public process and community input before changing any neighborhood's future
- Stop this now — before it becomes precedent for how we govern

This policy doesn't support small business. It undermines the very mix of uses that make neighborhoods livable and resilient. We've already lost ground due to the closure. Please listen — and amend accordingly—before this does irreversible harm.

Sincerely,

Doug Ridgway

[doug@rebeccaovermann.com](mailto:doug@rebeccaovermann.com)

Rebecca Overmann



**From:** [Jack Downing](#)  
**To:** [Board of Supervisors \(BOS\)](#); [ChanStaff \(BOS\)](#); [SherrillStaff](#); [SauterStaff](#); [MahmoodStaff](#); [DorseyStaff \(BOS\)](#); [MelgarStaff \(BOS\)](#); [MandelmanStaff \(BOS\)](#); [FielderStaff](#); [Walton, Shamann \(BOS\)](#); [ChenStaff](#); [Poliselli, Angelina \(MYR\)](#); [Sweet, Alexandra \(MTA\)](#); [Thongsavat, Adam \(MYR\)](#); [Lurie, Daniel \(MYR\)](#)  
**Subject:** Hayes Valley Entertainment Zone  
**Date:** Monday, June 23, 2025 6:53:46 AM

---

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear Supervisors,

I'm writing as a deeply concerned San Francisco resident — not just about what's happening in Hayes Valley, but about what it says about how our city governs. On June 2, Supervisor Bilal Mahmood quietly introduced a sweeping amendment to reclassify over 20 blocks of Hayes Valley as an Entertainment Zone — the largest in San Francisco. There was no public notice, no formal outreach, no management plan, and no transparency. Not even a line item on the agenda. It was a political maneuver, and now it's headed for a full vote. This is not how policy should be made.

The very people most impacted — small businesses, service workers, families, and neighbors were never asked. There was no justification beyond “wine walks” and political loyalty. Public records now shed light on the fact that planning discussions were deliberately held behind closed doors with just a handful of participants solely representatives of a neighborhood nonprofit that helped spearhead the plan with the Supervisor. Broader community stakeholders were left out entirely. That's not real engagement it's a missed opportunity to build genuine support.

Meanwhile, the reality on the ground is far more serious: Hayes Valley is a dense, overstressed neighborhood already coping with safety breakdowns, encampments, struggling businesses, and uneven city response. And now we're being told that more alcohol, more noise, and less oversight is somehow the answer? This isn't progress. It's deflection — and it's coming for all of us. Hayes Valley is just the first neighborhood being sacrificed under this new framework. If it can happen there quietly, quickly, without consent... it can happen anywhere. That's why I'm asking you to speak up.

Please:

- Vote to remove Hayes Valley from the ordinance
- Demand proper oversight and public engagement before expanding Entertainment Zones
- Refuse to let one district's political agenda reshape the entire city

This city belongs to all of us not just those with insider access. Good governance means listening to communities, not turning neighborhoods into party zones to score political points.

Sincerely,

Jack Downing

[majorjackdowning@gmail.com](mailto:majorjackdowning@gmail.com)

**From:** [Rebecca Overmann](#)  
**To:** [Board of Supervisors \(BOS\)](#); [ChanStaff \(BOS\)](#); [SherrillStaff](#); [SauterStaff](#); [MahmoodStaff](#); [DorseyStaff \(BOS\)](#); [MelgarStaff \(BOS\)](#); [MandelmanStaff \(BOS\)](#); [FielderStaff](#); [Walton, Shamann \(BOS\)](#); [ChenStaff](#); [Poliselli, Angelina \(MYR\)](#); [Sweet, Alexandra \(MTA\)](#); [Thongsavat, Adam \(MYR\)](#); [Lurie, Daniel \(MYR\)](#)  
**Subject:** Hayes Valley Entertainment Zone  
**Date:** Monday, June 23, 2025 6:54:56 AM

---

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear Supervisors,

I'm writing as a small business owner in Hayes Valley—and I want to be clear: the proposed expansion of the Entertainment Zone ordinance in Hayes Valley threatens the survival of businesses like mine. Without public notice, formal review, or basic outreach to our business community, Supervisor Mahmood introduced a last-minute amendment on June 2 to reclassify over 20 blocks of Hayes Valley as an Entertainment Zone — the largest in the city.

We now know through public disclosures that a select few within HVNA/HVMC were looped in months ago, while independent small business operators —the very people who have shaped this neighborhood for years were deliberately excluded. This wasn't oversight. It was intentional. Our voices have been dismissed for over a decade, and this latest maneuver is no different. Adding insult to injury, a broad list of businesses was included as "supporters" in the Hayes Valley Management Plan Questionnaire without their knowledge or consent. That's not just exclusion that's misrepresentation. This isn't how business policy should be made. It's certainly not how neighborhood economies should be restructured.

Many of us have already opted out of neighborhood events centered around alcohol and amplified activity, because we've seen firsthand that these gatherings don't drive sales — they drive disruptions. This amendment would only make that worse. Turning our corridor into a full-time destination district won't revitalize it. It will bury it. Retailers don't benefit from street drinking. Service providers don't benefit from sidewalk chaos. And families, staff, and customers don't feel safe when public space becomes party space.

We are blessed with open spaces nearby. We don't need more programming. We need policy that stabilizes — not destabilizes — Hayes Valley. If the City wants to invest in nightlife, do it downtown where it's needed. We were a thriving business corridor before the pandemic — but the prolonged weekend closure has already caused lasting damage: we've lost revenue, foot traffic, and vendor access with no data, no support, and no acknowledgment from the City. Now, layering an Entertainment Zone on top will only compound those challenges. Meanwhile, bars and restaurants have already benefited from expansive, underutilized parklets — at the expense of broader retail and service stability. Retail and service businesses still make up the majority of this corridor — yet this policy prioritizes nightlife and alcohol at their expense. Why implement a program that favors a minority of operators over the core fabric of the neighborhood?

Please:

- Vote to remove Hayes Valley from this ordinance
- Demand real public process and community input before changing any neighborhood's future
- Stop this now — before it becomes precedent for how we govern

This policy doesn't support small business. It undermines the very mix of uses that make neighborhoods livable and resilient. We've already lost ground due to the closure. Please listen — and amend accordingly—before this does irreversible harm.

Sincerely,

Rebecca Overmann

[rebecca@rebeccaovermann.com](mailto:rebecca@rebeccaovermann.com)

Rebecca Overmann, Inc

**From:** [B.G](#)  
**To:** [Board of Supervisors \(BOS\)](#); [ChanStaff \(BOS\)](#); [SherrillStaff](#); [SauterStaff](#); [MahmoodStaff](#); [DorseyStaff \(BOS\)](#); [MelgarStaff \(BOS\)](#); [MandelmanStaff \(BOS\)](#); [FielderStaff](#); [Walton, Shamann \(BOS\)](#); [ChenStaff](#); [Polselli, Angelina \(MYR\)](#); [Sweet, Alexandra \(MTA\)](#); [Thongsavat, Adam \(MYR\)](#); [Lurie, Daniel \(MYR\)](#)  
**Subject:** Hayes Valley Entertainment Zone  
**Date:** Monday, June 23, 2025 6:57:27 AM

---

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear Supervisors,

I'm a resident of Hayes Valley — someone who is actively engaged in this great neighborhood and values the small businesses that give it its unique identity. That's why I'm deeply concerned about the proposed Entertainment Zone, which threatens to upend the balance of a dense residential area by prioritizing destination-driven activity over livability. Without public notice, community outreach, or departmental oversight, Supervisor Mahmood introduced an amendment on June 2 that would reclassify over 20 blocks of Hayes Valley as an Entertainment Zone - the largest in San Francisco. There was no warning to neighbors. No management plan. No mention of Hayes Valley on the committee agenda. And now we know it was planned that way. Public records show the Supervisor's office coordinated the rollout behind closed doors with a small, handpicked group of political allies often referred to in the neighborhood as "the country club," while the rest of the community was left in the dark. I appreciate HVSafe for keeping neighbors informed and giving us a way to speak up, especially as this process has catered to the agendas of a select few instead of the neighborhood at large.

Let's be clear: this isn't revitalization. It's destabilization. Hayes Valley already bears the brunt of citywide issues from public safety lapses to encampments, drug activity, and vandalism. We've learned to live with these challenges while doing our best to stay connected, informed, and supportive of one another. But this amendment does nothing to solve those problems. It only adds more chaos, late night noise, sidewalk drinking, and even more strain on our already stretched public services. We're especially alarmed that this ordinance appears designed to codify the ongoing weekend closure of Hayes Street, which has already caused hardship for local residents and businesses. That closure needs to end — not be embedded into law through a broader zoning change that bypassed the community at large. This feels like an end-run around community input on a closure that remains deeply contested. What's more troubling is the City's fixation on turning Hayes Valley into yet another "activation zone," when we are already blessed with numerous open spaces nearby. The obsession with Hayes Street and the push to create a party atmosphere doesn't serve us as residents. We've seen what happens when destination zones are rushed: they're underutilized, poorly managed, and often lead to unintended consequences. If revitalization is the goal, focus on areas that actually need it - like downtown. Don't uproot a dense, mixed-use neighborhood under the guise of "activation." As residents, we have every right to expect livability and sanity in front of our homes.

Please:

- Vote to remove Hayes Valley from this ordinance
- Demand real public process and community input before changing any neighborhood's future
- Stop this now before it becomes precedent for how we govern

If this can happen in Hayes Valley without warning, without input, and now with clear evidence of backroom coordination — it can happen anywhere. We urge you to stand with us and show that public policy should be grounded in inclusion and accountability, not insider deals.

Sincerely,

B G

[sfresident.42years@hotmail.com](mailto:sfresident.42years@hotmail.com)

**From:** [Lina Brenner](#)  
**To:** [Board of Supervisors \(BOS\)](#); [ChanStaff \(BOS\)](#); [SherrillStaff](#); [SauterStaff](#); [MahmoodStaff](#); [DorseyStaff \(BOS\)](#); [MelgarStaff \(BOS\)](#); [MandelmanStaff \(BOS\)](#); [FielderStaff](#); [Walton, Shamann \(BOS\)](#); [ChenStaff](#); [Poliselli, Angelina \(MYR\)](#); [Sweet, Alexandra \(MTA\)](#); [Thongsavat, Adam \(MYR\)](#); [Lurie, Daniel \(MYR\)](#)  
**Subject:** Hayes Valley Entertainment Zone  
**Date:** Monday, June 23, 2025 3:08:11 PM

---

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear Supervisors,

I'm writing as a deeply concerned San Francisco resident — not just about what's happening in Hayes Valley, but about what it says about how our city governs. On June 2, Supervisor Bilal Mahmood quietly introduced a sweeping amendment to reclassify over 20 blocks of Hayes Valley as an Entertainment Zone — the largest in San Francisco. There was no public notice, no formal outreach, no management plan, and no transparency. Not even a line item on the agenda. It was a political maneuver, and now it's headed for a full vote. This is not how policy should be made.

The very people most impacted — small businesses, service workers, families, and neighbors were never asked. There was no justification beyond “wine walks” and political loyalty. Public records now shed light on the fact that planning discussions were deliberately held behind closed doors with just a handful of participants solely representatives of a neighborhood nonprofit that helped spearhead the plan with the Supervisor. Broader community stakeholders were left out entirely. That's not real engagement it's a missed opportunity to build genuine support.

Meanwhile, the reality on the ground is far more serious: Hayes Valley is a dense, overstressed neighborhood already coping with safety breakdowns, encampments, struggling businesses, and uneven city response. And now we're being told that more alcohol, more noise, and less oversight is somehow the answer? This isn't progress. It's deflection — and it's coming for all of us. Hayes Valley is just the first neighborhood being sacrificed under this new framework. If it can happen there quietly, quickly, without consent... it can happen anywhere. That's why I'm asking you to speak up.

Please:

- Vote to remove Hayes Valley from the ordinance
- Demand proper oversight and public engagement before expanding Entertainment Zones
- Refuse to let one district's political agenda reshape the entire city

This city belongs to all of us not just those with insider access. Good governance means listening to communities, not turning neighborhoods into party zones to score political points.

Sincerely,

Lina Brenner

[lina.brenner@gmail.com](mailto:lina.brenner@gmail.com)

**From:** [Arlyn Bull](#)  
**To:** [Board of Supervisors \(BOS\)](#); [ChanStaff \(BOS\)](#); [SherrillStaff](#); [SauterStaff](#); [MahmoodStaff](#); [DorseyStaff \(BOS\)](#); [MelgarStaff \(BOS\)](#); [MandelmanStaff \(BOS\)](#); [FielderStaff](#); [Walton, Shamann \(BOS\)](#); [ChenStaff](#); [Poliselli, Angelina \(MYR\)](#); [Sweet, Alexandra \(MTA\)](#); [Thongsavat, Adam \(MYR\)](#); [Lurie, Daniel \(MYR\)](#)  
**Subject:** Hayes Valley Entertainment Zone  
**Date:** Monday, June 23, 2025 3:26:33 PM

---

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear Supervisors,

I'm writing as a deeply concerned San Francisco resident — not just about what's happening in Hayes Valley, but about what it says about how our city governs. On June 2, Supervisor Bilal Mahmood quietly introduced a sweeping amendment to reclassify over 20 blocks of Hayes Valley as an Entertainment Zone — the largest in San Francisco. There was no public notice, no formal outreach, no management plan, and no transparency. Not even a line item on the agenda. It was a political maneuver, and now it's headed for a full vote. This is not how policy should be made.

The very people most impacted — small businesses, service workers, families, and neighbors were never asked. There was no justification beyond “wine walks” and political loyalty. Public records now shed light on the fact that planning discussions were deliberately held behind closed doors with just a handful of participants solely representatives of a neighborhood nonprofit that helped spearhead the plan with the Supervisor. Broader community stakeholders were left out entirely. That's not real engagement it's a missed opportunity to build genuine support.

Meanwhile, the reality on the ground is far more serious: Hayes Valley is a dense, overstressed neighborhood already coping with safety breakdowns, encampments, struggling businesses, and uneven city response. And now we're being told that more alcohol, more noise, and less oversight is somehow the answer? This isn't progress. It's deflection — and it's coming for all of us. Hayes Valley is just the first neighborhood being sacrificed under this new framework. If it can happen there quietly, quickly, without consent... it can happen anywhere. That's why I'm asking you to speak up.

Please:

- Vote to remove Hayes Valley from the ordinance
- Demand proper oversight and public engagement before expanding Entertainment Zones
- Refuse to let one district's political agenda reshape the entire city

This city belongs to all of us not just those with insider access. Good governance means listening to communities, not turning neighborhoods into party zones to score political points.

Sincerely,

Arlyn Bull

[arlynbull@gmail.com](mailto:arlynbull@gmail.com)

**From:** [Rachel Scott](#)  
**To:** [Board of Supervisors \(BOS\)](#); [ChanStaff \(BOS\)](#); [SherrillStaff](#); [SauterStaff](#); [MahmoodStaff](#); [DorseyStaff \(BOS\)](#); [MelgarStaff \(BOS\)](#); [MandelmanStaff \(BOS\)](#); [FielderStaff](#); [Walton, Shamann \(BOS\)](#); [ChenStaff](#); [Polselli, Angelina \(MYR\)](#); [Sweet, Alexandra \(MTA\)](#); [Thongsavat, Adam \(MYR\)](#); [Lurie, Daniel \(MYR\)](#)  
**Subject:** Hayes Valley Entertainment Zone  
**Date:** Monday, June 23, 2025 4:21:52 PM

---

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear Supervisors,

I'm writing as a deeply concerned San Francisco resident — not just about what's happening in Hayes Valley, but about what it says about how our city governs. On June 2, Supervisor Bilal Mahmood quietly introduced a sweeping amendment to reclassify over 20 blocks of Hayes Valley as an Entertainment Zone — the largest in San Francisco. There was no public notice, no formal outreach, no management plan, and no transparency. Not even a line item on the agenda. It was a political maneuver, and now it's headed for a full vote. This is not how policy should be made.

The very people most impacted — small businesses, service workers, families, and neighbors were never asked. There was no justification beyond “wine walks” and political loyalty. Public records now shed light on the fact that planning discussions were deliberately held behind closed doors with just a handful of participants solely representatives of a neighborhood nonprofit that helped spearhead the plan with the Supervisor. Broader community stakeholders were left out entirely. That's not real engagement it's a missed opportunity to build genuine support.

Meanwhile, the reality on the ground is far more serious: Hayes Valley is a dense, overstressed neighborhood already coping with safety breakdowns, encampments, struggling businesses, and uneven city response. And now we're being told that more alcohol, more noise, and less oversight is somehow the answer? This isn't progress. It's deflection — and it's coming for all of us. Hayes Valley is just the first neighborhood being sacrificed under this new framework. If it can happen there quietly, quickly, without consent... it can happen anywhere. That's why I'm asking you to speak up.

Please:

- Vote to remove Hayes Valley from the ordinance
- Demand proper oversight and public engagement before expanding Entertainment Zones
- Refuse to let one district's political agenda reshape the entire city

This city belongs to all of us not just those with insider access. Good governance means listening to communities, not turning neighborhoods into party zones to score political points.

Please consider the other changes made to other areas that are reverting back due to poor planning and lack of acknowledgment of the businesses in the area. I spend a lot of time in this areas and shop at many of the businesses. I do not want to see them suffer. Additionally, as a healthcare worker, we already have issues with substance use and violence in our streets please don't tax our system further with giving people free reign in a large space.

Sincerely,



Rachel Scott  
Rachel Scott  
rachscott84@att.net

**From:** [Rachael Dominguez](#)  
**To:** [Board of Supervisors \(BOS\)](#); [ChanStaff \(BOS\)](#); [SherrillStaff](#); [SauterStaff](#); [MahmoodStaff](#); [DorseyStaff \(BOS\)](#); [MelgarStaff \(BOS\)](#); [MandelmanStaff \(BOS\)](#); [FielderStaff](#); [Walton, Shamann \(BOS\)](#); [ChenStaff](#); [Poliselli, Angelina \(MYR\)](#); [Sweet, Alexandra \(MTA\)](#); [Thongsavat, Adam \(MYR\)](#); [Lurie, Daniel \(MYR\)](#)  
**Subject:** Hayes Valley Entertainment Zone  
**Date:** Monday, June 23, 2025 4:38:45 PM

---

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear Supervisors,

I'm writing as a deeply concerned San Francisco resident — not just about what's happening in Hayes Valley, but about what it says about how our city governs. On June 2, Supervisor Bilal Mahmood quietly introduced a sweeping amendment to reclassify over 20 blocks of Hayes Valley as an Entertainment Zone — the largest in San Francisco. There was no public notice, no formal outreach, no management plan, and no transparency. Not even a line item on the agenda. It was a political maneuver, and now it's headed for a full vote. This is not how policy should be made.

The very people most impacted — small businesses, service workers, families, and neighbors were never asked. There was no justification beyond “wine walks” and political loyalty. Public records now shed light on the fact that planning discussions were deliberately held behind closed doors with just a handful of participants solely representatives of a neighborhood nonprofit that helped spearhead the plan with the Supervisor. Broader community stakeholders were left out entirely. That's not real engagement it's a missed opportunity to build genuine support.

Meanwhile, the reality on the ground is far more serious: Hayes Valley is a dense, overstressed neighborhood already coping with safety breakdowns, encampments, struggling businesses, and uneven city response. And now we're being told that more alcohol, more noise, and less oversight is somehow the answer? This isn't progress. It's deflection — and it's coming for all of us. Hayes Valley is just the first neighborhood being sacrificed under this new framework. If it can happen there quietly, quickly, without consent... it can happen anywhere. That's why I'm asking you to speak up.

Please:

- Vote to remove Hayes Valley from the ordinance
- Demand proper oversight and public engagement before expanding Entertainment Zones
- Refuse to let one district's political agenda reshape the entire city

This city belongs to all of us not just those with insider access. Good governance means listening to communities, not turning neighborhoods into party zones to score political points.

Sincerely,

Rachael Dominguez

[rachael67@hotmail.com](mailto:rachael67@hotmail.com)

**From:** [Elisabeth Cardoza](#)  
**To:** [Board of Supervisors \(BOS\)](#); [ChanStaff \(BOS\)](#); [SherrillStaff](#); [SauterStaff](#); [MahmoodStaff](#); [DorseyStaff \(BOS\)](#); [MelgarStaff \(BOS\)](#); [MandelmanStaff \(BOS\)](#); [FielderStaff](#); [Walton, Shamann \(BOS\)](#); [ChenStaff](#); [Poliselli, Angelina \(MYR\)](#); [Sweet, Alexandra \(MTA\)](#); [Thongsavat, Adam \(MYR\)](#); [Lurie, Daniel \(MYR\)](#)  
**Subject:** Hayes Valley Entertainment Zone  
**Date:** Monday, June 23, 2025 4:52:46 PM

---

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear Supervisors,

I'm writing as a deeply concerned San Francisco resident — not just about what's happening in Hayes Valley, but about what it says about how our city governs. On June 2, Supervisor Bilal Mahmood quietly introduced a sweeping amendment to reclassify over 20 blocks of Hayes Valley as an Entertainment Zone — the largest in San Francisco. There was no public notice, no formal outreach, no management plan, and no transparency. Not even a line item on the agenda. It was a political maneuver, and now it's headed for a full vote. This is not how policy should be made.

The very people most impacted — small businesses, service workers, families, and neighbors were never asked. There was no justification beyond “wine walks” and political loyalty. Public records now shed light on the fact that planning discussions were deliberately held behind closed doors with just a handful of participants solely representatives of a neighborhood nonprofit that helped spearhead the plan with the Supervisor. Broader community stakeholders were left out entirely. That's not real engagement it's a missed opportunity to build genuine support.

Meanwhile, the reality on the ground is far more serious: Hayes Valley is a dense, overstressed neighborhood already coping with safety breakdowns, encampments, struggling businesses, and uneven city response. And now we're being told that more alcohol, more noise, and less oversight is somehow the answer? This isn't progress. It's deflection — and it's coming for all of us. Hayes Valley is just the first neighborhood being sacrificed under this new framework. If it can happen there quietly, quickly, without consent... it can happen anywhere. That's why I'm asking you to speak up.

Please:

- Vote to remove Hayes Valley from the ordinance
- Demand proper oversight and public engagement before expanding Entertainment Zones
- Refuse to let one district's political agenda reshape the entire city

This city belongs to all of us not just those with insider access. Good governance means listening to communities, not turning neighborhoods into party zones to score political points.

Sincerely,

Elisabeth Cardoza

[bookeepinglisa@gmail.com](mailto:bookeepinglisa@gmail.com)

**From:** [Leah Bershad](#)  
**To:** [Board of Supervisors \(BOS\)](#); [ChanStaff \(BOS\)](#); [SherrillStaff](#); [SauterStaff](#); [MahmoodStaff](#); [DorseyStaff \(BOS\)](#); [MelgarStaff \(BOS\)](#); [MandelmanStaff \(BOS\)](#); [FielderStaff](#); [Walton, Shamann \(BOS\)](#); [ChenStaff](#); [Poliselli, Angelina \(MYR\)](#); [Sweet, Alexandra \(MTA\)](#); [Thongsavat, Adam \(MYR\)](#); [Lurie, Daniel \(MYR\)](#)  
**Subject:** Hayes Valley Entertainment Zone  
**Date:** Monday, June 23, 2025 5:01:21 PM

---

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear Supervisors,

I'm writing as a small business owner/operator in Hayes Valley—and I want to be clear: the proposed expansion of the Entertainment Zone ordinance in Hayes Valley threatens the survival of businesses like mine. Without public notice, formal review, or basic outreach to our business community, Supervisor Mahmood introduced a last-minute amendment on June 2 to reclassify over 20 blocks of Hayes Valley as an Entertainment Zone — the largest in the city.

We now know through public disclosures that a select few within HVNA/HVMC were looped in months ago, while independent small business operators —the very people who have shaped this neighborhood for years were deliberately excluded. This wasn't oversight. It was intentional. Our voices have been dismissed for over a decade, and this latest maneuver is no different. Adding insult to injury, a broad list of businesses was included as "supporters" in the Hayes Valley Management Plan Questionnaire without their knowledge or consent. That's not just exclusion that's misrepresentation. This isn't how business policy should be made. It's certainly not how neighborhood economies should be restructured.

Many of us have already opted out of neighborhood events centered around alcohol and amplified activity, because we've seen firsthand that these gatherings don't drive sales — they drive disruptions. This amendment would only make that worse. Turning our corridor into a full-time destination district won't revitalize it. It will bury it. Retailers don't benefit from street drinking. Service providers don't benefit from sidewalk chaos. And families, staff, and customers don't feel safe when public space becomes party space.

We are blessed with open spaces nearby. We don't need more programming. We need policy that stabilizes — not destabilizes — Hayes Valley. If the City wants to invest in nightlife, do it downtown where it's needed. We were a thriving business corridor before the pandemic — but the prolonged weekend closure has already caused lasting damage: we've lost revenue, foot traffic, and vendor access with no data, no support, and no acknowledgment from the City. Now, layering an Entertainment Zone on top will only compound those challenges. Meanwhile, bars and restaurants have already benefited from expansive, underutilized parklets — at the expense of broader retail and service stability. Retail and service businesses still make up the majority of this corridor — yet this policy prioritizes nightlife and alcohol at their expense. Why implement a program that favors a minority of operators over the core fabric of the neighborhood?

Please:

- Vote to remove Hayes Valley from this ordinance
- Demand real public process and community input before changing any neighborhood's future

- Stop this now — before it becomes precedent for how we govern

This policy doesn't support small business. It undermines the very mix of uses that make neighborhoods livable and resilient. We've already lost ground due to the closure. Please listen — and amend accordingly—before this does irreversible harm.

Sincerely,

Leah Bershad

[leahbershad@gmail.com](mailto:leahbershad@gmail.com)

Reliquary

**From:** [Debra Blum](#)  
**To:** [Board of Supervisors \(BOS\)](#); [ChanStaff \(BOS\)](#); [SherrillStaff](#); [SauterStaff](#); [MahmoodStaff](#); [DorseyStaff \(BOS\)](#); [MelgarStaff \(BOS\)](#); [MandelmanStaff \(BOS\)](#); [FielderStaff](#); [Walton, Shamann \(BOS\)](#); [ChenStaff](#); [Poliselli, Angelina \(MYR\)](#); [Sweet, Alexandra \(MTA\)](#); [Thongsavat, Adam \(MYR\)](#); [Lurie, Daniel \(MYR\)](#)  
**Subject:** Hayes Valley Entertainment Zone  
**Date:** Monday, June 23, 2025 5:20:58 PM

---

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear Supervisors,

I'm writing as a deeply concerned San Francisco resident — not just about what's happening in Hayes Valley, but about what it says about how our city governs. On June 2, Supervisor Bilal Mahmood quietly introduced a sweeping amendment to reclassify over 20 blocks of Hayes Valley as an Entertainment Zone — the largest in San Francisco. There was no public notice, no formal outreach, no management plan, and no transparency. Not even a line item on the agenda. It was a political maneuver, and now it's headed for a full vote. This is not how policy should be made.

The very people most impacted — small businesses, service workers, families, and neighbors were never asked. There was no justification beyond “wine walks” and political loyalty. Public records now shed light on the fact that planning discussions were deliberately held behind closed doors with just a handful of participants solely representatives of a neighborhood nonprofit that helped spearhead the plan with the Supervisor. Broader community stakeholders were left out entirely. That's not real engagement it's a missed opportunity to build genuine support.

Meanwhile, the reality on the ground is far more serious: Hayes Valley is a dense, overstressed neighborhood already coping with safety breakdowns, encampments, struggling businesses, and uneven city response. And now we're being told that more alcohol, more noise, and less oversight is somehow the answer? This isn't progress. It's deflection — and it's coming for all of us. Hayes Valley is just the first neighborhood being sacrificed under this new framework. If it can happen there quietly, quickly, without consent... it can happen anywhere. That's why I'm asking you to speak up.

Please:

- Vote to remove Hayes Valley from the ordinance
- Demand proper oversight and public engagement before expanding Entertainment Zones
- Refuse to let one district's political agenda reshape the entire city

This city belongs to all of us not just those with insider access. Good governance means listening to communities, not turning neighborhoods into party zones to score political points.

Sincerely,

Debra Blum

[debrakblum@gmail.com](mailto:debrakblum@gmail.com)

**From:** [Timothy Zovreboff](#)  
**To:** [Board of Supervisors \(BOS\)](#); [ChanStaff \(BOS\)](#); [SherrillStaff](#); [SauterStaff](#); [MahmoodStaff](#); [DorseyStaff \(BOS\)](#); [MelgarStaff \(BOS\)](#); [MandelmanStaff \(BOS\)](#); [FielderStaff](#); [Walton, Shamann \(BOS\)](#); [ChenStaff](#); [Poliselli, Angelina \(MYR\)](#); [Sweet, Alexandra \(MTA\)](#); [Thongsavat, Adam \(MYR\)](#); [Lurie, Daniel \(MYR\)](#)  
**Subject:** Hayes Valley Entertainment Zone  
**Date:** Monday, June 23, 2025 5:33:29 PM

---

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear Supervisors,

I'm writing as a small business owner/operator in Hayes Valley—and I want to be clear: the proposed expansion of the Entertainment Zone ordinance in Hayes Valley threatens the survival of businesses like mine. Without public notice, formal review, or basic outreach to our business community, Supervisor Mahmood introduced a last-minute amendment on June 2 to reclassify over 20 blocks of Hayes Valley as an Entertainment Zone — the largest in the city.

We now know through public disclosures that a select few within HVNA/HVMC were looped in months ago, while independent small business operators —the very people who have shaped this neighborhood for years were deliberately excluded. This wasn't oversight. It was intentional. Our voices have been dismissed for over a decade, and this latest maneuver is no different. Adding insult to injury, a broad list of businesses was included as "supporters" in the Hayes Valley Management Plan Questionnaire without their knowledge or consent. That's not just exclusion that's misrepresentation. This isn't how business policy should be made. It's certainly not how neighborhood economies should be restructured.

Many of us have already opted out of neighborhood events centered around alcohol and amplified activity, because we've seen firsthand that these gatherings don't drive sales — they drive disruptions. This amendment would only make that worse. Turning our corridor into a full-time destination district won't revitalize it. It will bury it. Retailers don't benefit from street drinking. Service providers don't benefit from sidewalk chaos. And families, staff, and customers don't feel safe when public space becomes party space.

We are blessed with open spaces nearby. We don't need more programming. We need policy that stabilizes — not destabilizes — Hayes Valley. If the City wants to invest in nightlife, do it downtown where it's needed. We were a thriving business corridor before the pandemic — but the prolonged weekend closure has already caused lasting damage: we've lost revenue, foot traffic, and vendor access with no data, no support, and no acknowledgment from the City. Now, layering an Entertainment Zone on top will only compound those challenges. Meanwhile, bars and restaurants have already benefited from expansive, underutilized parklets — at the expense of broader retail and service stability. Retail and service businesses still make up the majority of this corridor — yet this policy prioritizes nightlife and alcohol at their expense. Why implement a program that favors a minority of operators over the core fabric of the neighborhood?

Please:

- Vote to remove Hayes Valley from this ordinance
- Demand real public process and community input before changing any neighborhood's future

- Stop this now — before it becomes precedent for how we govern

This policy doesn't support small business. It undermines the very mix of uses that make neighborhoods livable and resilient. We've already lost ground due to the closure. Please listen — and amend accordingly—before this does irreversible harm.

Sincerely,  
Timothy Zovreboff  
t@minimal.com  
minimal



**From:** [Kristina Gestuvo](#)  
**To:** [Board of Supervisors \(BOS\)](#); [ChanStaff \(BOS\)](#); [SherrillStaff](#); [SauterStaff](#); [MahmoodStaff](#); [DorseyStaff \(BOS\)](#); [MelgarStaff \(BOS\)](#); [MandelmanStaff \(BOS\)](#); [FielderStaff](#); [Walton, Shamann \(BOS\)](#); [ChenStaff](#); [Poliselli, Angelina \(MYR\)](#); [Sweet, Alexandra \(MTA\)](#); [Thongsavat, Adam \(MYR\)](#); [Lurie, Daniel \(MYR\)](#)  
**Subject:** Hayes Valley Entertainment Zone  
**Date:** Monday, June 23, 2025 5:39:59 PM

---

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear Supervisors,

I'm writing as a deeply concerned San Francisco resident — not just about what's happening in Hayes Valley, but about what it says about how our city governs. On June 2, Supervisor Bilal Mahmood quietly introduced a sweeping amendment to reclassify over 20 blocks of Hayes Valley as an Entertainment Zone — the largest in San Francisco. There was no public notice, no formal outreach, no management plan, and no transparency. Not even a line item on the agenda. It was a political maneuver, and now it's headed for a full vote. This is not how policy should be made.

The very people most impacted — small businesses, service workers, families, and neighbors were never asked. There was no justification beyond “wine walks” and political loyalty. Public records now shed light on the fact that planning discussions were deliberately held behind closed doors with just a handful of participants solely representatives of a neighborhood nonprofit that helped spearhead the plan with the Supervisor. Broader community stakeholders were left out entirely. That's not real engagement it's a missed opportunity to build genuine support.

Meanwhile, the reality on the ground is far more serious: Hayes Valley is a dense, overstressed neighborhood already coping with safety breakdowns, encampments, struggling businesses, and uneven city response. And now we're being told that more alcohol, more noise, and less oversight is somehow the answer? This isn't progress. It's deflection — and it's coming for all of us. Hayes Valley is just the first neighborhood being sacrificed under this new framework. If it can happen there quietly, quickly, without consent... it can happen anywhere. That's why I'm asking you to speak up.

Please:

- Vote to remove Hayes Valley from the ordinance
- Demand proper oversight and public engagement before expanding Entertainment Zones
- Refuse to let one district's political agenda reshape the entire city

This city belongs to all of us not just those with insider access. Good governance means listening to communities, not turning neighborhoods into party zones to score political points.

Sincerely,

Kristina Gestuvo

[kgestuvo@gmail.com](mailto:kgestuvo@gmail.com)

**From:** [Kay J](#)  
**To:** [Board of Supervisors \(BOS\)](#); [ChanStaff \(BOS\)](#); [SherrillStaff](#); [SauterStaff](#); [MahmoodStaff](#); [DorseyStaff \(BOS\)](#); [MelgarStaff \(BOS\)](#); [MandelmanStaff \(BOS\)](#); [FielderStaff](#); [Walton, Shamann \(BOS\)](#); [ChenStaff](#); [Poliselli, Angelina \(MYR\)](#); [Sweet, Alexandra \(MTA\)](#); [Thongsavat, Adam \(MYR\)](#); [Lurie, Daniel \(MYR\)](#)  
**Subject:** Hayes Valley Entertainment Zone  
**Date:** Tuesday, June 24, 2025 6:57:10 AM

---

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear Supervisors,

I'm writing as a deeply concerned San Francisco resident — not just about what's happening in Hayes Valley, but about what it says about how our city governs. On June 2, Supervisor Bilal Mahmood quietly introduced a sweeping amendment to reclassify over 20 blocks of Hayes Valley as an Entertainment Zone — the largest in San Francisco. There was no public notice, no formal outreach, no management plan, and no transparency. Not even a line item on the agenda. It was a political maneuver, and now it's headed for a full vote. This is not how policy should be made.

The very people most impacted — small businesses, service workers, families, and neighbors were never asked. There was no justification beyond “wine walks” and political loyalty. Public records now shed light on the fact that planning discussions were deliberately held behind closed doors with just a handful of participants solely representatives of a neighborhood nonprofit that helped spearhead the plan with the Supervisor. Broader community stakeholders were left out entirely. That's not real engagement it's a missed opportunity to build genuine support.

Meanwhile, the reality on the ground is far more serious: Hayes Valley is a dense, overstressed neighborhood already coping with safety breakdowns, encampments, struggling businesses, and uneven city response. And now we're being told that more alcohol, more noise, and less oversight is somehow the answer? This isn't progress. It's deflection — and it's coming for all of us. Hayes Valley is just the first neighborhood being sacrificed under this new framework. If it can happen there quietly, quickly, without consent... it can happen anywhere. That's why I'm asking you to speak up.

Please:

- Vote to remove Hayes Valley from the ordinance
- Demand proper oversight and public engagement before expanding Entertainment Zones
- Refuse to let one district's political agenda reshape the entire city

This city belongs to all of us not just those with insider access. Good governance means listening to communities, not turning neighborhoods into party zones to score political points.

Sincerely,

Kay J

kayjensen080@gmail.com

**From:** [Betty Chu](#)  
**To:** [Board of Supervisors \(BOS\)](#); [ChanStaff \(BOS\)](#); [SherrillStaff](#); [SauterStaff](#); [MahmoodStaff](#); [DorseyStaff \(BOS\)](#); [MelgarStaff \(BOS\)](#); [MandelmanStaff \(BOS\)](#); [FielderStaff](#); [Walton, Shamann \(BOS\)](#); [ChenStaff](#); [Poliselli, Angelina \(MYR\)](#); [Sweet, Alexandra \(MTA\)](#); [Thongsavat, Adam \(MYR\)](#); [Lurie, Daniel \(MYR\)](#)  
**Subject:** Hayes Valley Entertainment Zone  
**Date:** Tuesday, June 24, 2025 6:57:31 AM

---

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear Supervisors,

I'm writing as a deeply concerned San Francisco resident — not just about what's happening in Hayes Valley, but about what it says about how our city governs. On June 2, Supervisor Bilal Mahmood quietly introduced a sweeping amendment to reclassify over 20 blocks of Hayes Valley as an Entertainment Zone — the largest in San Francisco. There was no public notice, no formal outreach, no management plan, and no transparency. Not even a line item on the agenda. It was a political maneuver, and now it's headed for a full vote. This is not how policy should be made.

The very people most impacted — small businesses, service workers, families, and neighbors were never asked. There was no justification beyond “wine walks” and political loyalty. Public records now shed light on the fact that planning discussions were deliberately held behind closed doors with just a handful of participants solely representatives of a neighborhood nonprofit that helped spearhead the plan with the Supervisor. Broader community stakeholders were left out entirely. That's not real engagement it's a missed opportunity to build genuine support.

Meanwhile, the reality on the ground is far more serious: Hayes Valley is a dense, overstressed neighborhood already coping with safety breakdowns, encampments, struggling businesses, and uneven city response. And now we're being told that more alcohol, more noise, and less oversight is somehow the answer? This isn't progress. It's deflection — and it's coming for all of us. Hayes Valley is just the first neighborhood being sacrificed under this new framework. If it can happen there quietly, quickly, without consent... it can happen anywhere. That's why I'm asking you to speak up.

Please:

- Vote to remove Hayes Valley from the ordinance
- Demand proper oversight and public engagement before expanding Entertainment Zones
- Refuse to let one district's political agenda reshape the entire city

This city belongs to all of us not just those with insider access. Good governance means listening to communities, not turning neighborhoods into party zones to score political points.

Sincerely,

Betty Chu

[pippin-60-some@icloud.com](mailto:pippin-60-some@icloud.com)

**From:** [Genny Stich](#)  
**To:** [Board of Supervisors \(BOS\)](#); [ChanStaff \(BOS\)](#); [SherrillStaff](#); [SauterStaff](#); [MahmoodStaff](#); [DorseyStaff \(BOS\)](#); [MelgarStaff \(BOS\)](#); [MandelmanStaff \(BOS\)](#); [FielderStaff](#); [Walton, Shamann \(BOS\)](#); [ChenStaff](#); [Poliselli, Angelina \(MYR\)](#); [Sweet, Alexandra \(MTA\)](#); [Thongsavat, Adam \(MYR\)](#); [Lurie, Daniel \(MYR\)](#)  
**Subject:** Hayes Valley Entertainment Zone  
**Date:** Tuesday, June 24, 2025 6:59:58 AM

---

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear Supervisors,

I'm writing as a deeply concerned San Francisco resident — not just about what's happening in Hayes Valley, but about what it says about how our city governs. On June 2, Supervisor Bilal Mahmood quietly introduced a sweeping amendment to reclassify over 20 blocks of Hayes Valley as an Entertainment Zone — the largest in San Francisco. There was no public notice, no formal outreach, no management plan, and no transparency. Not even a line item on the agenda. It was a political maneuver, and now it's headed for a full vote. This is not how policy should be made.

The very people most impacted — small businesses, service workers, families, and neighbors were never asked. There was no justification beyond “wine walks” and political loyalty. Public records now shed light on the fact that planning discussions were deliberately held behind closed doors with just a handful of participants solely representatives of a neighborhood nonprofit that helped spearhead the plan with the Supervisor. Broader community stakeholders were left out entirely. That's not real engagement it's a missed opportunity to build genuine support.

Meanwhile, the reality on the ground is far more serious: Hayes Valley is a dense, overstressed neighborhood already coping with safety breakdowns, encampments, struggling businesses, and uneven city response. And now we're being told that more alcohol, more noise, and less oversight is somehow the answer? This isn't progress. It's deflection — and it's coming for all of us. Hayes Valley is just the first neighborhood being sacrificed under this new framework. If it can happen there quietly, quickly, without consent... it can happen anywhere. That's why I'm asking you to speak up.

Please:

- Vote to remove Hayes Valley from the ordinance
- Demand proper oversight and public engagement before expanding Entertainment Zones
- Refuse to let one district's political agenda reshape the entire city

This city belongs to all of us not just those with insider access. Good governance means listening to communities, not turning neighborhoods into party zones to score political points.

Sincerely,

Genny Stich

[gennymca@gmail.com](mailto:gennymca@gmail.com)

**From:** [Stephanie Chai](#)  
**To:** [Board of Supervisors \(BOS\)](#); [ChanStaff \(BOS\)](#); [SherrillStaff](#); [SauterStaff](#); [MahmoodStaff](#); [DorseyStaff \(BOS\)](#); [MelgarStaff \(BOS\)](#); [MandelmanStaff \(BOS\)](#); [FielderStaff](#); [Walton, Shamann \(BOS\)](#); [ChenStaff](#); [Poliselli, Angelina \(MYR\)](#); [Sweet, Alexandra \(MTA\)](#); [Thongsavat, Adam \(MYR\)](#); [Lurie, Daniel \(MYR\)](#)  
**Subject:** Hayes Valley Entertainment Zone  
**Date:** Tuesday, June 24, 2025 7:02:28 AM

---

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear Supervisors,

I'm writing as a deeply concerned San Francisco resident — not just about what's happening in Hayes Valley, but about what it says about how our city governs. On June 2, Supervisor Bilal Mahmood quietly introduced a sweeping amendment to reclassify over 20 blocks of Hayes Valley as an Entertainment Zone — the largest in San Francisco. There was no public notice, no formal outreach, no management plan, and no transparency. Not even a line item on the agenda. It was a political maneuver, and now it's headed for a full vote. This is not how policy should be made.

The very people most impacted — small businesses, service workers, families, and neighbors were never asked. There was no justification beyond “wine walks” and political loyalty. Public records now shed light on the fact that planning discussions were deliberately held behind closed doors with just a handful of participants solely representatives of a neighborhood nonprofit that helped spearhead the plan with the Supervisor. Broader community stakeholders were left out entirely. That's not real engagement it's a missed opportunity to build genuine support.

Meanwhile, the reality on the ground is far more serious: Hayes Valley is a dense, overstressed neighborhood already coping with safety breakdowns, encampments, struggling businesses, and uneven city response. And now we're being told that more alcohol, more noise, and less oversight is somehow the answer? This isn't progress. It's deflection — and it's coming for all of us. Hayes Valley is just the first neighborhood being sacrificed under this new framework. If it can happen there quietly, quickly, without consent... it can happen anywhere. That's why I'm asking you to speak up.

Please:

- Vote to remove Hayes Valley from the ordinance
- Demand proper oversight and public engagement before expanding Entertainment Zones
- Refuse to let one district's political agenda reshape the entire city

This city belongs to all of us not just those with insider access. Good governance means listening to communities, not turning neighborhoods into party zones to score political points. Sincerely,

Stephanie Chai  
Stephanie Chai  
[stephkchai@gmail.com](mailto:stephkchai@gmail.com)

**From:** [Fred Clark](#)  
**To:** [Board of Supervisors \(BOS\)](#); [ChanStaff \(BOS\)](#); [SherrillStaff](#); [SauterStaff](#); [MahmoodStaff](#); [DorseyStaff \(BOS\)](#); [MelgarStaff \(BOS\)](#); [MandelmanStaff \(BOS\)](#); [FielderStaff](#); [Walton, Shamann \(BOS\)](#); [ChenStaff](#); [Poliselli, Angelina \(MYR\)](#); [Sweet, Alexandra \(MTA\)](#); [Thongsavat, Adam \(MYR\)](#); [Lurie, Daniel \(MYR\)](#)  
**Subject:** Hayes Valley Entertainment Zone  
**Date:** Tuesday, June 24, 2025 7:57:07 AM

---

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear Supervisors,

I'm writing as a deeply concerned San Francisco resident — not just about what's happening in Hayes Valley, but about what it says about how our city governs. On June 2, Supervisor Bilal Mahmood quietly introduced a sweeping amendment to reclassify over 20 blocks of Hayes Valley as an Entertainment Zone — the largest in San Francisco. There was no public notice, no formal outreach, no management plan, and no transparency. Not even a line item on the agenda. It was a political maneuver, and now it's headed for a full vote. This is not how policy should be made.

The very people most impacted — small businesses, service workers, families, and neighbors were never asked. There was no justification beyond “wine walks” and political loyalty. Public records now shed light on the fact that planning discussions were deliberately held behind closed doors with just a handful of participants solely representatives of a neighborhood nonprofit that helped spearhead the plan with the Supervisor. Broader community stakeholders were left out entirely. That's not real engagement it's a missed opportunity to build genuine support.

Meanwhile, the reality on the ground is far more serious: Hayes Valley is a dense, overstressed neighborhood already coping with safety breakdowns, encampments, struggling businesses, and uneven city response. And now we're being told that more alcohol, more noise, and less oversight is somehow the answer? This isn't progress. It's deflection — and it's coming for all of us. Hayes Valley is just the first neighborhood being sacrificed under this new framework. If it can happen there quietly, quickly, without consent... it can happen anywhere. That's why I'm asking you to speak up.

Please:

- Vote to remove Hayes Valley from the ordinance
- Demand proper oversight and public engagement before expanding Entertainment Zones
- Refuse to let one district's political agenda reshape the entire city

This city belongs to all of us not just those with insider access. Good governance means listening to communities, not turning neighborhoods into party zones to score political points.

Sincerely,

Fred Clark

[fredanson40@yahoo.com](mailto:fredanson40@yahoo.com)

**From:** [Hayes Valley Small Business Assoc.](#)  
**To:** [Board of Supervisors \(BOS\)](#); [ChanStaff \(BOS\)](#); [SherrillStaff](#); [SauterStaff](#); [MahmoodStaff](#); [DorseyStaff \(BOS\)](#); [MelgarStaff \(BOS\)](#); [MandelmanStaff \(BOS\)](#); [FielderStaff](#); [Walton, Shamann \(BOS\)](#); [ChenStaff](#)  
**Cc:** [Sweet, Alexandra \(MTA\)](#); [Thongsavat, Adam \(MYR\)](#); [Polselli, Angelina \(MYR\)](#); [Lurie, Daniel \(MYR\)](#); [Hayes Valley Small Business Association Team](#)  
**Subject:** Today's BOS Meeting Agenda Item 10: Hayes Valley Entertainment Zone  
**Date:** Tuesday, June 24, 2025 8:19:12 AM

---

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

We write again to express our urgent opposition to the proposed designation of Hayes Valley as an Entertainment Zone.

This legislation was introduced without notice, transparency, or meaningful engagement with the small businesses that keep this corridor functioning. Many of our members among the longest-standing independent operators in the neighborhood are already struggling under a weekend street closure that was supposed to be temporary. Quality foot traffic has declined, longtime customers avoid the area, and ongoing event programming continues to divert attention away from local commerce. Now, this amendment seeks to make those harms permanent - with no consultation and no recourse.

Let us be clear: Hayes Valley is not a nightlife district. It is a mixed-use neighborhood of residents, families, and storefront businesses. To designate 20 blocks as a permanent Entertainment Zone favoring a destination-driven bar economy is simply reckless. It disregards the decades of investment and community-building that define this corridor.

What's most disturbing is that this ordinance would deepen an already polarizing situation. The street closure remains divisive and unresolved ...a failed experiment that a broad plurality of residents and merchants have been working in good faith to end. Rather than address these concerns, this legislation sidesteps them entirely and seeks to entrench the closure through an even more expansive, permanent framework. We've already seen how this plays out. The street closure permit has no enforcement, no compliance standards, and no consequences for ongoing violations. Now, the same entity behind that closure (HVNA) is poised to manage the Entertainment Zone. We expect more of the same: no accountability, no transparency, and no regard for impacted businesses.

It must also be said: to blindly defer to the district Supervisor is not leadership — it's abdication. The Board may assume Supervisor Mahmood has conducted broad outreach. He has not. Our only meeting with him, in March, ended abruptly after we clearly stated that an Entertainment Zone would be devastating to our businesses. There was no follow-up, no further contact. What followed instead was a staged press event, orchestrated with those already aligned with his agenda. This is not consensus. It is manufactured alignment in the face of broad contradiction. Why is HVNA, a self-appointed gatekeeper being elevated, while the true plurality of neighborhood voices is ignored? Why are bars and nightlife operators being given a free hand to reshape a corridor they do not represent? What's happening here reflects a pattern born out of COVID -- a hollowing out of public process. Input became selectively crafted. Dialogue became scripted. That same playbook is being used here in Hayes Valley again, in a dangerous and exclusionary way -- and our businesses are being forced to carry the cost.

We urge the Board to act: Remove Hayes Valley from this ordinance. Without a Supervisor who is

willing to defend the full spectrum of community voices, we are at a profound disadvantage.  
Please do not codify that disadvantage into law.

Sincerely,  
HVSBA



**From:** [Hayes Valley Safe Team](#)  
**To:** [Board of Supervisors \(BOS\)](#); [ChanStaff \(BOS\)](#); [SherrillStaff](#); [SauterStaff](#); [DorseyStaff \(BOS\)](#); [MelgarStaff \(BOS\)](#); [MandelmanStaff \(BOS\)](#); [FielderStaff](#); [Walton, Shamann \(BOS\)](#); [ChenStaff](#); [Poliselli, Angelina \(MYR\)](#); [Sweet, Alexandra \(MTA\)](#); [Thongsavat, Adam \(MYR\)](#); [MahmoodStaff](#); [Lurie, Daniel \(MYR\)](#)  
**Subject:** June 24 BOS Meeting Item 10: 250421 - Hayes Valley Entertainment Zone  
**Date:** Tuesday, June 24, 2025 10:30:54 AM

---

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear Supervisors:

We urge you to remove Hayes Valley from the Entertainment Zone ordinance. This proposal was introduced without notice, without transparency, and without meaningful consultation with the people who live and work here. Retailers were sidelined. Residents were left out. And now it's being framed as a model for "activation" when in fact, it's a blueprint for exclusion.

Over the past several weeks, we've spoken with neighbors, businesses, and longtime stakeholders across Hayes Valley. The message has been loud and clear: this was never publicly vetted, and no one wants to give HVNA *or any single group* unilateral control to orchestrate a party atmosphere in our streets. The most disturbing and indefensible part of this process is how deliberately it has advanced - quietly and under the radar. Hayes Valley is already a dense, mixed-use neighborhood. We are not lacking in open space --- what we are lacking is basic respect for the safety, sanity, and economic stability of those who live and work here. This ordinance ignores all of that.

The Entertainment Zone ordinance does not revitalize, rather it rewrites the rules to benefit a narrow slice of the economy: nightlife operators, bar alliances, and political allies. It would replace local-serving small businesses with destination-driven, event-based traffic that serves someone else's vision - not ours. We've seen this pattern before. In 2021, we warned the City that Hayes Valley's Formula Retail Ban was being quietly eroded. VC-backed chains like Cotopaxi, Todd Snyder, Brooklinen, and Pact were allowed in despite the ban, undermining the neighborhood's small business identity. We raised the alarm with Supervisor Preston and others, cautioning that without action, our local-serving fabric would be lost. Now it's happening again — under a different name. Entertainment Zones are the new formula retail threat. Instead of chains, it's politically connected nightlife. Instead of retail creep, it's zoning encroachment... pushed by the same players who failed to protect this corridor in the first place. HVNA/MC's Lloyd Silverstein, who has publicly dismissed concerns about formula retail by saying "the train has left the station," is now working closely with nightclub and event operators to push through a zoning designation that prioritizes one business model over all others. What's especially concerning is that the few individuals based on Linden Street are presenting themselves as spokespeople for the broader neighborhood —despite having little engagement with or investment in the commercial corridor they seek to reshape. Rather than activating their own alley, which remains largely underutilized, they are redirecting energy and disruption onto Hayes Street and beyond which will result in lasting consequences for residents and retailers.

This process has been exclusionary by design. Do not reward that with permanent legislation. Remove Hayes Valley from the ordinance.

Respectfully,  
HVSafe