

From: [Wes Tyler](#)
To: [MelgarStaff \(BOS\)](#); [Peskin, Aaron \(BOS\)](#); [Preston, Dean \(BOS\)](#)
Cc: [Major, Erica \(BOS\)](#); [Ken Rich](#)
Subject: File #230371 Commercial to Residential Adaptive Reuse and Downtown Economic Revitalization
Date: Monday, June 5, 2023 11:30:25 AM

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

Please approve the Ordinance amending the Planning Code for Commercial to Residential Adaptive Reuse and Downtown Economic Revitalization.

Downtown is suffering and we are way behind in our recovery that has been too slow to adapt to our new normal. This will help.

Thank you.

Wes Tyler, CHA
General Manager
Chancellor Hotel on Union Square
"Where the Cable Cars stop at the doorstep"
433 Powell Street
San Francisco, CA 94102
Ph. 415.362.2004 Fax 415.395.9476
www.chancellorhotel.com



From: [Chris Wright](#)
To: [Peskin, Aaron \(BOS\)](#); [Preston, Dean \(BOS\)](#); [Melgar, Myrna \(BOS\)](#)
Cc: [Breed, Mayor London \(MYR\)](#); [Major, Erica \(BOS\)](#)
Subject: Advance SF Letter in Support for Commercial to Residential Adaptive Reuse and Downtown Economic Revitalization Ordinance
Date: Monday, June 5, 2023 1:06:35 PM
Attachments: [Advance SF Letter re Commercial to Residential Adaptive Ordinance.pdf](#)

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June 5, 2023

Honorable Myrna Melgar
Honorable Dean Preston
Honorable Aaron Peskin

San Francisco Board of Supervisors
Land Use and Transportation Committee
San Francisco City Hall
1 Dr. Carlton B. Goodlett Place
San Francisco CA 94102

Re: Support for Commercial to Residential Adaptive Reuse and Downtown Economic Revitalization Ordinance (File #230371)

Dear Chair Melgar, and Supervisors Preston, and Peskin,

Advance SF would like to express its strong support for the Commercial to Residential Adaptive Reuse and Downtown Economic Revitalization Ordinance (File #230371) that will facilitate commercial-to-residential conversions and diversify commercial uses Downtown. This legislation will help streamline the process for converting offices to housing in C districts and eliminate the lengthy process required for filling building space in Union Square. This is important to ensuring Downtown can evolve into a more vibrant area for residents, employees, visitors, and businesses. Downtown needs to evolve beyond a 9-5 business district for it to continue to economically support the City and its residents. Any ordinance that sets out a clear path for how to get there – like this one – should be approved.

Advance SF is an organization comprised of San Francisco's leading employers dedicated to supporting an equitable, resilient, and vibrant economy shared by all people working and living in San Francisco. Over the past 18 months, our organization has worked with our City, business, and community partners to advocate for the Downtown Economic Core to become more economically diverse and rich with experiences.

It is very important that this legislation becomes law. It will help jumpstart projects that bring new life to Downtown and make it easier to get buildings active and full. San Francisco is the slowest jurisdiction in the state in getting housing projects entitled, and this legislation cuts through barriers that could free up nearly 3,000 units of housing, which would not only help Downtown but also help the City reach its housing goals. Making Downtown buildings more flexible is a crucial aspect of ensuring it becomes a vibrant neighborhood that is more resilient in the future.

This legislation also represents the importance of what's at stake for the future of Downtown. In addition to the Planning Commission unanimously approving the legislation last month, Mayor Breed and Board President Peskin working together on this legislation demonstrates a strong commitment to the City and that it is a very important step in renewing Downtown and helps ensure the City's recovery can progress.

For these reasons, we urge your support.

Sincerely,

Wade Rose
President
Advance SF



June 5, 2023

Honorable Myrna Melgar
Honorable Dean Preston
Honorable Aaron Peskin

San Francisco Board of Supervisors
Land Use and Transportation Committee
San Francisco City Hall
1 Dr. Carlton B. Goodlett Place
San Francisco CA 94102

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For these reasons, we urge your support.

Sincerely,

A handwritten signature in black ink that reads "Wade Rose". The signature is written in a cursive style with a large, stylized "W" and "R".

Wade Rose
President

From: [David Harrison](#)
To: [Major, Erica \(BOS\)](#)
Cc: [Angulo, Sunny \(BOS\)](#); [Bintliff, Jacob \(ECN\)](#)
Subject: BOMA SF Letter Supporting File # 230371
Date: Monday, June 5, 2023 7:54:58 AM
Attachments: [2023.06.05_BOMASF_Letter_230371.pdf](#)

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Hi Erica,

Please see the attached letter to the Land Use and Transportation Committee in Support of Ordinance 230371--Commercial to Residential Adaptive Reuse and Downtown Economic Revitalization. Thank you.

Sincerely,

David Harrison

Manager of Government and Public Affairs

[BOMA San Francisco](#)

(202) 262-5860 (Mobile)

davidh@boma.com



June 5, 2023

Land Use and Transportation Committee Members
1 Dr. Carlton B. Goodlett Place
City Hall, Room 244
San Francisco, CA 94102-4689

Re: Downtown Zoning and Housing Conversion Ordinance—Support

Dear Land Use and Transportation Committee Members,

On behalf of the Building Owners and Managers Association (BOMA) San Francisco, I write in support of ordinance 230371—Commercial to Residential Adaptive Reuse and Downtown Economic Revitalization. This proposed legislation would make critical zoning and flexible use changes while reducing challenges to housing conversion, representing tremendous vision from Mayor Breed and Board President Peskin for the future of Downtown San Francisco.

As the office to housing conversion conversation has become more prevalent for Downtown, commercial real estate professionals have identified barriers such as development controls for rear yard, open space, streetscape improvements, dwelling unit exposure, and development fees that prevent projects from becoming feasible. We believe that the changes to the Planning Code in this ordinance will help to remove some of the barriers to the adaptive reuse of certain commercial buildings and help create activity that has been lost due to decreased office leasing and occupancy.

We also know that the future of Downtown San Francisco will continue to rely on robust economic activity centered around commercial office space. Our industry is continuing to adapt to new demands for flexible space, and we commend this legislation for permitting more flexibility of uses, providing updated requirements in the planning code for new ideas such as pop-up activations, and streamlining certain permitting review.

In summary, BOMA San Francisco commends Mayor Breed and Board President Peskin for their efforts to reduce regulatory barriers in search of promoting new housing downtown and by allowing flexibility for more uses and streamlined permitting and review of some planning code requirements that will impact office and retail space that must be revitalized. We are proud to support this legislation, and we thank you for your consideration.

Sincerely,

John R. Bryant
CEO, BOMA San Francisco

From: [Melanie Medina](#)
To: [Peskin, Aaron \(BOS\)](#); [Melgar, Myrna \(BOS\)](#); [Preston, Dean \(BOS\)](#)
Cc: [Ken Rich](#); marisa@unionsquarealliance.com; [Major, Erica \(BOS\)](#)
Subject: Union Square Alliance- Letter of Support re: Zoning
Date: Friday, June 2, 2023 3:30:10 PM
Attachments: [image002.png](#)
[image003.png](#)
[UnionSqAlliance Letter of Support- Zoning Changes.pdf](#)

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Dear Supervisors,

Please find attached the Union Square Alliance's letter of support regarding zoning amendments scheduled to be heard at the Land Use and Transportation Committee on Monday, June 5th, 2023.

Thank you,



Melanie Medina

Executive Assistant to the CEO

415-781-7880 x105

melanie@unionsquarealliance.com

291 Geary Street, Suite 200

San Francisco, CA 94102

www.visitunionsquaresf.com

Member Services 415-781-4456



The Union Square Business Improvement District is now the Union Square Alliance.
Please make note of our new name and email address.



June 2, 2023

San Francisco Board of Supervisors
1 Dr. Carleton B. Goodlett Place
San Francisco, CA, 94102

[By email]

Dear Board President Aaron Peskin, Supervisor Dean Preston, and Supervisor Myrna Melgar:

We are writing to express our enthusiastic support for the downtown Planning Code amendment legislation scheduled to be heard by the Land use and Transportation Committee on June 5, 2023.

The impetus for strategic amendments to our Union Square C3R zoning came through the Union Square Alliance's new Strategic Plan, adopted in November 2022. The Plan emphasized the need for Union Square's zoning controls, originally put in place in the 1980s, to evolve to match current realities of the downtown retail market. Specifically, the Plan calls for: 1) maintaining a strong retail requirement on the ground floor, while offering slightly more flexibility in what uses are considered "retail"; 2) significantly increasing flexibility on all floors above ground, so that residential, office, institutional and most other uses would be principally permitted.

We are extremely grateful to Mayor Breed, Board President Peskin, Planning Director Hillis and Planning Department staff for how quickly and thoughtfully they initiated discussions with us to craft specific changes to the Code in order to increase flexibility and streamline approval processes. The proposed code changes deliver exactly what we asked for in the Plan and in fact go beyond by grandfathering existing nonconforming business signs, streamlining preservation-related approvals and in several other areas.

The package of amendments before you include not only Union Square-specific code changes but also a large number of changes that would be effective throughout the C3 zoning districts, aimed primarily at easing conversion of existing office buildings to residential. These changes will be useful for us in Union Square, and in our capacity as an advocate for Downtown as a whole we are very supportive of them.

Thank you again for your time and interest in the recovery of Downtown San Francisco!

Very truly yours,

A handwritten signature in black ink, appearing to read "Marisa Rodriguez", written in a cursive style.

Marisa Rodriguez, CEO

cc: Erica Major, Clerk

From: [Sujata Srivastava](#)
To: [Major, Erica \(BOS\)](#); [Peskin, Aaron \(BOS\)](#); [Melgar, Myrna \(BOS\)](#); [Preston, Dean \(BOS\)](#)
Cc: [Angulo, Sunny \(BOS\)](#)
Subject: File 230371: SPUR Letter on Commercial to Residential Adaptive Reuse Ordinance
Date: Friday, June 2, 2023 3:21:53 PM
Attachments: [SPUR Letter on OTR legislation Land Use Committee.pdf](#)

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Dear Supervisors,

Please see SPUR's letter of support for the proposed ordinance with recommended Planning Commission and staff modifications.

Best,
Sujata

--

Sujata Srivastava (she • her)
San Francisco Director | [SPUR](#)
415.322.8140
ssrivastava@spur.org

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June 2, 2023

San Francisco Board of Supervisors
Land Use and Transportation Committee
1 Dr. Carlton B. Goodlett Place
City Hall, Room 244
San Francisco, CA 94102

Dear Supervisors,

I am writing to support the proposed ordinance from Mayor London Breed and President Aaron Peskin to facilitate commercial to residential adaptive reuse projects. Restoring the economic and social health of downtown San Francisco will require many types of efforts, including improving transit, diversifying the business mix, and introducing more entertainment. Converting underperforming office buildings to residential use could go some way toward meeting two important goals: creating workforce housing and increasing vibrancy downtown. In addition, allowing more flexibility in downtown buildings will help to fill vacant spaces downtown and create a more attractive environment for residents, workers, and visitors.

SPUR and ULI, with the support of Gensler and HR&A Advisors, conducted a study to examine the feasibility of converting office buildings to residential uses. Our study showed that the City's existing planning code and building code requirements make it difficult to redevelop an office building into housing. In addition, there are significant financial feasibility challenges to office-to-residential conversion that could be eased by relaxing impact fees and inclusionary housing requirements, and providing additional economic incentives. Many other cities across the country have been successful in creating housing through conversions by providing significant incentives.

The proposed ordinance will remove many regulatory barriers, an important first step in making office-to-residential conversions possible. The legislation will create a simpler and faster process for approvals by Planning, the Department of Building Inspections, and other departments. The recommended modifications from Planning Commission and Planning staff will further strengthen the ordinance to make it even more impactful. However, it is important to recognize that the City will need to implement additional policies to incentivize conversions given the significant financial feasibility challenges that these projects face. Because current market conditions and interest rates are not favorable for attracting new investment in Downtown San Francisco, SPUR strongly recommends that the sunset provision in the ordinance be removed to maximize the potential for adaptive reuse once conditions improve.

SPUR encourages the Land Use Committee to approve this important legislation with the recommended modifications from staff to accelerate the recovery of downtown and improve the health of the city overall.

Sincerely,

A handwritten signature in black ink, appearing to read 'Sujata Srivastava', with a long horizontal flourish extending to the right.

Sujata Srivastava
San Francisco Director, SPUR