

From: [Carroll, John \(BOS\)](#)
To: [Balboa Village Merchants Association](#)
Cc: [Board of Supervisors \(BOS\)](#)
Subject: RE: Letter of Support for Small Business Permitting Reform Legislation at Land Use Committee (Mon, June 30) - BOS File Nos. 250538 250539 250540 250541 250542
Date: Monday, June 30, 2025 4:25:00 PM
Attachments: [image001.png](#)

Thank you for your comment letter.

By copy of this message to the board.of.supervisors@sfgov.org email address, your comments will be forwarded to the full membership of the Board of Supervisors. I will include your comments in the files for these ordinance matters.

I invite you to review the entire matter on our [Legislative Research Center](#) by following the link below:

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[Board of Supervisors File No. 250538](#)

[Board of Supervisors File No. 250539](#)

[Board of Supervisors File No. 250540](#)

[Board of Supervisors File No. 250541](#)

[Board of Supervisors File No. 250542](#)

John Carroll
Assistant Clerk

Board of Supervisors
San Francisco City Hall, Room 244
San Francisco, CA 94102
(415)554-4445



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The [Legislative Research Center](#) provides 24-hour access to Board of Supervisors legislation and archived matters since August 1998.

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From: Balboa Village Merchants Association <info@balboavillagesf.org>

Sent: Monday, June 30, 2025 1:26 PM

To: Carroll, John (BOS) <john.carroll@sfgov.org>

Subject: Letter of Support for Small Business Permitting Reform Legislation at Land Use Committee (Mon, June 30)

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

Hi John,

Attached below, and also included below in the body of this email, is a letter of support for the PermitSF Legislation to share with the Land Use Committee. If possible, please also include it as part of the public comment for the June 30th meeting.

Thank you,

Suzie Ferras :)

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Hello,

I am writing in support of the Permit SF Legislation. This legislation makes common-sense changes that will help make running a small business in San Francisco easier.

These permit reforms help simplify and streamline the process for business signs, sidewalk usage, and awnings, saving time and reducing costs for small businesses.

As a small business owner and a leader in San Francisco's small business community, I support Permit SF Legislation.

Thanks!

Suzie Ferras

Owner of Creative IQ Art Studio

President of the Balboa Village Merchants Association (BVMA)

Former Vice President of the San Francisco Council of Merchant District Associations (SFCDMA)

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Balboa Village Merchants Association

www.balboavillagesf.org

www.facebook.com/balboavillagesf

www.instagram.com/balboavillagesf

www.twitter.com/balboavillagesf

From: [Carroll, John \(BOS\)](#)
To: [Amy Cleary](#); [Melgar, Myrna \(BOS\)](#); [Low, Jen \(BOS\)](#); [Chen, Chyanne \(BOS\)](#); [Sciammas, Charlie \(BOS\)](#); [Mahmood, Bilal \(BOS\)](#); [Cooper, Raynell \(BOS\)](#)
Cc: [Laurie Thomas](#); [Tang, Katy \(ECN\)](#)
Subject: RE: GGRA Letter Support for Small Business Permitting Reform Legislative Package
Date: Monday, June 30, 2025 10:28:00 AM
Attachments: [GGRA Letter Support for Small Business Permitting Reform Legislative Package .pdf](#)
[image001.png](#)

Thank you for your comment letter.

I am forwarding your comments to the members of the Land Use and Transportation committee, and I will include your comments in the files for these ordinance matters.

I invite you to review the entire matter on our [Legislative Research Center](#) by following the link below:

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[Board of Supervisors File No. 250538](#)

[Board of Supervisors File No. 250539](#)

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[Board of Supervisors File No. 250541](#)

[Board of Supervisors File No. 250542](#)

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From: Amy Cleary <amy@ggra.org>

Sent: Monday, June 30, 2025 10:14 AM

To: Carroll, John (BOS) <john.carroll@sfgov.org>

Cc: Laurie Thomas <laurie@niceventures.com>; Tang, Katy (ECN) <katy.tang@sfgov.org>

Subject: GGRA Letter Support for Small Business Permitting Reform Legislative Package

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

Good morning,

Please see the attached GGRA letter of support.

Best,

Amy

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Amy Cleary
Director of Public Policy and Media Relations
Golden Gate Restaurant Association
415.370.9056
amy@ggra.org



June 30, 2025

Dear Land Use and Transportation Committee,

I'm writing today on behalf of the Golden Gate Restaurant Association in strong support for the small business permitting reform legislative package, which will come before you at the June 30 committee meeting and includes the following proposed ordinances (items 2-5):

- BOS File 250538– Priority Processing for Certain Commercial Uses
- BOS File 250539 – Existing Awning, Sign, and Gate Amnesty Program; Design Standards for Gates, Railings, and Grillwork
- BOS File 250540 – Temporary Use Authorizations
- BOS File 250541 – A revised process for table and chairs and sidewalk merchandise display
- BOS File 250542 - Fenestration, Transparency, and Sign Requirements Generally; Sales and Service Uses in the C-3 and RC Districts

As small business owners, our members know that permitting can be a confusing and challenging process. The proposed legislative package seeks to remove unnecessary permitting hurdles, including:

- Exempting painted business signs, and small window and interior signs from requiring a permit
- Relaxing transparency requirements for security gates, and providing a pathway for existing unpermitted security gates to come into compliance
- Clarifying allowable temporary uses and expanding the definition of "Retail Pop Up" uses
- A revised process for table and chairs and sidewalk merchandise display

These legislative proposals allow business owners like myself to focus on what we do best: running our business, serving our community, and bringing life and vitality to San Francisco. These are common sense solutions that I hope you can support.

Laurie Thomas

A handwritten signature in cursive script that reads "Laurie Thomas".

Executive Director, Golden Gate Restaurant Association

From: [Mariposas dining](#)
To: [Melgar, Myrna \(BOS\)](#); [Chen, Chyanne \(BOS\)](#); [Mahmood, Bilal \(BOS\)](#)
Cc: [Lurie, Daniel \(MYR\)](#); [Carroll, John \(BOS\)](#); [DorseyStaff \(BOS\)](#)
Subject: Supporting Priority Processing and Streamlined Approvals for Small Businesses!! **Please read**
Date: Sunday, June 29, 2025 6:11:47 PM

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

Dear Honorable Members of the Land Use and Transportation Committee,

My name is Alli Goldenberg and I am a woman and minority-owned business owner operating three restaurants (SOMA district) and one nightclub in San Francisco (Fisherman's Wharf). I am writing to express my strong support for the priority processing and related ordinances being considered on your June 30th agenda, including items 250538, 250539, 250540, 250541, and 250542.

As a local small business operator, I have faced firsthand how complicated, unpredictable, and slow permitting processes can be. Delays and barriers have a real financial impact on our ability to expand, renovate, or simply adapt to changing market needs. The proposed changes would meaningfully help small businesses like mine by modernizing approvals, cutting unnecessary bureaucracy, and giving diverse owners a fairer chance to succeed.

For example, the priority processing program (250538) would be a game-changer, helping activate vacant commercial spaces faster in key neighborhoods, which supports both economic recovery and community vitality. During one of my expansions, it took over six months to secure approvals — costing us revenue, staff hours, and community momentum. Streamlining this process is crucial, especially for woman- and minority-owned businesses without large corporate resources.

Similarly, the awning and signage amnesty program (250539) is a practical and fair measure. Many of us inherit older spaces with unpermitted features; the chance to legalize them without excessive redesign or fines allows us to focus on running our businesses, keeping our staff employed, and enhancing neighborhood character.

Streamlined sidewalk seating and merchandise rules (250541) are just as vital. Sidewalk activity is essential for creating a lively street presence, boosting foot traffic, and making neighborhoods feel safe and welcoming. Eliminating duplicative permits and fees is a positive and common-sense step forward.

Finally, the updates to temporary use authorizations (250540) and flexibility in retail and service uses (250542) give small businesses the adaptability we need to test concepts, pivot quickly, and meet evolving demand, all while keeping San Francisco's commercial districts active and relevant.

If these measures pass, I am fully committed to investing further in San Francisco — expanding new concepts, hiring more staff, and revitalizing underutilized spaces in partnership with the communities where I do business. Streamlined processes and fairer approvals would give me the confidence to continue growing and reinvesting in the city I call home.

In sum, these measures represent practical, equitable solutions that benefit both the business community and the neighborhoods we serve. I urge you to advance them to support local ownership, diverse entrepreneurship, and the long-term health of our city's economy.

I hope to be in attendance tomorrow towards the end of the meeting, as I have a prior commitment at 12:30pm. I can be reached at any time at 415-845-1557.

Thank you for your time and leadership on these critical initiatives.

Warm regards,

Alli

--

Alli Goldenberg | Managing Partner

t: (415)845-1557

e: mariposasdining@gmail.com

Mariposas | 825 Mission St SF CA 94103

Read our Yelp Reviews [here](#)!

IG: @sfmariposas



From: [Teddy Kramer](#)
To: [Melgar, Myrna \(BOS\)](#); [Chen, Chyanne \(BOS\)](#); [Mahmood, Bilal \(BOS\)](#)
Cc: [Carroll, John \(BOS\)](#)
Subject: Support for Mayor Lurie's Permit SF Legislative Package
Date: Friday, June 27, 2025 1:41:02 PM

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Supervisors Chen, Melgar, and Mahmood:

My name is Teddy Kramer and I am the owner of [NEON](#), a drop in workspace and neighborhood event space on Union Street in Cow Hollow.

I'm writing you today in strong support for Mayor Lurie's Permit SF legislative package which will come before you at the June 26 Planning Commission hearing and includes the following proposed ordinances:

- BOS File 250538 – Priority Processing for Certain Commercial Uses
- BOS File 250539 – Existing Awning, Sign, and Gate Amnesty Program; Design Standards for Gates, Railings, and Grillwork
- BOS File 250540 – Temporary Use Authorizations
- BOS File 250542 - Fenestration, Transparency, and Sign Requirements Generally; Sales and Service Uses in the C-3 and RC Districts

As a small business owner, I know that permitting can not only be a confusing and challenging process but it must be efficient, transparent and frictionless.

The proposed legislative package seeks to remove unnecessary permitting hurdles, including:

- Shortening permitting processing timelines for various nightlife and entertainment related permits
- Establishing clear design guidelines for new security gates, and providing a pathway for existing unpermitted security gates to come into compliance
- Exempting basic painted business signs and small window signs from requiring a permit

These legislative proposals are just common sense and they will allow business owners like myself to focus on what we do best: running our business, serving our neighborhoods, and bringing life and vitality to San Francisco.

Let's stick with common sense solutions for small businesses here in San Francisco. I hope you will support this important and timely legislation.

Thank you for your consideration.

--

Teddy Kramer
CEO/Founder