

File No. 240843

Committee Item No. 1

Board Item No. \_\_\_\_\_

## COMMITTEE/BOARD OF SUPERVISORS

### AGENDA PACKET CONTENTS LIST

Committee: Land Use and Transportation

Date: October 7, 2024

Board of Supervisors Meeting:

Date: \_\_\_\_\_

#### Cmte Board

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- Legislative Digest - VERSION 2
- Budget and Legislative Analyst Report
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#### OTHER

- CEQA Determination – September 17, 2024
- Referrals CEQA and FYI – September 27 and 12, 2024
- Chair’s Committee Report Request Memo – October 2, 2024
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Prepared by: John Carroll

Date: October 4, 2024

Prepared by: John Carroll

Date: \_\_\_\_\_

Prepared by: \_\_\_\_\_

Date: \_\_\_\_\_

1 [Administrative Code - Entertainment Zones]

2

3 **Ordinance amending the Administrative Code to establish two Entertainment Zones:**  
4 **the Mid-Market Entertainment Zone, on Market Street between 5th Street and 6th Street,**  
5 **with eastern boundaries at Mason Street on the north side of Market Street and at 5th**  
6 **Street on the south side of Market Street, and western boundaries at the intersection of**  
7 **Golden Gate Avenue and Taylor Street on the north side of Market Street and at 6th**  
8 **Street on the south side of Market Street; and the Arena Entertainment Zone, bounded**  
9 **by Warriors Way on the north, Terry A. Francois Boulevard on the east, 16th Street on**  
10 **the south, and 3rd Street on the west; and affirming the Planning Department’s**  
11 **determination under the California Environmental Quality Act.**

12 NOTE: **Unchanged Code text and uncodified text** are in plain Arial font.  
13 **Additions to Codes** are in *single-underline italics Times New Roman font*.  
14 **Deletions to Codes** are in *strikethrough italics Times New Roman font*.  
15 **Board amendment additions** are in double-underlined Arial font.  
16 **Board amendment deletions** are in ~~strikethrough Arial font~~.  
17 **Asterisks (\* \* \* \*)** indicate the omission of unchanged Code  
18 subsections or parts of tables.

17 Be it ordained by the People of the City and County of San Francisco:

18

19 Section 1. CEQA Findings.

20 The Planning Department has determined that the actions contemplated in this  
21 ordinance comply with the California Environmental Quality Act (California Public Resources  
22 Code Sections 21000 et seq.). Said determination is on file with the Clerk of the Board of  
23 Supervisors in File No. 240843 and is incorporated herein by reference. The Board affirms  
24 this determination.

25

1 Section 2. Chapter 94B of the Administrative Code is hereby amended by revising  
2 Section 94B.4, to read as follows:

3  
4 **SEC. 94B.4. ENTERTAINMENT ZONE LOCATIONS.**

5 (a) The Board of Supervisors hereby establishes all of the Downtown Activation  
6 Locations set forth in Administrative Code Section 94D.3, including all public streets, public  
7 right-of-ways, and sidewalks in front of storefronts abutting both sides of said locations, and  
8 all establishments holding permits or licenses from ABC that are located on either side of said  
9 locations, as Entertainment Zones under Sections 23039.5 and 25690 of the California  
10 Business and Professions Code.

11 (b) Additional Entertainment Zones.

12 (1) Mid-Market Entertainment Zone.

13 (A) All sidewalks on Market Street between 5th Street and 6th Street, with  
14 eastern boundaries at Mason Street on the north side of Market Street and at 5th Street on the south  
15 side of Market Street, and western boundaries at the intersection of Golden Gate Avenue and Taylor  
16 Street on the north side of Market Street and at 6th Street on the south side of Market Street, and all  
17 premises specified in Section 94B.2(c) that are adjacent thereto, are hereby designated as the Mid-  
18 Market Entertainment Zone under Sections 23039.5 and 25690 of the California Business and  
19 Professions Code.

20 (B) An Entertainment Zone Event within the Mid-Market Entertainment Zone  
21 must receive a permit for the temporary occupancy of a public sidewalk from the Department of Public  
22 Works.

23 (C) Notwithstanding subsection (c), if an Entertainment Zone Event within the  
24 Mid-Market Entertainment Zone does not involve the closure of a public street, it need not receive a  
25 permit for the use of a public street under Transportation Code Division I, Section 6.6 or 6.16 or

1 Transportation Code Division II, Section 206, or other applicable authority of the San Francisco  
2 Municipal Transportation Agency (SFMTA).

3 **(2) Arena Entertainment Zone.**

4 (A) The area bounded by the southern side of Warriors Way on the north, the  
5 western side of Terry A. Francois Boulevard on the east, the northern side of 16th Street on the south,  
6 and the eastern side of 3rd Street on the west, including all sidewalks but excluding public streets and  
7 other rights-of-way, is hereby designated as the Arena Entertainment Zone under Sections 23039.5 and  
8 25690 of the California Business and Professions Code.

9 (B) The establishment of the Arena Entertainment Zone pursuant to this  
10 subsection (b)(2) shall in no way affect the land use authorizations for or ownership or control of any  
11 private property within the Arena Entertainment Zone.

12 (C) The Arena Entertainment Zone shall be subject to any controls imposed by  
13 the Mission Bay South Redevelopment Plan.

14 (D) Notwithstanding subsection (c), if an Entertainment Zone Event within the  
15 Arena Entertainment Zone does not involve the closure of a public street, it need not receive a permit  
16 for the use of a public street under Transportation Code Division I, Section 6.6 or 6.16 or  
17 Transportation Code Division II, Section 206, or other applicable authority of the SFMTA.

18 (c) Except as otherwise specified in this Section 94B.4, Aan Entertainment Zone Event must  
19 receive a permit for the use of a public street under Transportation Code Division I, Section  
20 6.6 or 6.16 or Transportation Code Division II, Section 206, or other applicable authority of the  
21 ~~San Francisco Municipal Transportation Agency~~ (SFMTA).

22 (de) Outdoor consumption of alcoholic beverages is authorized within an Entertainment  
23 Zone during any Entertainment Zone Event on any day of the year between the hours of noon  
24 and 11:59 p.m., inclusive, subject to any additional limitations imposed by any ABC permit or  
25 license and by the Management Plan, or if none, the Downtown Activation Permit, for the~~is~~

1 Entertainment Zone, including but not limited to more restrictive days and hours during which  
2 outdoor consumption of alcoholic beverages is authorized.

3 (~~et~~) A Downtown Activation Permit is not required to hold an Entertainment Zone  
4 Event.

5  
6 Section 3. Effective Date. This ordinance shall become effective 30 days after  
7 enactment. Enactment occurs when the Mayor signs the ordinance, the Mayor returns the  
8 ordinance unsigned or does not sign the ordinance within ten days of receiving it, or the Board  
9 of Supervisors overrides the Mayor’s veto of the ordinance.

10  
11 Section 4. Scope of Ordinance. In enacting this ordinance, the Board of Supervisors  
12 intends to amend only those words, phrases, paragraphs, subsections, sections, articles,  
13 numbers, punctuation marks, charts, diagrams, or any other constituent parts of the Municipal  
14 Code that are explicitly shown in this ordinance as additions, deletions, Board amendment  
15 additions, and Board amendment deletions in accordance with the “Note” that appears under  
16 the official title of the ordinance. For purposes of this ordinance, the font used for “Unchanged  
17 Code text” (plain Arial font) includes amendments to Administrative Code Section 94B.4 made  
18 in the ordinance in Board of Supervisors File No. 240804.

19  
20 APPROVED AS TO FORM:  
21 DAVID CHIU, City Attorney

22 By: /s/ Victoria Wong  
23 VICTORIA WONG  
24 Deputy City Attorney

25  
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**LEGISLATIVE DIGEST**

(Substituted, 9/24/24)

[Administrative Code - Entertainment Zones]

**Ordinance amending the Administrative Code to establish two Entertainment Zones: the Mid-Market Entertainment Zone, on Market Street between 5th Street and 6th Street, with eastern boundaries at Mason Street on the north side of Market Street and at 5th Street on the south side of Market Street, and western boundaries at the intersection of Golden Gate Avenue and Taylor Street on the north side of Market Street and at 6th Street on the south side of Market Street; and the Arena Entertainment Zone, bounded by Warriors Way on the north, Terry A. Francois Boulevard on the east, 16th Street on the south, and 3rd Street on the west; and affirming the Planning Department's determination under the California Environmental Quality Act.**

Existing Law

Pursuant to state law, Administrative Code Chapter 94B authorizes the creation of entertainment zones, within which the outdoor consumption of alcoholic beverages is permitted on public streets, sidewalks and public rights-of-way adjacent to and during special events licensed by the California Department of Alcoholic Beverage Control. Administrative Code Section 94B.3 creates the Front Street Entertainment Zone.

Pending legislation in Board File No. 240804 would amend the Administrative Code to add Chapter 94D, which would establish the Greater Downtown Community Benefit District Master Permitting for Entertainment Activation Program. Section 94D.3 would establish numerous Downtown Activation Locations, which could receive Downtown Activation Permits. Section 94D.2 would authorize the Department of Public Works to approve conditions regarding alcoholic beverages to be sold in any Entertainment Zone within a Downtown Activation Location.

The ordinance in Board File No. 240804 would also amend Administrative Code Section 94B.3 to authorize the Office of Economic and Workforce Development to consider whether a Downtown Activation Permit satisfies the requirements for an Entertainment Zone Management Plan. The ordinance in Board File No. 240804 would also designate the area within the existing Front Street Entertainment Zone as a Downtown Activation Location.

Amendments to Current Law

This ordinance assumes the approval of the ordinance in Board File No. 240804, and further amends Administrative Code Chapter 94B to establish two additional entertainment zones: (1) the Mid-Market Entertainment Zone, on Market Street between 5th Street and 6th Street, with eastern boundaries at Mason Street on the north side of Market Street and 5th Street on the

south side of Market Street, and western boundaries at the intersection of Golden Gate Avenue and Taylor Street on the north side of Market Street and at 6th Street on the south side of Market Street, including sidewalks, but not public streets or other rights-of-way; and (2) the Arena Entertainment Zone, bounded by the southern side of Warriors Way on the north, the western side of Terry A. Francois Boulevard on the east, the northern side of 16th Street on the south, and the eastern side of 3rd Street on the west, including sidewalks, but not public streets or other rights-of-way.

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BOARD of SUPERVISORS



City Hall  
1 Dr. Carlton B. Goodlett Place, Room 244  
San Francisco 94102-4689  
Tel. No. (415) 554-5184  
Fax No. (415) 554-5163  
TDD/TTY No. (415) 554-5227

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## MEMORANDUM

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Date: September 12, 2024  
To: Planning Department/Planning Commission  
From: John Carroll, Assistant Clerk, Land Use and Transportation Committee  
Subject: Board of Supervisors Legislation Referral - File No. 240843  
Administrative Code - Entertainment Zones

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- California Environmental Quality Act (CEQA) Determination  
(*California Public Resources Code, Sections 21000 et seq.*) CEQA determination: Not defined as project under CEQA Guidelines Sections 15378 and 15060(c)(2) because it would not result in a direct or indirect physical change in the environment.
- Ordinance / Resolution  
 Ballot Measure
- 9/17/2024 
- Amendment to the Planning Code, including the following Findings:  
(*Planning Code, Section 302(b): 90 days for Planning Commission review*)
- General Plan     Planning Code, Section 101.1     Planning Code, Section 302
- Amendment to the Administrative Code, involving Land Use/Planning  
(*Board Rule 3.23: 30 days for possible Planning Department review*)
- General Plan Referral for Non-Planning Code Amendments  
(*Charter, Section 4.105, and Administrative Code, Section 2A.53*)  
(Required for legislation concerning the acquisition, vacation, sale, or change in use of City property; subdivision of land; construction, improvement, extension, widening, narrowing, removal, or relocation of public ways, transportation routes, ground, open space, buildings, or structures; plans for public housing and publicly-assisted private housing; redevelopment plans; development agreements; the annual capital expenditure plan and six-year capital improvement program; and any capital improvement project or long-term financing proposal such as general obligation or revenue bonds.)
- Historic Preservation Commission
- Landmark (*Planning Code, Section 1004.3*)
- Cultural Districts (*Charter, Section 4.135 & Board Rule 3.23*)
- Mills Act Contract (*Government Code, Section 50280*)
- Designation for Significant/Contributory Buildings (*Planning Code, Article 11*)

Please send the Planning Department/Commission recommendation/determination to John Carroll at [john.carroll@sfgov.org](mailto:john.carroll@sfgov.org).



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## MEMORANDUM

TO: Chief William Scott, Police Department  
Officer Andrew Froines, Police Department Alcohol Liaison Unit  
Sarah Dennis-Phillips, Executive Director, Office of Economic and Workforce Development

FROM: John Carroll, Assistant Clerk, Land Use and Transportation Committee

DATE: September 27, 2024

SUBJECT: LEGISLATION INTRODUCED

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The Board of Supervisors' Land Use and Transportation Committee has received the following proposed legislation, introduced a substitute by Mayor Breed on September 24, 2024.

**File No. 240843**

Ordinance amending the Administrative Code to establish two Entertainment Zones: the Mid-Market Entertainment Zone, on Market Street between 5th Street and 6th Street, with eastern boundaries at Mason Street on the north side of Market Street and at 5th Street on the south side of Market Street, and western boundaries at the intersection of Golden Gate Avenue and Taylor Street on the north side of Market Street and at 6th Street on the south side of Market Street; and the Arena Entertainment Zone, bounded by Warriors Way on the north, Terry A. Francois Boulevard on the east, 16th Street on the south, and 3rd Street on the west; and affirming the Planning Department's determination under the California Environmental Quality Act.

If you have comments or reports to be included with the file, please forward them to me at the Board of Supervisors, City Hall, Room 244, 1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94102 or by email at: [john.carroll@sfgov.org](mailto:john.carroll@sfgov.org).

cc:

Offices of Chair Melgar and Mayor Breed  
Monique Crayton, Office of the Clerk of the Board  
Lisa Ortiz, Police Department  
Lili Gamero, Police Department  
Rima Malouf, Police Department  
Diana Oliva-Aroche, Police Department  
Carl Nicita, Police Department  
Joanne Wong, Police Department  
Stephen Jonas, Police Department  
Anne Taupier, Office of Economic and Workforce Development  
Alesandra Lozano, Office of Economic and Workforce Development  
Ben Van Houten, Office of Economic and Workforce Development

BOARD of SUPERVISORS



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# MEMORANDUM

TO: Katy Tang, Director  
Small Business Commission, City Hall, Room 448

FROM: John Carroll, Assistant Clerk, Land Use and Transportation Committee

DATE: September 27, 2024

SUBJECT: REFERRAL FROM BOARD OF SUPERVISORS -Substitute Ver 2  
Land Use and Transportation Committee

The Board of Supervisors' Land Use and Transportation Committee has received the following legislation, which is being referred to the Small Business Commission for comment and recommendation. The Commission may provide any response it deems appropriate within 12 days from the date of this referral.

**File No. 240843**

**Ordinance amending the Administrative Code to establish two Entertainment Zones: the Mid-Market Entertainment Zone, on Market Street between 5th Street and 6th Street, with eastern boundaries at Mason Street on the north side of Market Street and at 5th Street on the south side of Market Street, and western boundaries at the intersection of Golden Gate Avenue and Taylor Street on the north side of Market Street and at 6th Street on the south side of Market Street; and the Arena Entertainment Zone, bounded by Warriors Way on the north, Terry A. Francois Boulevard on the east, 16th Street on the south, and 3rd Street on the west; and affirming the Planning Department's determination under the California Environmental Quality Act.**

Please return this cover sheet with the Commission's response to me at the Board of Supervisors, City Hall, Room 244, 1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94102.

c:  
Offices of Chair Melgar and Mayor Breed  
Kerry Birnbach, Senior Policy Analyst/Commission Secretary

\*\*\*\*\*

RESPONSE FROM SMALL BUSINESS COMMISSION - Date: \_\_\_\_\_

No Comment  
 Recommendation Attached

\_\_\_\_\_  
Chairperson, Small Business Commission

BOARD of SUPERVISORS



City Hall  
1 Dr. Carlton B. Goodlett Place, Room 244  
San Francisco, CA 94102-4689  
Tel. No. (415) 554-5184  
Fax No. (415) 554-5163  
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## MEMORANDUM

TO: Chief William Scott, Police Department  
Officer Andrew Froines, Police Department Alcohol Liaison Unit  
Sarah Dennis-Phillips, Executive Director, Office of Economic and Workforce Development

FROM: John Carroll, Assistant Clerk, Land Use and Transportation Committee

DATE: September 12, 2024

SUBJECT: LEGISLATION INTRODUCED

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The Board of Supervisors' Land Use and Transportation Committee has received the following proposed legislation, introduced by Mayor Breed on September 3, 2024.

**File No. 240843**

Ordinance amending the Administrative Code to establish four Entertainment Zones: 1) on Maiden Lane between Kearny Street and Grant Avenue; 2) on Mark Lane and on Harlan Place between Grant Avenue and Mark Lane; 3) on Market Street between 5th Street and 6th Street, with eastern boundaries at Mason Street on the north side of Market Street and at 5th Street on the south side of Market Street, and western boundaries at the intersection of Golden Gate Avenue and Taylor Street on the north side of Market Street and at 6th Street on the south side of Market Street; and 4) the area bounded by Warriors Way on the north, Terry A. Francois Boulevard on the east, 16th Street on the south, and 3rd Street on the west; and affirming the Planning Department's determination under the California Environmental Quality Act.

If you have comments or reports to be included with the file, please forward them to me at the Board of Supervisors, City Hall, Room 244, 1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94102 or by email at: [john.carroll@sfgov.org](mailto:john.carroll@sfgov.org).

cc:

Offices of Chair Melgar and Mayor Breed  
Monique Crayton, Office of the Clerk of the Board  
Lisa Ortiz, Police Department  
Lili Gamero, Police Department  
Rima Malouf, Police Department  
Diana Oliva-Aroche, Police Department  
Carl Nicita, Police Department  
Joanne Wong, Police Department  
Stephen Jonas, Police Department  
Anne Taupier, Office of Economic and Workforce Development  
Alesandra Lozano, Office of Economic and Workforce Development  
Ben Van Houten, Office of Economic and Workforce Development

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# MEMORANDUM

TO: Katy Tang, Director  
Small Business Commission, City Hall, Room 448

FROM: John Carroll, Assistant Clerk, Land Use and Transportation Committee

DATE: September 12, 2024

SUBJECT: REFERRAL FROM BOARD OF SUPERVISORS  
Land Use and Transportation Committee

The Board of Supervisors' Land Use and Transportation Committee has received the following legislation, which is being referred to the Small Business Commission for comment and recommendation. The Commission may provide any response it deems appropriate within 12 days from the date of this referral.

**File No. 240843**

**Ordinance amending the Administrative Code to establish four Entertainment Zones: 1) on Maiden Lane between Kearny Street and Grant Avenue; 2) on Mark Lane and on Harlan Place between Grant Avenue and Mark Lane; 3) on Market Street between 5th Street and 6th Street, with eastern boundaries at Mason Street on the north side of Market Street and at 5th Street on the south side of Market Street, and western boundaries at the intersection of Golden Gate Avenue and Taylor Street on the north side of Market Street and at 6th Street on the south side of Market Street; and 4) the area bounded by Warriors Way on the north, Terry A. Francois Boulevard on the east, 16th Street on the south, and 3rd Street on the west; and affirming the Planning Department's determination under the California Environmental Quality Act.**

Please return this cover sheet with the Commission's response to me at the Board of Supervisors, City Hall, Room 244, 1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94102.

c:  
Office of Chair Melgar  
Kerry Birnbach, Senior Policy Analyst/Commission Secretary

\*\*\*\*\*

**RESPONSE FROM SMALL BUSINESS COMMISSION - Date:** \_\_\_\_\_

No Comment  
 Recommendation Attached

\_\_\_\_\_  
Chairperson, Small Business Commission



**MYRNA MELGAR**

---

DATE: October 2, 2024

TO: Angela Calvillo  
Clerk of the Board of Supervisors

FROM: Supervisor Myrna Melgar, Chair, Land Use and Transportation Committee

RE: Land Use and Transportation Committee  
COMMITTEE REPORTS

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*mm*

Pursuant to Board Rule 4.20, as Chair of the Land Use and Transportation Committee, I have deemed the following matters are of an urgent nature and request them be considered by the full Board on Tuesday, October 8, 2024.

- |                        |   |
|------------------------|---|
| <b>File No. 240843</b> | <b>Administrative Code - Entertainment Zones</b><br>Sponsors: Mayor; Dorsey   |
| <b>File No. 240845</b> | <b>Building Code - Gas Infrastructure for EPCA Appliances in New Construction</b><br>Sponsor: Mandelman   |
| <b>File No. 240940</b> | <b>Urging to Resolve a San Francisco Public Utilities Commission Lawsuit with the United States Environmental Protection Agency</b><br>Sponsors: Melgar; Peskin |

These matters will be heard in the Land Use and Transportation Committee at a Regular Meeting on Monday, October 7, 2024.

**From:** [Carroll, John \(BOS\)](#)  
**To:** [fernando@urbanplaceconsulting.com](mailto:fernando@urbanplaceconsulting.com)  
**Cc:** [Melgar, Myrna \(BOS\)](#); [Low, Jen \(BOS\)](#); [Preston, Dean \(BOS\)](#); [Kilgore, Preston \(BOS\)](#); [Peskin, Aaron \(BOS\)](#); [Horrell, Nate \(BOS\)](#); [rob@urbanplaceconsulting.com](mailto:rob@urbanplaceconsulting.com); [Varian, Kelly \(ECN\)](#); [VanHouten, Ben \(ECN\)](#); [Dorsey, Matt \(BOS\)](#); [PrestonStaff \(BOS\)](#); [Dahl, Bryan \(BOS\)](#); [steve@urbanplaceconsulting.com](mailto:steve@urbanplaceconsulting.com)  
**Subject:** FW: Public Comment FILE # 240843 - LUT October 7, 2024  
**Date:** Thursday, October 3, 2024 3:40:00 PM  
**Attachments:** [GOLDEN VOICE Mid-Market Entertainment Zone Support Letter.docx](#)  
[Mid Market Entertainment Zone Letter of Support Template-Transgender Cultural Districtx.docx](#)  
[LOS Mid Market Entertainment District TLCBD.pdf](#)  
[Market Street Arts Letter of Support, CounterPulse 2024.pdf](#)  
[Entertainment Zone Letter of Support Line SF.pdf](#)  
[Mid-Market Entertainment Zone Letter of Support Template.docx](#)  
[CCSRO-La Voz Department\(s\) Mid-Market Entertainment Zone Letter.docx](#)  
[Mid-Market Entertainment Zone Letter of Support Warfield Levy\[80\].pdf](#)  
[Mid-Market Entertainment Zone Saluhall Support Letter.pdf](#)  
[THC Mid-Market Entertainment Zone Letter.docx](#)  
[Red Tail Support Letter Mid-Market entertainment zone 08202024.pdf](#)  
[image001.png](#)

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Thank you for these comment letters.

I am forwarding your comments to the members of the LUT committee, and I will include your comments in the file for this ordinance matter.

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

-

[Board of Supervisors File No. 240843](#)

**John Carroll**  
**Assistant Clerk**

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



Click [here](#) to complete a Board of Supervisors Customer Service Satisfaction form.

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

***Disclosures:** Personal information that is provided in communications to the Board of Supervisors is subject to disclosure under the California Public Records Act and the San Francisco Sunshine Ordinance. Personal information provided will not be redacted. Members of the public are not required to provide personal identifying information when they communicate with the Board of Supervisors and its committees. All written or oral communications that members of the public submit to the Clerk's Office regarding pending legislation or hearings will be made available to all members of the public for inspection and copying. The Clerk's Office does not redact any information from these submissions. This means that personal information—including names, phone numbers, addresses and similar information that a member of the public elects to submit to the Board and its committees—may appear on the Board of Supervisors website or in other public documents that members of the public may inspect or copy.*

---

**From:** Fernando Pujals <[fernando@urbanplaceconsulting.com](mailto:fernando@urbanplaceconsulting.com)>

**Sent:** Thursday, October 3, 2024 11:31 AM

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

**Cc:** Rob Ready <rob@urbanplaceconsulting.com>; Varian, Kelly (ECN) <kelly.varian@sfgov.org>; VanHouten, Ben (ECN) <ben.vanhouten@sfgov.org>; Dorsey, Matt (BOS) <matt.dorsey@sfgov.org>; PrestonStaff (BOS) <prestonstaff@sfgov.org>; Preston, Dean (BOS) <dean.preston@sfgov.org>; Dahl, Bryan (BOS) <bryan.dahl@sfgov.org>; Steve Gibson <steve@urbanplaceconsulting.com>

**Subject:** Public Comment FILE # 240843

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

Dear John, Please find attached eleven (11) letters of support for the Mid Market Entertainment Zone to be entered into the public record for file #240843 at the upcoming Land Use & Transportation Committee on Monday October 7th, at 1:30pm. Thank you for your work as clerk.

Let me know if you have any questions.

Kind regards,


Fernando Pujals

Deputy Director

[Mid-Market Business Association & Foundation](#)

415-533-0272

[Who is Urban Place Consulting?](#)

  
Thursday, October 3rd 4-7pm- **Between 5th and 6th on Market**  
**Uniting art, music, and culture on SF's historic Market Street.**  
Website: [Market Street Arts](#) // Insta: [#marketstreetarts](#)



**1290 Sutter Street, Suite 208  
San Francisco, CA 94109**

**Friday, August 23, 2024  
Re: Mid Market Entertainment Zone**

**City Hall  
1 Dr. Carlton B Goodlett Pl  
San Francisco, CA 94102**

Dear San Francisco Board of Supervisors,

I am writing in support of the creation of the Mid Market Entertainment Zone on Market Street between 5<sup>th</sup> Street and 6<sup>th</sup> Street.

Events in conjunction with an Entertainment Zone will bring new life, energy, visitors, and patrons to a neighborhood that desperately needs it.

As a venue and business in the Mid Market area, we wholeheartedly support this ordinance, and we urge the Board to approve it as quickly as possible.

On behalf of the Goldenvoice team, thank you for your consideration.

Sincerely,

Erin Bilbo  
Sr. Director of Regional Business Operations  
erin@goldenvoice.com  
**415-916-9613**



The Transgender District  
1067 Market Street  
San Francisco, California, 94103

Thursday, August 22, 2024

City Hall  
1 Dr. Carlton B Goodlett Pl  
San Francisco CA, 94102

Dear San Francisco Board of Supervisors,

I am writing in support of the creation of the Mid Market Entertainment Zone to be created on Market Street between 5th and 6th Streets.

Events in conjunction with an Entertainment Zone will bring new life, energy and customers to a neighborhood which needs it.

We wholeheartedly support this ordinance and urge the Board to approve it as quickly as possible.

Thank you for your consideration.



Breonna McCree Carlo Gomez Arteaga  
Co-Executive Directors  
Transgender District



Tenderloin Community Benefit District  
48 Golden Gate Ave

Thursday, August 30, 2024

City Hall  
1 Dr. Carlton B Goodlett Pl  
San Francisco CA, 94102

Dear San Francisco Board of Supervisors,

I am writing in support of the creation of the Mid Market Entertainment Zone to be created on Market Street between 5th and 6th Streets.

Events in conjunction with an Entertainment Zone will bring new life, energy and customers to a neighborhood which needs it.

We wholeheartedly support this ordinance and urge the Board to approve it as quickly as possible.

Thank you for your consideration.

A handwritten signature in blue ink that reads "Kate Robison". The signature is written in a cursive style and is positioned above a thin blue horizontal line.

Kate Robison  
Executive Director  
TLCBD



80 Turk St, San Francisco, CA 94102 | 415-626-2060 | [counterpulse.org](http://counterpulse.org)

---

Monday, September 23, 2024

City Hall  
1 Dr. Carlton B Goodlett Pl  
San Francisco CA, 94102

Dear San Francisco Board of Supervisors,

I am writing in support of the creation of the Mid Market Entertainment Zone to be created on Market Street between 5th and 6th Streets.

Events in conjunction with an Entertainment Zone will bring new life, energy and customers to a neighborhood which needs it.

We wholeheartedly support this ordinance and urge the Board to approve it as quickly as possible.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink that reads "Julie Phelps". The signature is fluid and cursive, with the first name "Julie" and the last name "Phelps" clearly legible.

Julie Phelps  
Artistic & Executive Director

The LINE San Francisco  
33 Turk St  
San Francisco, CA 94102

Thursday, September 19, 2024

City Hall  
1 Dr. Carlton B Goodlett Pl  
San Francisco CA, 94102

Dear San Francisco Board of Supervisors,

I am writing in support of the creation of the Mid Market Entertainment Zone to be created on Market Street between 5th and 6th Streets.

Events in conjunction with an Entertainment Zone will bring new life, energy and customers to a neighborhood which needs it.

We wholeheartedly support this ordinance and urge the Board to approve it as quickly as possible.

Thank you for your consideration.

*Christine McDermott*

Christine McDermott  
General Manager  
The LINE

[Company]  
[Street Address]  
[City, State, Zip]

Thursday, August 22, 2024

City Hall  
1 Dr. Carlton B Goodlett Pl  
San Francisco CA, 94102

Dear San Francisco Board of Supervisors,

I am writing in support of the creation of the Mid Market Entertainment Zone to be created on Market Street between 5th and 6th Streets.

Events in conjunction with an Entertainment Zone will bring new life, energy and customers to a neighborhood which needs it.

We wholeheartedly support this ordinance and urge the Board to approve it as quickly as possible.

Thank you for your consideration.

[Signature]

[Your Name]  
[Title]  
[Company]

472 Ellis Street  
San Francisco, CA 94102  
Phone: (415) 775-7110  
(415) 983-3970



Thursday, August 22, 2024

City Hall  
1 Dr. Carlton B Goodlett Pl  
San Francisco CA, 94102

Dear San Francisco Board of Supervisors,

I am writing in support of the creation of the Mid Market Entertainment Zone to be created on Market Street between 5th and 6th Streets.

Events in conjunction with an Entertainment Zone will bring new life, energy and customers to a neighborhood which needs it.

We wholeheartedly support this ordinance and urge the Board to approve it as quickly as possible.

Thank you for your consideration.

Respectfully,

A handwritten signature in blue ink, appearing to read "Pratibha Tekkey".

Pratibha Tekkey  
Community Organizing Director  
CCSROC, CEOP & La Voz Latina, THC Programs  
472 Ellis Street, SF CA, 94102  
(415) 775-7110 ext. #1703  
[pratibha@thclinic.org](mailto:pratibha@thclinic.org)



Levy Restaurants @ Warfield Theater  
982 Market Street  
San Francisco, CA 94102

Tuesday, August 27, 2024

City Hall  
1 Dr. Carlton B Goodlett Pl  
San Francisco CA, 94102

Dear San Francisco Board of Supervisors,

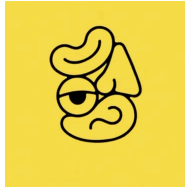
I am writing in support of the creation of the Mid Market Entertainment Zone to be created on Market Street between 5th and 6th Streets.

Events in conjunction with an Entertainment Zone will bring new life, energy and customers to a neighborhood which needs it.

We wholeheartedly support this ordinance and urge the Board to approve it as quickly as possible.

Thank you for your consideration.

Brian Downey  
Director of Operations  
Levy Restaurants @ Warfield Theater



Saluhall SF Inc  
945 Market Street, Suite 102.  
San Francisco, 94013 CA  
Monday, August 19, 2024

City Hall  
1 Dr. Carlton B Goodlett Pl  
San Francisco CA, 94102

Dear San Francisco Board of Supervisors,

I am writing in support of the creation of the Mid Market Entertainment Zone to be created on Market Street between 5th and 6th Streets.

Events in conjunction with an Entertainment Zone will bring new life, energy and customers to a neighborhood which needs it.

We wholeheartedly support this ordinance and urge the Board to approve it as quickly as possible.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink that reads "Elise von Hellion".

Elise Von Hellion  
Managing Director  
Saluhall SF, Inc.





Tenderloin Housing Clinic  
*Housing, Legal, and Supportive Services*

126 Hyde Street  
San Francisco, CA 94102  
(415) 885-3286

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Wednesday, August 28, 2024

City Hall  
1 Dr. Carlton B Goodlett Pl  
San Francisco CA, 94102

Dear San Francisco Board of Supervisors,

I am writing in support of the creation of the Mid Market Entertainment Zone to be created on Market Street between 5th and 6th Streets.

Events in conjunction with an Entertainment Zone will bring new life, energy and customers to a neighborhood which needs it.

We wholeheartedly support this ordinance and urge the Board to approve it as quickly as possible.

Thank you for your consideration.

Respectfully,

A handwritten signature in blue ink, appearing to read 'Pratibha', with a long, sweeping horizontal stroke extending to the right.

Pratibha Tekkey  
Community Organizing Director  
Tenderloin Housing Clinic  
472 Ellis Street, SF CA, 94102  
(415) 775-7110 ext. #1703  
[pratibha@thclinic.org](mailto:pratibha@thclinic.org)

# THE RED TAIL



August 20, 2024

City Hall  
1 Dr. Carlton B Goodlett Pl  
San Francisco CA, 94102

Dear San Francisco Board of Supervisors:

I am writing in support of the creation of the Mid-Market Entertainment Zone to be created on Market Street between 5th and 6th Streets.

Events in conjunction with an Entertainment Zone will bring new life, energy and customers to a neighborhood which needs it.

We are opening a new beer and wine bar at the corner of 6<sup>th</sup> and Market in the Warfield Building and events like this will help increase foot traffic and energy in the area. We are excited to help bring new life to the area and your support encouraging people to come to the neighborhood will be critical for our long-term survival.

We wholeheartedly support this ordinance and urge the Board to approve it as quickly as possible.

Thank you for your consideration.

A handwritten signature in blue ink that reads 'Wes Wakeford'. The signature is fluid and cursive, written in a professional style.

Wes Wakeford  
Partner  
The Red Tail

The Red Tail-Inner Sunset  
545 Irving Street  
San Francisco, CA 94122  
415.571.8066

The Red Tail-Theater District  
992 Market Street  
San Francisco, CA 94102  
415.805.8580