

City and County of
San Francisco



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President, Board of
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Board President Aaron Peskin Introduces New Citywide Protections for San Francisco Legacy Businesses at Risk of Displacement

San Francisco - Today, Board of Supervisors President Aaron Peskin introduced new protections for legacy businesses in neighborhood commercial districts (NCD's) across the city in response to the destabilizing impacts of the Mayor's redevelopment rezoning proposal. The new legislation builds on emergency interim zoning controls he authored for the Upper Fillmore NCD after billionaire venture capitalist Neil Mehta purchased two whole blocks of upper Fillmore that are already pushing out cherished legacy small businesses. Supervisor Peskin was joined by Richmond District Supervisor Connie Chan and community stakeholders at beloved family-owned small business Joe's Ice Cream on Geary Blvd., another San Francisco legacy business at risk of displacement in the Richmond commercial district targeted by the rezoning.

"Strong legacy small businesses are the backbone of our neighborhood commercial districts." said **Board of Supervisors President Aaron Peskin**. "They provide more than jobs, neighborhood services and eyes on the street—they provide family traditions and memories for many San Franciscans that underscore why people love this city so much."

The Legacy business program, supported by Supervisor Peskin, provides financial assistance to long-standing local small businesses who have demonstrated a record of fostering civic engagement and contributing to San Francisco's cultural identity. The rezoning plan created by Mayor Breed's planning department proposes to concentrate redevelopment on commercial corridors and incentivize speculative displacement of hundreds of legacy businesses.

The interim zoning controls introduced today provide much-needed teeth to this valuable program. The legislation requires conditional use authorization to replace a legacy business so that a building owner must publicly justify why it is proposing to evict a cultural resource.

"When we celebrated our 65th anniversary of Joe's Ice Cream, I was asked: 'What are your plans for the next 10 years?'," said **Alice Kim, co-owner of Joe's Ice Cream**. "But I couldn't answer because a developer has bought our building and intends to demolish it at the end of our lease, because of the rezoning. We need more protections now in order to secure a future for our legacy businesses."

Richard Correia, retired San Francisco Police Commander, added a public safety perspective, "Active neighborhoods are safe neighborhoods. Protecting the stability of our legacy businesses is critical to neighborhood public safety, whether it's spurring foot traffic and eyes on

the street or whether it's just having an engaged owner who is known to the community and accessible.”

“We can meet our affordable housing needs without harming our small businesses,” said **Christin Evans, of Small Business Forward** and co-owner of Booksmith and Alembic on Haight Street. “It is reckless to go forward with the rezoning without a comprehensive plan to protect our hard-working small businesses, who contribute so much to our city.”

The small business protections will go to the Land Use Committee as early as September 30th, before being heard at the Board of Supervisors for approval.

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