

SAN FRANCISCO CHAMBER OF COMMERCE

August 25th, 2025

Small Business Commission
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

RE: Letter of Support for Mayor Lurie's Family Zoning Plan

Dear Members of the Small Business Commission,

On behalf of the San Francisco Chamber of Commerce, I write to express our strong support for Mayor Lurie's Family Zoning Plan, an initiative that will help meet the City's Regional Housing Needs Assessment goals while maintaining local control and strengthening the foundation of our small business community.

The San Francisco Chamber of Commerce represents nearly 900 member organizations across the city, 60 percent of which are small businesses. From restaurants and retailers to neighborhood service providers, these businesses are the backbone of our economy and the heart of what makes our City special. Policies that support their success are central to the Chamber's mission.

First and foremost, more homes mean more customers for small businesses. Building enough housing to meet our city's needs could generate nearly \$5.6 billion in new spending at local businesses. This would be a transformative boost for neighborhood-serving small businesses. Importantly, these homes will be concentrated near commercial corridors, increasing local foot traffic and creating opportunities for new ground-floor retail spaces that enrich neighborhoods.


The Chamber of Commerce also recognizes the challenges small businesses face during times of change. However, we feel confident that these are solvable challenges that will be addressed in the Family Zoning Plan and related legislation. We recognize that the overwhelming majority of small businesses will not be impacted by this plan. Most new homes will be built on underutilized sites such as parking lots, gas stations, or vacant buildings, which helps preserve existing storefronts while revitalizing blighted parcels

For the rare cases where relocation is necessary, the plan includes protections such as early notification, relocation assistance, waived permit fees, and incentives for developments to relocate existing or legacy businesses in new projects. We also supported creative ideas such

as increased technical assistance, leasing support, and access to grants and loans through a stabilization fund. These strategies, combined with higher city revenues from new housing to fund public safety and neighborhood improvements, will help ensure San Francisco's commercial districts remain vibrant and resilient.

The Family Zoning Plan represents a balanced approach that expands housing for families, provides safeguards for small businesses, and keeps San Francisco eligible for critical state housing and infrastructure funds. On behalf of our nearly 900 members, 60 percent of them small businesses, we respectfully urge the Small Business Commission to support this legislation as a vital step toward making San Francisco a place where small businesses and families alike can thrive.

Sincerely,

A handwritten signature in black ink, appearing to read "Rodney Fong", with a stylized flourish at the end.

Rodney Fong
President & CEO
The San Francisco Chamber of Commerce