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District 5  
City and County of San Francisco**



**For Immediate Release**

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**HAYES VALLEY FORMULA RETAIL**

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Today my office presented to the Planning Commission on my legislation amending the previous 2004 Formula Retail Legislation, advanced specifically at the behest of the Hayes Valley community.

In an effort to close what we call a doughnut hole in their longstanding formula retail ban that allows global corporate retailers to circumvent City policy, we are seeking to address these concerns with two very modest changes to the NCT code.

The legislation before you makes two small revisions to the existing Formula Retail controls in the Hayes Valley Neighborhood Commercial Transit District.

This legislation:

1. Revises the definition of formula retail to include locations outside of the US.
2. Applies formula retail controls to the subsidiaries or affiliates of existing formula retailers.

As our economy has expanded to a global retail economy, there is no compelling justification for limiting our criteria to the domestic market. Additionally, under the current code there is nothing to stop major chain stores from opening affiliate brands, as large corporations are able to circumvent the will of the Planning Code simply by creating a new name or buying a smaller retailer.

This ordinance does not re-litigate the ban. It only seeks to equitably implement it.

This ordinance is endorsed by the Hayes Valley Merchants Association. It is endorsed by the Hayes Valley Neighborhood Association. The Small Business Commission unanimously recommended its approval.

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For more information about this topic, please contact Supervisor London Breed by calling (415) 554-7630, or e-mail at [London.Breed@sfgov.org](mailto:London.Breed@sfgov.org).