

City and County of  
San Francisco



President, Board of  
Supervisors

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**President Peskin's Downtown Activation Master Permitting Program Unanimously  
Approved By Board of Supervisors**

*Community Benefit Districts benefit from streamlined permitting for arts & entertainment  
activations and legislation approves ten new Entertainment Zones*

San Francisco – Today, Board of Supervisors unanimously passed new legislation to create a Greater Downtown Master Permit program for arts & entertainment activation within the geographic boundaries of the following four community benefit districts (CBD's) making up the Greater Downtown area: Downtown SF Partnership, the East Cut, Yerba Buena Community Benefit District and the Union Square Alliance.

Each community benefit district identified 3 "activation locations" within their public realm plans where they are able to commit to regularly scheduled arts and entertainment programming, sustained over the course of the up to five-year duration of each master permit. Each of the dozen locations automatically qualify for expedited Entertainment Zone status, per Senate Bill 76 enabling legislation. Small businesses that would rather come in under the CBD's master permit program could opt to fold their existing parklet into the neighborhood activation permit.

"This legislation came directly from the community of Downtown stakeholders who have worked so hard to be a part of the City's economic recovery, but still struggle with the slow pace and confusing duplicative nature of our permitting systems," said Board of Supervisors President Aaron Peskin. "It shouldn't be this hard to have a First Thursday art walk or regular block party, especially in neighborhoods that don't have the same residential density that might necessitate more review. These downtown community benefit districts are already doing the work to program these events, we just have to make it easier, bigger and bolder if we want Downtown to come alive more than once a month."

The ten new activation locations permitted through the legislation, which are allow now approved to be Entertainment Zones include:

- Annie Plaza
- Balance and Gold Street
- Claude Lane
- Natoma Street
- Harlan Place
- Minna Alley
- \* Jessie Alleys
- \* The Landing at Leidesdorff
- \* Maiden Lane
- \* Second Street
- \* Front Street (already approved as an entertainment zone)

Some of the locations are already experiencing programming, but can be expanded quickly under the legislation, which is designed to streamline access for participating small businesses, as well.

The Downtown SF Partnership, for example, has already begun piloting activations on Front Street and Leidesdorff Alley, but the launches were delayed while permit approvals dragged on.

“The approval of the streamlined downtown activation legislation by President Peskin and the Board of Supervisors marks a significant milestone in our mission to revitalize downtown,” said **Robbie Silver, President and CEO of the Downtown SF Partnership**. “Our Oktoberfest on Front Street with 8,300 people was wildly successful but we need to cut the bureaucracy and streamline the permit process to regularly host events like this as it's essential for downtown recovery. As we pioneer the implementation of Entertainment Zones, we hope this policy will uplift local businesses and create people-focused experiences that redefine the downtown experience.”

“I’m excited that this new program encourages our CBD’s in the South of Market to deepen their commitments to community-based organizations like ours and including our community in downtown activations” said **Raquel Redondiez, executive director of SOMA Pilipinas**.

The legislation will go to the Mayor’s desk over the next ten days and go into effect thirty days after that.