WHY DOWNTOWN SAN FRANCISCO?

- Downtown is the engine of San Francisco’s economy
  - Nearly 80% of San Francisco’s GDP came from Downtown companies in 2021
  - Downtown and office core was home to 70% of San Francisco jobs pre-pandemic
  - Nearly half of our sales tax revenue and 95% of business tax revenue comes from Downtown

- Downtown offers unique advantages
  - Downtown’s transportation network makes it more connected to the Bay Area’s high-skilled workforce than anywhere else
  - Downtown’s built environment features a dynamic public realm, cultural institutions, and millions of square feet of existing space
COVID ECONOMIC IMPACTS

- **Office attendance** remains at 40% of pre-pandemic levels, contributing to an **office vacancy rate** of 26% (vs 6% pre-pandemic)
- **Downtown BART exits** are 36% of pre-pandemic levels, but increasing
- **Air travel and hotel stays** began rebounding in 2022, but remain down
  - Air travel is at 80% of 2019 levels
  - Hotel occupancy is at 67% of 2019 levels
- These impacts are reflected in the **City’s tax base**:
  - **Property tax** growth is projected to slow and some office property valuations are likely to be reassessed downward
  - **Business tax** is down 10% and not projected to recover until 2025
  - **Hotel tax** is down 37% and not projected to recover until 2027
  - **Sales tax** is down 12% and not projected to recover before 2028
- **Small businesses** are struggling, but business starts increased in March
MAYOR BREED’S VISION

Five priorities for Downtown

• An economically diverse and resilient job engine
• A welcoming, clean, and safe environment
• A dynamic destination active at all hours, every day
• A world-class transportation experience
• An equitable economy that supports full participation by all
Roadmap to Downtown San Francisco's future

“In San Francisco, we don’t just face our challenges – we grow stronger in overcoming them.”

– Mayor London N. Breed

Learn more about the Mayor's vision

Our strategies

Ensure Downtown is clean, safe, and inviting
Investing in a clean and safe downtown is essential to attracting new businesses as well as workforce, visitors, and residents.

Learn more

Attract and retain a diverse range of industries and employers
Supporting long-standing sectors maintains the strength of San Francisco’s economic core, while attracting new businesses and industries increases our economic resilience.

Learn more

Facilitate new uses and flexibility in buildings
Maximizing the variety of uses and flexibility in our buildings creates the spaces and services that a diverse industry base needs to succeed and will help San Francisco’s Downtown recover faster.

Learn more
Our Strategies
ENSURE DOWNTOWN IS CLEAN, SAFE, AND INVITING

• Support businesses, residents, and visitors with an enhanced public safety presence.
• Continue and grow Healthy Streets coordinated response programs that connect people with services while keeping streets and sidewalks safe for everyone.
• Implement street vending regulations to discourage resale of stolen merchandise and keeping sidewalks accessible.
• Provide a welcoming gateway to Downtown attractions through increased parking garage security at City garages.
• Continue to partner with CBDs to keep sidewalks and plazas clean through the 311 Connected Worker App.
• Continue to fund and expand targeted cleaning crews in key areas and hot spots.
• Welcome transit riders and visitors Downtown with refurbished transit platforms, and shelters.
ATTRACTION AND RETAIN A DIVERSE RANGE OF INDUSTRIES AND EMPLOYERS

• Support businesses recovery with ongoing **tax relief and incentives** in key sectors.
• **Explore business tax reform** to adapt to shifting work patterns and make our tax base more resilient and competitive.
• Complete a **Competitive Industries Assessment** to identify high-potential industries and supporting strategies.
• Launch a **business attraction campaign** to bring new ventures in high-potential industries to San Francisco.
• Continue attracting convention and business travel with the **Moscone Recovery Fund**.
• **Increase filming in Downtown** to promote San Francisco’s image and develop the local film industry.
Amend the Planning Code to ensure flexible zoning Downtown to accommodate the widest possible range of activities and uses.

Prepare a housing conversion analysis to identify the feasibility of office-to-residential conversions and recommend supporting policy changes.

Develop a recovery entitlement program that would allow time and flexibility for previously entitled development projects to adjust to market conditions.
MAKE IT EASIER TO START AND GROW A BUSINESS

• Provide direct **business recovery assistance** including grants and loans.
• Expanded the **First Year Free** program to reduce permit costs for new business ventures.
• **Right-size local employer healthcare contributions** under the Health Care Security Ordinance (HCSO).
• Connect new ventures to ground floor vacancies and provide support through a new **Vacant to Vibrant** program.
• Build on the Save Our Small Business Initiative and SBRA to deliver **smoother business permitting**.
• Modernize processes and add resources to **support businesses at the Permit Center**.
• **Streamline business inspections** to reduce delays and unexpected costs for new and existing businesses.
GROW AND PREPARE OUR WORKFORCE

• Implement the Mayor’s Housing for All plan to deliver housing for our workforce.
• Provide industry-informed training programs that target resources to employers’ shifting needs.
• Expand outreach to grow the workforce through programs that match new job seekers and those outside the labor force with emerging opportunities.
Designate an Arts, Culture and Entertainment (ACE) Zone with targeted City programs and incentives to foster new arts and culture establishments.

Continue supporting public space events and activations that showcase local talent, entrepreneurs and culture.

Permitting improvements for community events to support neighborhood festivals and street fairs.

Advocate for and implement state legislation to allow for outdoor alcohol consumption in Entertainment Zones in select areas.

Leverage the Moscone Visitor Center as a point to connect guests to local arts, culture, and entertainment offerings.
ENHANCE PUBLIC SPACES TO SHOWCASE DOWNTOWN

- Complete the transition of **Shared Spaces** to a permanent program allowing businesses to activate streets, plazas, and sidewalks.
- Continue adding **new design elements** in public spaces to showcase Downtown’s environment and support community activities.
- Create **new points of interest** that attract visitors and encourage gatherings in public spaces like the Landing at Leidesdorff.
- **Reimagine transit stations** as platforms for local art and talent to support local artists and spark interest Downtown.
INVEST IN TRANSPORTATION CONNECTIONS

- Make it easy for workers, residents and visitors to travel Downtown with improved Muni connections.
- Provide faster trips to Downtown with ongoing Muni Forward improvements on key lines.
- Work with City and regional partners to bring high-speed rail to the Salesforce Transit Center.
- Pursue new strategies to ensure long-term financial stability for Muni.
- Ensure biking is safe and convenient with a more connected and protected Downtown bike network.
- Strategically deploy traffic control officers to keep traffic moving Downtown.
- Make Muni a more attractive option with cellular service in the Metro.
- Launch additional fare pass programs to boost Muni ridership.
TELL OUR STORY

- Promote a national **visitor attraction campaign** in targeted markets to remind potential visitors of San Francisco’s unique allure.
- Launch the **Heart of SF social media campaign** to amplify a cohesive narrative around Downtown’s evolving identity.
- Develop a **San Francisco recovery campaign** to put forward overall positive stories of San Francisco.
- Update this Roadmap as our story evolves at [sf.gov/roadmap-downtown-san-franciscos-future](http://sf.gov/roadmap-downtown-san-franciscos-future)