



ROADMAP TO SAN FRANCISCO'S FUTURE

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



DOWNTOWN RECOVERY

- **Office attendance:** 42% of pre-pandemic
- **Office vacancy rate:** 30.4% as of Q3 2023
- **Muni ridership:** 60% of pre-pandemic
- **BART ridership:** 37% of pre-pandemic Downtown (43% overall)
- **Tenant demand** for office space: 5.5 million sq ft
- **SFO international travel:** 97% of pre-pandemic
- **SFO domestic travel:** 85% of pre-pandemic
- **Hotel occupancy:** 80% of pre-pandemic



Roadmap to San Francisco's Future

Responding to the economic changes brought on by the pandemic, in February 2023 Mayor Breed laid out her vision for the future of Downtown.

In the first six months since launching this roadmap, the City has already made significant progress in fulfilling this vision.

[See our August 2023 progress here](#)



"Downtown SF Blue Hour" by Barbara Day

Our strategies



"Pier 7 on the northern waterfront" by [Dustin](#)

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](#)



"Life science research in Mission Bay" by [Michael](#)

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](#)



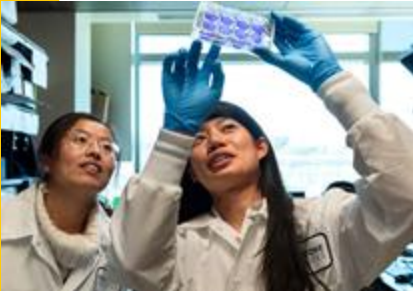
"American Tulip Day in Union Square" by [Pawar](#)

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



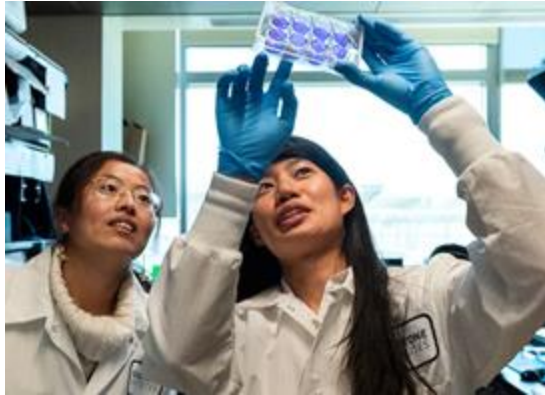
ENSURE DOWNTOWN IS CLEAN, SAFE, AND INVITING



- Strengthened **police staffing** with budget for 220 more officers and approved new police contract
- Launched a multi-agency operation to **disrupt open-air drug dealing**
- Committed over \$50 million to extend Downtown-focused **community ambassador programs** for another two years
- Funded **600 new shelter beds** and over **1,000 permanent housing placements** and expanded mental health, addiction, and overdose prevention programs



ATTRACT AND RETAIN A DIVERSE RANGE OF INDUSTRIES AND EMPLOYERS



- Extended **business tax relief** for retail, restaurants, hospitality, arts & entertainment through 2026
- Passed new **Office Attraction Tax Credit** to bring new businesses and fill vacant office space Downtown
- Initiated a **comprehensive business tax reform** process with the Controller and Treasure's Offices



FACILITATE NEW USES AND FLEXIBILITY IN BUILDINGS



- Amended the Planning Code to ensure **flexible zoning Downtown** to accommodate the widest possible range of activities and uses
- Established an **Adaptive Reuse Program** to facilitate the conversion of underutilized office buildings into housing
- Released a **Request for Interest** for adaptive reuse projects of Downtown commercial office buildings and developing **tax and policy incentives** based on responses
- Engaging with City Administrator, School District, City College, and UC system to locate **City offices and educational institutions** Downtown



MAKE IT EASIER TO START AND GROW A BUSINESS



- Launched the first cohort of pop-up businesses, nonprofits and artists to fill vacant ground floor spaces Downtown through the **Vacant to Vibrant** program
- Released a **Business Training Grant** program to support existing small businesses and a **Storefront Opportunity Grant** program to support new and existing businesses in filling vacant storefronts
- Extended the **First Year Free** program to waive City permit fees for new businesses
- Advancing legislation to **streamline business permitting** by simplifying Planning Code requirements



GROW AND PREPARE OUR WORKFORCE



- Expanded **workforce outreach** in the hospitality, health care, small business, and construction sectors
- Increased job access points via **Neighborhood Job Centers and job fairs**, including for City jobs
- Under the **Housing for All Plan** reformed inclusionary housing requirements and development impact fees to make new housing construction and conversion projects more feasible



TRANSFORM DOWNTOWN INTO A LEADING ARTS, CULTURE, AND NIGHTLIFE DESTINATION



- Funding **public space events and activations** to bring people Downtown at night and on weekends and support local artists, vendors, and businesses
- Developing an **Arts, Culture and Entertainment (ACE) Zone** Downtown supported by targeted grants, event permit streamlining, and expanded outdoor alcohol service
- Supporting development and implementation of a **Market Street Arts** plan to make Market Street a center for arts and culture programming



ENHANCE PUBLIC SPACES TO SHOWCASE DOWNTOWN



- Launched the new **Landing at Leidesdorff** public space in the Financial District with ongoing programming
- Investing in the **Powell Promenade** streetscape redesign on Powell Street
- **Improving Downtown plazas** with new lighting, landscaping, tables and chairs at Hallidie Plaza, Mechanics Plaza, and Union Square
- Partnering with Planning on developing a **public realm vision and implementation plan** in key locations Downtown



INVEST IN TRANSPORTATION CONNECTIONS



- Secured one-time state funding for public transportation to **maintain Muni and BART service**
- **Expanded Downtown transit service** with express service on the 1X California and a partnership with Golden Gate Transit
- Completed **new protected bike lanes** on Battery and Sansome Streets to serve the Financial District



TELL OUR STORY



- Launched a national **Always San Francisco** visitor attraction campaign in targeted markets to remind potential visitors of San Francisco's unique allure.
- Launched the **Heart of SF social media campaign** to amplify a cohesive narrative around Downtown's evolving identity.
- Partnering with Downtown stakeholders to promote **recovery marketing campaigns** to invite investment to San Francisco.
- Inviting the world to San Francisco for the **Asian Pacific Economic Cooperation (APEC) Summit** in November

