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District 11 Meet the Candidate Week 11: What would be your first moves as supervisor to boost the district’s local business vitality?

Revitalizing our merchant corridors (Mission, Ocean, and Geneva) is a top priority. We must increase cleanliness and safety, add foot traffic, and cut costs for businesses.

Having talked to dozens of small businesses on the corridors, from long-time businesses like Baby’s Eatery and New Royal Bakery on Mission Street to new ones like Fate Tea House on Ocean Avenue, I keep hearing over and over again that foot traffic is sadly down sometimes more than 50 percent from before the pandemic, while costs are up (PG&E.) As a former business owner who ran more than 30 schools the past five years during the pandemic, I can empathize!

First, we need safety and cleanliness. That starts with working with DPW, Urban Alchemy, and the new Excelsior and Ocean Community Benefit Districts to increase cleanliness and graffiti cleanup, and the Ingleside/Taraval SPD Stations to increase street patrols.

Second, I would help recruit marquee businesses that draw people from other neighborhoods in — examples might be craft cocktails, a nightclub, perhaps a theater on Mission Street, and recruiting anchor tenants to fill the former Target and CVS spaces on Ocean Avenue, while making sure we have parking for visitors. Increasing events like Chow Fun later this month which I am helping with, or Jerry Garcia Day are amazing activations.

Third, we need to cut costs for businesses. I would draft legislation that reduces permit fees and red tape for starting a new business, as well as restructure the tax code to exempt taxes for small businesses, and look at every one of their line items to see how we can reduce it (e.g. PG&E is state level legislation.)

Pre World War 2, Mission and Ocean used to be some of the most vibrant corridors in the city, and I’m excited to help revitalize our district again.