



November 14, 2016

Rodney Fong, President
San Francisco Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

RE: SUPPORT Items #16-17.d on November 17, 2016 Agenda: 950-974 Market Street

Dear Commissioner Fong,

The San Francisco Chamber of Commerce, representing over 2,500 local businesses, supports the mixed-use housing/hotel/retail development at 950-974 Market Street.

For decades the city has sought to revitalize the Mid-Market Street area. Once the entertainment and retail “spine” of the San Francisco, the area never really recovered from the disruption caused by the construction of the BART/MUNI Metro systems in the 1970’s. However, in recent years, residential construction and targeted tax reductions for businesses occupying formerly vacant buildings has resulted in a significant economic turnaround. New apartments and condominiums, retail, theater, hotels and office uses are occurring on every block between 5th and 11th Streets.

This project will be an anchor for the north side of Market Street just a block from the Powell Street cable car turntable and the BART/Muni Metro station. The mixed-use nature of the project will add critically needed hotel rooms near Union Square and Moscone Convention Center while continuing to add residential units which are in high demand along the Market Street corridor. While San Francisco experiences some of the lowest unemployment rates in California, job creation in the Mid-Market area with moderate levels of unemployment would be well served by the jobs this project will create.

The Chamber supports bringing new housing, especially affordable housing, to San Francisco generally and to this neighborhood in particular. We support the project at 950-974 Market Street and urge the Planning Commission to support it as well.

Sincerely,

A handwritten signature in black ink that reads 'Jim Lazarus'. The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Jim Lazarus
Senior Vice President, Public Policy

cc: Clerk of the Planning Commission, to be distributed to all Planning Commissioners