

MOTION

In 2023, the City and County of San Francisco partnered with the nonprofit SF New Deal to launch the "Vacant to Vibrant" program, an innovative storefront activation initiative designed to reduce commercial vacancies by connecting vacant property owners with small businesses, artists, entrepreneurs, restaurants, retailers, and nonprofit organizations seeking temporary retail space. The program provides temporary lease opportunities, storefront activation grants, permit coordination, and technical assistance to help businesses establish a physical presence while revitalizing underutilized commercial corridors.

The program has demonstrated measurable success. Since its launch, Vacant to Vibrant has activated 18 vacant storefronts, with 11 businesses transitioning into permanent commercial leases, demonstrating that temporary activations can successfully lead to long-term occupancy while increasing economic activity and foot traffic in surrounding neighborhoods.

The City of Los Angeles has made significant investments in supporting small businesses through programs such as BusinessSource Centers and other economic development initiatives. However, the City currently lacks a coordinated storefront activation program that directly connects vacant commercial property owners with businesses seeking space. Establishing a similar pilot program would build upon existing City business resources while addressing commercial vacancies in neighborhoods throughout Los Angeles.

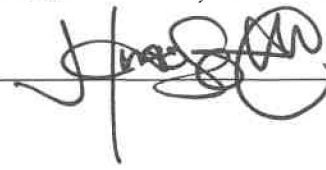
As Los Angeles prepares to welcome millions of visitors for major international events, including the Super Bowl LXI, and the 2028 Olympic and Paralympic Games, activating vacant storefronts presents an opportunity to enhance neighborhoods, strengthen local economies, and support small businesses.

I THEREFORE MOVE that the Council instruct the Community Investment Department (CID), with assistance from the Chief Legislative Analyst (CLA) to report on the feasibility of establishing an **"LA Vacant to Vibrant" Storefront Activation Program** modeled after San Francisco's Vacant to Vibrant program, including program structure, funding opportunities, implementation strategies, and use of existing City business assistance resources.

PRESENTED BY


JOHN S. LEECouncilmember, 12th District

SECONDED BY


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ORIGINAL