

Wednesday, February 21, 2024 at 11:20:29 Pacific Standard Time

**Subject:** Public Hearing for Head West Event in Hayes Valley  
**Date:** Wednesday, February 21, 2024 at 11:06:09 AM Pacific Standard Time  
**From:** TEAM  
**To:** SpecialEvents, Woo, Bryant  
**CC:** Thompson, Marianne (ECN), Tang, Katy (ECN), Sweet, Alexandra C. (MYR), Tumlin, Jeffrey

EXT

Dear ISCOTT and SFMTA:

We oppose the 4x event frequency being proposed for the Head West event.

We view the sanctioned promotion of outside retail vendors as a direct threat on our small business operators. This event is run by a out of county for profit business at our neighborhood expense. Each time this event occurs it results in direct financial loss to businesses in Hayes Valley. Our business community received reassurance in recent years that this event would take place only 2x a year. The event host has broken that commitment.

We need to point out that the application information being submitted is inaccurate ([see highlighted items](#)). How has Head West arrived at its proclamation regarding its vendors as being *"complimenting (not competing against the existing merchants in the Hayes Valley neighborhood"*? Also, in light of repeatedly expressing our concern with the event host about its lack of communications and inclusiveness by not consulting with HVSafe and the Hayes Valley Small Business Association (HVSBA) on its intent or planning efforts the applicant cites it has *"community support from Neighborhood Associations"* 🙄🙄.

The proposed schedule of four Sunday closures in addition to the ongoing Saturday closure already taking place on Hayes Street represents 25% of our weekends. Weekends generate the greatest volume of business during any given week. The permit holder for the Shared Street Closure is already struggling to maintain activation on the block per the conditions of the permit; we've received a lot of input on the idea to have Head West move the event date from Sundays to Saturdays.

In light of all the communications expressing our distaste with Head West we don't understand why the City isn't redirecting this type of activity toward venues that are in more dire need of "activation" vs. allowing this event host to continue to double down on ours.

Please deny this permit request.  
Thank you.  
HVSafe

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## **HEAD WEST Marketplace | 2024 Event Overview | Sundays, 4/14 - 6/9 - 8/11 - 10/13 | 11a-5p**

***HEAD WEST** is a one-day outdoor, community marketplace in Hayes Valley featuring 75+ Local Makers, Vintage Merchants, Crafters, Designers + Artists. All Participants have been juried to ensure they are of high quality, eco-conscious, small batch and locally-sourced product offerings – complimenting (not competing against) the existing merchants in the Hayes Valley neighborhood. The event is free to attend for the public with an expected turnout of 2000-3000 attendees throughout the day, roughly 500 persons per hour to fulfill our mutual goal of buying local/shopping small as well as bringing new visitors through discovery to Hayes Valley.*

### **What HEAD WEST HAS:**

- Community support from the Hayes Valley Merchant & Neighborhood Associations, local merchant businesses and resident patrons.
- A proven track record of successful turn out and public approval, from many previous events in Hayes Valley.
- Insurance, Private Security (no need for a PCO Officer)
- Responsible portable restroom placement, emergency plan, and greening action plan with rinse-off chalk booth numbers, clean up volunteers, and trash/compost/recycle bins.

### **What HEAD WEST does NOT have:**

- Food or beverage sales
- Amplified Entertainment (Acoustic Only)
- Stages
- Intersection Obstructions

### **PRE-EVENT SITE SET UP:**

- Chalk street for booth numbers
- Hang no parking signs with clear information (by SFMTA)
- Hang signs on resident garages notifying of non-use during the event (by HW Team)
- Portable Restroom delivered and locked
- Any leaves and debris cleared from street and sidewalk (by HW Team)

### **DAY OF SITE SET-UP 6am-11am:**

- Set up barricades in designated areas highlighted on Site Plan
- Partner with Parking enforcement for any vehicle towing needs
- Load-in Participants into booth locations and set up
- Unlock toilets when event begins
- Unlock + place Recology greening bins with monitoring throughout the day
- HW Team always on-site for any community/safety concerns and needs

### **DAY OF SITE BREAK DOWN 5pm-7pm:**

- Facilitate safe load-out of Participants
- Relock toilets and ready for pick up
- 3rd Party barricades picked up
- Take down all event related signage (no parking signs)
- Clear any debris and lock up Recology bins for pick up

**Subject:** Head West in Hayes Valley  
**Date:** Wednesday, February 21, 2024 at 1:05:02 AM Pacific Standard Time  
**From:** MAGIE CRYSTAL  
**To:** Woo, Bryant, SpecialEvents  
**CC:** team@hvsba.org

EXT

Dear members of ISCOTT and SFMTA:

I am writing to oppose the permit request from Head West. The hearings regarding these events are timed so local proprietors are unable to attend.

The proposed schedule of four Sunday closures in addition to the ongoing Saturday closure already taking place on Hayes Street represents 25% of our weekends. Weekends generate the greatest volume of business during any given week.

The street closures for this event have a detrimental impact on our small businesses. Visiting consumers choose to avoid the area due to the lack of parking and ensuing traffic issues, which negatively impact quality of life for residents as well.

The constant encroachment by Head West into our commercial corridor is time consuming and exhausting. When first approached by Head West organizers, we were assured there would be only one date and we would be notified at least 6 months in advance of the proposed date.

Many merchants on Hayes Street prefer not to host this event at all. Frankly, we don't understand why the City isn't redirecting this type of activity toward areas that are in more dire need of "activation".

Thank you for taking time to listen to the concerns of merchants on Hayes Street.

Signed,

Magie Crystal

Hayes Valley Merchant and Resident

Alla Prima  
[REDACTED]  
[REDACTED]

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before responding, clicking links, or opening attachments.

**Subject:** Public Hearing - 2024 Head West Market

**Date:** Tuesday, February 20, 2024 at 11:03:17 PM Pacific Standard Time

**From:** Kristina Runske

**To:** SpecialEvents

EXT

To SFMTA ISCOTT:

I've been informed by the Hayes Valley Small Business Association (HVSBA) of the current permit approval slated for Thursday's SFMTA ISCOTT hearing.

The street closures for this event have a detrimental impact on my business.

1. My regular customers don't dare come to Hayes Valley during these Head West blip-show sell-outs due to the throngs of people. HV turns into a parking lot, the noise & the trashcans are spilling over with food containers. I as a tax-paying San Franciscan am paying for this hoopla. In return, I get non-existent business. It seriously detracts attention away from us little merchants who helped make Hayes Valley what it is today. We have almost no sales on the Head West mayhem days.
2. The streets outside & in the neighborhood turn into parking lots with vehicles who can't go anywhere. The pollution is severe. I pay the City of SF to try to bring order to the crazy making. Of course, there's no parking for my customers or any other regular shopper.
3. The noise & calamity affect all of us working & living in Hayes Valley. It's noise pollution.
4. Don't sell Hayes Valley out to private commercial interest from Southern California who bring the profit back to their local communities. They have zero allegiance to Hayes Valley.
5. It's outrageous that we're going to be selling us out for another two weekends. The crass commercial interests already got two weekends of the year. Please, don't increase their presence. They're not paying San Francisco taxes like we are. We're creating the lovely, cozy ambiance that the Head West commercial interests so highly desire.

I oppose the proposed 4 dates.

2 dates for this event is sufficient.

I also ask that this event take place on a Saturday instead of a Sunday (to coincide with the street closure which is currently in place).

The constant encroachment by Head West into our commercial corridor is time consuming and exhausting.

The hearings regarding these events are timed so our local proprietors are unable to attend.

Please deny this permit request.

From  
Kristina Runske

## Minimal

This message is from outside of the SFMTA email system. Please review the email carefully before responding, clicking links, or opening attachments.

**Subject:** ISCOTT HAYES STREET CLOSURE HEARING

**Date:** Thursday, February 15, 2024 at 5:01:13 PM Pacific Standard Time

**From:** Doug Ridgway

**To:** Thompson, Marianne (ECN), Sweet, Alexandra C. (MYR), Tang, Katy (ECN), Mandelman, Rafael (BOS), Preston, Dean (BOS), PrestonStaff (BOS), SpecialEvents, mayorlondonbreed@sfgov.org

EXT

Regarding the upcoming ISCOTT public hearing for the permitting of “Head West” which consists of four retail events in Hayes Valley.

This issue is well beyond the impact that it creates to traffic and parking (SFMTA’s area). These events have a direct and measurable impact on small businesses that are open on Sundays. Certainly, those impacts are good and bad, but for those of us who see “zero dollar days” and have customers who are unable to reach our location, there is absolutely no benefit.

The sanctioned promotion of outside retail vendors — most from outside of San Francisco — does not make sense. It benefits the promoter and the vendors (and a few Hayes Valley businesses) at the expense of many local businesses who are here, day in and day out, contributing to the neighborhood. We rely on appointments, who are often unable to reach our shop during these events and end up canceling. This is a direct loss in business.

I would very much appreciate a clear understanding of why SFMTA can issue a permit for events that harm locally owned-and-operated retailers — and why anyone in city government would support it. Please, this has been an ongoing issue and one that costs us thousands of dollars per year. It is beyond frustrating to pay Hayes Valley rent — as a small, independent jeweler — and have 3 cheap jewelry brands from outside of SF hocking their wares in front of our shop.

— Doug Ridgway

REBECCA OVERMANN, INC.

Doug Ridgway

Wed - Sat 11-6 & Sun 11-5

[Schedule an Appointment »](#)

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Wednesday, February 21, 2024 at 10:29:13 Pacific Standard Time

**Subject:** Public Hearing - 2024 Head West Market

**Date:** Wednesday, February 21, 2024 at 10:15:34 AM Pacific Standard Time

**From:** Trina Papini

**To:** SpecialEvents

EXT

To SFMTA ISCOTT:

I've been informed by the Hayes Valley Small Business Association (HVSBA) of the current permit approval slated for Thursday's SFMTA ISCOTT hearing.

The street closures for this event have a detrimental impact on my business.

I oppose the proposed 4 dates.

2 dates for this event is sufficient.

I also ask that this event take place on a Saturday instead of a Sunday (to coincide with the street closure which is currently in place).

The constant encroachment by Head West into our commercial corridor is time consuming and exhausting.

The hearings regarding these events are timed so our local proprietors are unable to attend.

Please deny this permit request.

From

Trina Papini

Metier

This message is from outside of the SFMTA email system. Please review the email carefully before responding, clicking links, or opening attachments.

Wednesday, February 21, 2024 at 10:29:48 Pacific Standard Time

**Subject:** Public Hearing - 2024 Head West Market  
**Date:** Wednesday, February 21, 2024 at 10:14:00 AM Pacific Standard Time  
**From:** Sheri Evans  
**To:** SpecialEvents

EXT

To SFMTA ISCOTT:

I've been informed by the Hayes Valley Small Business Association (HVSBA) of the current permit approval slated for Thursday's SFMTA ISCOTT hearing.

The street closures for this event have a detrimental impact on my business.

I oppose the proposed 4 dates.

2 dates for this event is sufficient.

I also ask that this event take place on a Saturday instead of a Sunday (to coincide with the street closure which is currently in place).

The constant encroachment by Head West into our commercial corridor is time consuming and exhausting.

The hearings regarding these events are timed so our local proprietors are unable to attend.

Please deny this permit request.

Thank you,

Sheri Evans  
Co-Owner, Métier

From  
Sheri Evans  
[sherievans@metiersf.com](mailto:sherievans@metiersf.com)  
Metier

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Wednesday, February 21, 2024 at 10:52:04 Pacific Standard Time

**Subject:** Public Hearing - 2024 Head West Market  
**Date:** Wednesday, February 21, 2024 at 10:41:47 AM Pacific Standard Time  
**From:** Eiko Mizauhara Critchfield  
**To:** SpecialEvents

EXT

To SFMTA ISCOTT:

I've been informed by the Hayes Valley Small Business Association (HVSBA) of the current permit approval slated for Thursday's SFMTA ISCOTT hearing.

The street closures for this event have a detrimental impact on my business.

I oppose the proposed 4 dates.

2 dates for this event is sufficient.

I also ask that this event take place on a Saturday instead of a Sunday (to coincide with the street closure which is currently in place).

The constant encroachment by Head West into our commercial corridor is time consuming and exhausting.

The hearings regarding these events are timed so our local proprietors are unable to attend.

Please deny this permit request.

From  
Eiko Mizauhara Critchfield  
[REDACTED]  
Cotton Sheep

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Wednesday, February 21, 2024 at 10:52:24 Pacific Standard Time

**Subject:** Public Hearing - 2024 Head West Market  
**Date:** Wednesday, February 21, 2024 at 10:40:09 AM Pacific Standard Time  
**From:** Victor Critchfield  
**To:** SpecialEvents

EXT

To SFMTA ISCOTT:

I've been informed by the Hayes Valley Small Business Association (HVSBA) of the current permit approval slated for Thursday's SFMTA ISCOTT hearing.

The street closures for this event have a detrimental impact on my business.

I oppose the proposed 4 dates.

2 dates for this event is sufficient.

I also ask that this event take place on a Saturday instead of a Sunday (to coincide with the street closure which is currently in place).

The constant encroachment by Head West into our commercial corridor is time consuming and exhausting.

The hearings regarding these events are timed so our local proprietors are unable to attend.

Please deny this permit request.

From  
Victor Critchfield

[REDACTED]  
Cotton Sheep

This message is from outside of the SFMTA email system. Please review the email carefully before responding, clicking links, or opening attachments.

**Subject:** Public Hearing - 2024 Head West Market  
**Date:** Wednesday, February 21, 2024 at 10:55:16 AM Pacific Standard Time  
**From:** Mei Ho  
**To:** SpecialEvents

EXT

To SFMTA ISCOTT:

I've been informed by the Hayes Valley Small Business Association (HVSBA) of the current permit approval slated for Thursday's SFMTA ISCOTT hearing.

The street closures for this event have a detrimental impact on my business.

I oppose the proposed 4 dates.

2 dates for this event is sufficient.

I also ask that this event take place on a Saturday instead of a Sunday (to coincide with the street closure which is currently in place).

The constant encroachment by Head West into our commercial corridor is time consuming and exhausting.

The hearings regarding these events are timed so our local proprietors are unable to attend.

Please deny this permit request.

From  
Mei Ho

  
True Sake

This message is from outside of the SFMTA email system. Please review the email carefully before responding, clicking links, or opening attachments.

**Subject:** Public Hearing - 2024 Head West Market  
**Date:** Wednesday, February 21, 2024 at 11:01:59 AM Pacific Standard Time  
**From:** Doug Ridgway  
**To:** SpecialEvents

EXT

To SFMTA ISCOTT:

I've been informed by the Hayes Valley Small Business Association (HVSBA) of the current permit approval slated for Thursday's SFMTA ISCOTT hearing.

The street closures for this event have a PROFOUND and detrimental impact on my business.

I oppose the proposed 4 dates. I also oppose any non-retail vending in Hayes Valley.

THE LOSS OF REVENUE TO OUR SMALL, 4-PERSON BUSINESS IS THOUSANDS OF DOLLARS ON A PRIME SUNDAY IN ONE OF THE PREMIER SHOPPING DISTRICTS IN CALIFORNIA. There is no benefit to us and therefore we oppose completely, the issuing of ANY PERMITS FOR OUTSIDE VENDING in Hayes Valley without a formal and complete study of its impact by a committee including representatives that represent small business.

The constant encroachment by Head West into our commercial corridor is time-consuming and exhausting.

The hearings regarding these events are timed so our local proprietors are unable to attend, and quite frankly, years of battling these events has left most of us with a sense of helplessness and hopelessness. It certainly will affect our decisions to remain in Hayes Valley, as one of the very few small, local, and women-owned businesses that still remain here.

Please deny this and all future permit requests.

From  
Doug Ridgway

Rebecca Overmann

This message is from outside of the SFMTA email system. Please review the email carefully before responding, clicking links, or opening attachments.

**Subject:** Public Hearing - Head West 2024  
**Date:** Monday, February 19, 2024 at 8:08:25 PM Pacific Standard Time  
**From:** Michael Murano  
**To:** SpecialEvents

EXT

I've been informed by HVSafe of the current permit approval slated for Thursday's SFMTA ISCOTT hearing.

I oppose the 4x event frequency being proposed for this event.

After expressing our concern for the last two years about the permit process and the event host's lack of communications and inclusiveness in consulting with HVSafe and the Hayes Valley Small Business Association (HVSBA) on its intent or planning efforts we're confronted with more of the same brazen effort/attitude this year by Head West.

We view the sanctioned promotion of outside retail vendors as a direct threat on our small business operators. This event is run by a for profit business at our neighborhood expense.

Each time this event occurs it results in direct financial loss to businesses in Hayes Valley. Our business community received reassurance in recent years that this event would take place only 2x a year. The event host has broken that commitment.

We ask that you limit the Head West event frequency to 2x a year with a requirement that this event host be a good neighborhood partner with ALL neighborhood groups.

We ask that event be moved to Saturdays to coincide with the current Shared Street Closure programming.

We suggest that City Agencies redirect efforts for the Head West event in areas that are in need of activation vs. inflicting ongoing harm to ours.

Thank you.

From  
Michael Murano

This message is from outside of the SFMTA email system. Please review the email carefully before responding, clicking links, or opening attachments.

**Subject:** Public Hearing - Head West 2024  
**Date:** Wednesday, February 21, 2024 at 9:01:45 AM Pacific Standard Time  
**From:** Stephen Albair  
**To:** SpecialEvents

EXT

I've been informed by HVSafe of the current permit approval slated for Thursday's SFMTA ISCOTT hearing.

I oppose the 4x event frequency being proposed for this event.

After expressing our concern for the last two years about the permit process and the event host's lack of communications and inclusiveness in consulting with HVSafe and the Hayes Valley Small Business Association (HVSBA) on its intent or planning efforts we're confronted with more of the same brazen effort/attitude this year by Head West.

We view the sanctioned promotion of outside retail vendors as a direct threat on our small business operators. This event is run by a for profit business at our neighborhood expense.

Each time this event occurs it results in direct financial loss to businesses in Hayes Valley. Our business community received reassurance in recent years that this event would take place only 2x a year. The event host has broken that commitment.

We ask that you limit the Head West event frequency to 2x a year with a requirement that this event host be a good neighborhood partner with ALL neighborhood groups.

We ask that event be moved to Saturdays to coincide with the current Shared Street Closure programming.

We suggest that City Agencies redirect efforts for the Head West event in areas that are in need of activation vs. inflicting ongoing harm to ours.

Thank you.

From  
Stephen Albair

COMBINATIONS

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**Subject:** Public Hearing - Head West 2024

**Date:** Wednesday, February 21, 2024 at 9:08:11 AM Pacific Standard Time

**From:** Richard Johnson

**To:** SpecialEvents

EXT

I oppose the 4x event frequency being proposed for this event.

After expressing our concern for the last two years about the permit process and the event host's lack of communications and inclusiveness in consulting with HVSafe and the Hayes Valley Small Business Association (HVSBA) on its intent or planning efforts we're confronted with more of the same brazen effort/attitude this year by Head West.

We view the sanctioned promotion of outside retail vendors as a direct threat on our small business operators. This event is run by a for profit business at our neighborhood expense.

Each time this event occurs it results in direct financial loss to businesses in Hayes Valley. Our business community received reassurance in recent years that this event would take place only 2x a year. The event host has broken that commitment.

We ask that you limit the Head West event frequency to 2x a year with a requirement that this event host be a good neighborhood partner with ALL neighborhood groups.

We ask that event be moved to Saturdays to coincide with the current Shared Street Closure programming.

We suggest that City Agencies redirect efforts for the Head West event in areas that are in need of activation vs. inflicting ongoing harm to ours.

Thank you.

From  
Richard Johnson

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**Subject:** Public Hearing - Head West 2024  
**Date:** Wednesday, February 21, 2024 at 9:01:45 AM Pacific Standard Time  
**From:** Stephen Albair  
**To:** SpecialEvents

EXT

I've been informed by HVSafe of the current permit approval slated for Thursday's SFMTA ISCOTT hearing.

I oppose the 4x event frequency being proposed for this event.

After expressing our concern for the last two years about the permit process and the event host's lack of communications and inclusiveness in consulting with HVSafe and the Hayes Valley Small Business Association (HVSBA) on its intent or planning efforts we're confronted with more of the same brazen effort/attitude this year by Head West.

We view the sanctioned promotion of outside retail vendors as a direct threat on our small business operators. This event is run by a for profit business at our neighborhood expense.

Each time this event occurs it results in direct financial loss to businesses in Hayes Valley. Our business community received reassurance in recent years that this event would take place only 2x a year. The event host has broken that commitment.

We ask that you limit the Head West event frequency to 2x a year with a requirement that this event host be a good neighborhood partner with ALL neighborhood groups.

We ask that event be moved to Saturdays to coincide with the current Shared Street Closure programming.

We suggest that City Agencies redirect efforts for the Head West event in areas that are in need of activation vs. inflicting ongoing harm to ours.

Thank you.

From  
Stephen Albair

COMBINATIONS

This message is from outside of the SFMTA email system. Please review the email carefully before responding, clicking links, or opening attachments.

**Subject:** Public Hearing - Head West 2024

**Date:** Wednesday, February 21, 2024 at 11:34:31 AM Pacific Standard Time

**From:** Reza Musavi

**To:** SpecialEvents

EXT

I've been informed by HVSafe of the current permit approval slated for Thursday's SFMTA ISCOTT hearing.

I oppose the 4x event frequency being proposed for this event.

After expressing our concern for the last two years about the permit process and the event host's lack of communications and inclusiveness in consulting with HVSafe and the Hayes Valley Small Business Association (HVSBA) on its intent or planning efforts we're confronted with more of the same brazen effort/attitude this year by Head West.

We view the sanctioned promotion of outside retail vendors as a direct threat on our small business operators. This event is run by a for profit business at our neighborhood expense.

Each time this event occurs it results in direct financial loss to businesses in Hayes Valley. Our business community received reassurance in recent years that this event would take place only 2x a year. The event host has broken that commitment.

We ask that you limit the Head West event frequency to 2x a year with a requirement that this event host be a good neighborhood partner with ALL neighborhood groups.

We ask that event be moved to Saturdays to coincide with the current Shared Street Closure programming.

We suggest that City Agencies redirect efforts for the Head West event in areas that are in need of activation vs. inflicting ongoing harm to ours.

Thank you.

From  
Reza Musavi

This message is from outside of the SFMTA email system. Please review the email carefully before responding, clicking links, or opening attachments.

**Subject:** Public Hearing - Head West 2024  
**Date:** Monday, February 19, 2024 at 9:56:16 PM Pacific Standard Time  
**From:** Karen Schwartz  
**To:** SpecialEvents

EXT

I've been informed by HVSafe of the current permit approval slated for Thursday's SFMTA ISCOTT hearing.

I oppose the 4x event frequency being proposed for this event.

After expressing our concern for the last two years about the permit process and the event host's lack of communications and inclusiveness in consulting with HVSafe and the Hayes Valley Small Business Association (HVSBA) on its intent or planning efforts we're confronted with more of the same brazen effort/attitude this year by Head West.

We view the sanctioned promotion of outside retail vendors as a direct threat on our small business operators. This event is run by a for profit business at our neighborhood expense.

Each time this event occurs it results in direct financial loss to businesses in Hayes Valley. Our business community received reassurance in recent years that this event would take place only 2x a year. The event host has broken that commitment.

We ask that you limit the Head West event frequency to 2x a year with a requirement that this event host be a good neighborhood partner with ALL neighborhood groups.

We ask that event be moved to Saturdays to coincide with the current Shared Street Closure programming.

We suggest that City Agencies redirect efforts for the Head West event in areas that are in need of activation vs. inflicting ongoing harm to ours.

Thank you.

From  
Karen Schwartz  
[kielygomes@yahoo.com](mailto:kielygomes@yahoo.com)

This message is from outside of the SFMTA email system. Please review the email carefully before responding, clicking links, or opening attachments.

Wednesday, February 21, 2024 at 09:33:35 Pacific Standard Time

**Subject:** Public Hearing - Head West Market Hayes Valley  
**Date:** Wednesday, February 21, 2024 at 9:20:03 AM Pacific Standard Time  
**From:** team  
**To:** SpecialEvents, Woo, Bryant  
**CC:** Thompson, Marianne (ECN), Tang, Katy (ECN), Sweet, Alexandra C. (MYR), Tumlin, Jeffrey

EXT

Attention ISCOTT and SFMTA:

The street closures for the Head West events have a detrimental impact on our small business operators.

We oppose the 4x a year event frequency that Head West is currently seeking approval on. 2 dates for this event is more than sufficient.

**We also ask that this event take place on Saturdays instead of Sundays (to coincide with the current street closure programming).**

The ongoing encroachment by Head West into our commercial corridor is time consuming and exhausting while we repeatedly voice the same concerns about this event each year. The scheduling times of these hearings make it difficult for local proprietors to attend.

Head West has not been a good neighborhood partner. After repetitive requests on our part Head West continues to dis-include our organization from any dialogue or planning. The HVSBA believes in listening to our community members and putting their needs first. The fact that ISCOTT/SFMTA rewards this bad partner and grants a frequency beyond what our small business community consistently demands is troublesome.

Please prioritize our small business and neighborhood needs over an out of county for profit company - please deny this permit request.

Respectfully,  
HVSBA

This message is from outside of the SFMTA email system. Please review the email carefully before responding, clicking links, or opening attachments.

**Subject:** Public Hearing - Head West 2024

**Date:** Wednesday, February 21, 2024 at 12:43:26 PM Pacific Standard Time

**From:** Alan Burradell

**To:** SpecialEvents

EXT

I've been informed by HVSafe of the current permit approval slated for Thursday's SFMTA ISCOTT hearing.

I oppose the 4x event frequency being proposed for this event.

After expressing our concern for the last two years about the permit process and the event host's lack of communications and inclusiveness in consulting with HVSafe and the Hayes Valley Small Business Association (HVSBA) on its intent or planning efforts we're confronted with more of the same brazen effort/attitude this year by Head West.

We view the sanctioned promotion of outside retail vendors as a direct threat on our small business operators. This event is run by a for profit business at our neighborhood expense.

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We ask that you limit the Head West event frequency to 2x a year with a requirement that this event host be a good neighborhood partner with ALL neighborhood groups.

We ask that event be moved to Saturdays to coincide with the current Shared Street Closure programming.

We suggest that City Agencies redirect efforts for the Head West event in areas that are in need of activation vs. inflicting ongoing harm to ours.

Thank you.

From  
Alan Burradell

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