

COMMISSION MEMORANDUM

TO: Land Use and Sustainability Committee

FROM: Commissioner Alex J. Fernandez

DATE: May 15, 2024

SUBJECT: **Referral to the Land Use and Sustainability Committee - Discussion regarding facilitating pop-ups for local cultural institutions and local start-ups in vacant retail commercial spaces**

Please place on the May 15, 2024 agenda a referral to the Land Use and Sustainability Committee ("LUSC") to discuss working with property owners with vacant retail commercial spaces to facilitate pop-ups for local cultural institutions and local start-up businesses.

We have a vast number of vacant retail commercial spaces in the City. This initiative aims to revitalize underutilized properties, support small businesses, and enrich the cultural landscape of our community. By partnering with property owners to facilitate pop-ups, we can transform these empty storefronts into dynamic hubs of activity. Pop-up events not only activate these spaces but also attract foot traffic, which may benefit adjacent businesses.

Furthermore, utilizing vacant retail spaces for temporary pop-ups aligns with principles of sustainable urban development. Rather than allowing these properties to remain vacant, we can maximize their utility by creating opportunities for temporary use. This approach promotes adaptive reuse and contributes to the overall resilience of our built environment.

I urge the Committee to discuss my proposal and direct the Administration to collaborate with property owners to identify suitable spaces, and provide support for marketing and logistics. By fostering partnerships between stakeholders, we can ensure the success and sustainability of pop-up events for local cultural institutions.